

**PERIYAR UNIVERSITY**  
**PALKALAI NAGAR**  
**SALEM-636011**

**DEGREE OF BACHELOR OF MANAGEMENT**  
***CHOICE BASED CREDIT SYSTEM***

*Syllabus for*

**B.B.A (Retail Management)**

**CBCS PATTERN with effect from 2022-2023**

**Definitions :**

**Programme :** –Programme means a course of study leading to the award of a degree in a discipline.

**Course :** –Course refers to a subject offered under the degree programme.

**Part I :** Tamil / Other languages : means —Tamil/other languages offered under Part I of the Programme.

**Part II :** English: means —English language offered under Part II of the programme.

**Part III :** Means —the core courses related to the programme concerned including (Core Courses) Practical offered under Part III of the programme.

**Part III :** Means –Allied courses offered under part-III of the programme, which is (Allied Courses) in nature but related to the programme concerned.

**Part III :** Means —Elective courses related to the core courses of the programme concerned. (Elective Courses) offered under Part III of the programme.

**Part IV :** Means basic orientation in Tamil language offered under Part IV(i) of the

- i) **Tamil:** programme (as name of the course) for those students who have not studied Tamil Upto 12<sup>th</sup> standard.
- ii) **Advanced Tamil:** Means, Advanced level Tamil offered under Part IV of the programme to students who have studied Tamil language upto 12th standard and chosen other languages under part I of the programme but would like to advance their Tamil language skills.
- iii) **Non-Major Electives** Means elective subjects offered under Part IV (iii) option is being given not concerned with major but are to be selected by students who have not opted for (either) Advance Tamil or Tamil (as mandated).
- iv) **Skill based Courses** - means the courses offered as skill based courses under Part IV (iv) of the programme aimed at imparting Advanced Skill.
- v) **Foundation Course** : means courses such as
  - 1) Value Education ( 1<sup>st</sup> year I Semester)
  - 2) Environmental Studies ( 1<sup>st</sup> year II Semester)

**Part V**

**Extension Activities** : means all those activities under NSS/NCC/Sports/YRC programme and other co and extracurricular activities offered under part V of the programme.

A detailed explanation of the above with relevant credits are given under –Scheme of Examination along with Distribution of Marks and Credits

**Duration:** Means the stipulated years of study to complete a programme as prescribed by the University from time to time. Currently for the undergraduate programme the duration of study is THREE years. These regulations shall apply to the regular course of study in approved institutions of the University.

**Credits:** Means the weightage given to each course of study (subject) by the experts of the Board of Studies concerned.

**Credit System:** Means, the course of study under this regulations, where weightage of credits are spread over to different semesters during the period of study and the Cumulative Grade Point Average shall be awarded based on the credits earned by the students. A total of 147 credits are prescribed for the Undergraduate Programme (Three years).

**Choice Based Credit System:** All Undergraduate Programmes offered by the University shall be under Choice Based Credit System (CBCS). This is to enhance the quality and mobility of the students within and between the Universities in the country and abroad.

**1. Eligibility**

**The eligibility for a student to join BBA course shall be a pass in HSC. Preference should be given for commerce and accountancy streams.**

**2. Duration of the Course**

The course shall extend over a period of **three years comprising** of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

Each semester have 90 working days consists of 5 teaching hours per working day. Thus, each semester has 450 teaching hours and the whole programme has 2600 teaching hours.

### 3. Course of Study

The course of study for the UG degree courses of all branches shall consist of the following:

#### Part - I : Tamil

Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic & Urdu.

The subject shall be offered during the **first four semesters** with one examination at the end of each semester (4 courses – 12 credits).

#### Part – II : Communicative English

The subject shall be offered during the **first two semesters** with one examination at the end of each semester (2 courses – 8 credits).

Professional English for Commerce and management – I & II is offered during the first two semester with one examination at the end of each semester( 2 courses – 8 credits)

#### Part – III:

##### Core subject

As prescribed in the scheme of examination. Examination shall be conducted in the core subjects at the end of every semester. For the programmes with 2 semester languages, 21 core courses with 92 credits are to be offered.

##### Allied Subjects

As prescribed in the scheme of Examination, four subjects, **one each** in I, II, III and IV semester for a total of 14 credits are to be offered.

##### Electives courses

Two elective courses with 8 credits are to be offered one in the V semester and one in the VI Semester. Elective subjects are to be selected from the list of electives prescribed by the Board of Studies concerned. Any one group can be selected.

#### Part – IV

- (a) Those who have not studied Tamil Upto X std / XII std and taken a non-Tamil language under Part-I shall take Tamil comprising of two courses with 2 credits each (4 credits). The course content of which shall be equivalent to that prescribed for the 6th standard by the Board of Secondary Education and they shall be offered in the **third and fourth semesters**.



There shall be no external (University) examinations and the students shall be assured as per the scheme of continuous internal assessment (CIA) for the total marks prescribed.

(OR)

(b) Those who have studied Tamil Upto XII std and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising of two courses with 2 credits each (4 credits) in the **third and fourth semesters**.

(OR)

(c) Others who do not come under the above a+b categories can choose the following non-major electives comprising of two courses with 2 credits each (4 credits) in the **third and fourth semesters**.

**2. Skill Based Subjects:**

All the UG programmes shall offer four courses of **skill based subjects two each in third & fourth semesters** with 2 credits each (8 credits) for which examination shall be conducted at the end of the respective semesters.

**3. Environmental Studies:**

All the UG programmes shall offer a course in Environmental Studies subjects and it shall be offered in the **second semester**. Examination shall be conducted at the end of the semester (one course with 1 credit).

**4. Value Education:**

All the UG programmes shall offer a course in -Value Education – Human Rights| subjects and it shall be offered in the **first semester**. Examination shall be conducted at the end of the semester (one course with 1 credit).

**Part V: Extension Activities (One Credit)**

Every student shall participate compulsorily for period of not less than two years (4 semesters) in any one of the following programmes.

NSS ,NCC,

Sports,YRC

Other Extracurricular activities.

The student's performance shall be examined by the staff in-charge of extension activities along with the Head of the respective department and a senior member of the Department on the following parameters. The marks shall be sent to the Controller of Examinations before the commencement of the final semester examinations.

20% of marks for Regularity of attendance.

60% of marks for Active Participation in classes/camps/games/special Camps/programmes in the college/ District/ State/ University activities.

10% of marks for Exemplary awards/Certificates/Prizes.

10% of marks for Other Social components such as Blood Donations, Fine Arts, etc.

The above activities shall be conducted outside the regular working hours of the college. The mark sheet shall carry the gradation relevant to the marks awarded to the candidates.

A - Exemplary - 80 and above

B - Very good - 70-79

C - Good - 60-69

D - Fair - 50-59

E - Satisfactory -40 - 49

This grading shall be incorporated in the mark sheet to be issued at the end of the semester. (Handicapped students who are unable to participate in any of the above activities shall be required to take a test in the theoretical aspects of any one of the above fields and be graded and certified accordingly).

#### 4. Requirement to appear for the examinations

- a) A Candidate shall be permitted to appear for the university examinations for any semester (practical/theory) if he/she secures **not less than 75%** of attendance in the number of working days during the semester.
- b) A candidate who has secured **less than 75% but 65%** and above attendance in any semester has to pay fine of Rs.800/- and a candidate shall be permitted to appear for the university examination in that semester itself.
- c) A candidate who has secured **less than 65% but 50%** and above attendance in any semester has to pay fine of Rs.800/- and can appear for both semester papers together at the end of the later semester.
- d) A candidate who has secured **less than 50%** of attendance in any semester shall not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 50%.

#### 5. Scheme of examination

As given in the annexure.

#### 6. Restrictions to appear for the examinations

- a) Any candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the regular semester papers.

7. Candidates who fail in any of the course of Part I, II, III, IV & V of UG degree examinations shall complete the course concerned **within 6 years** from the date of admission to the said programme, and should they fail to do so, they shall take the examination in the texts/ revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts/syllabus they shall appear for the examination in that course with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of that course consequent to change of regulation and / or curriculum after 5 year period, the candidates shall have to take up an equivalent course in the revised syllabus as suggested by the Chairman and fulfill the requirements as per the regulation curriculum for the award of the degree.

8. Medium of Instruction and examinations

The medium of instruction and examinations for the courses of Part I, II & IV shall be the language concerned. For part III courses other than modern languages, the medium of instruction shall be English and the medium of examinations is English irrespective of the medium of instructions. For modern languages, the medium of instruction and examination shall be the language concerned

9. **Submission of Record Note Books for practical examinations**

Candidates appearing for Campus to Corporate Project work Viva Voce examinations should submit bonafide Record prescribed for Campus to Corporate Project work Viva Voce examinations, otherwise the candidates shall not be permitted to appear for the Campus to Corporate Project work Viva Voce examinations.

The candidates should undergo Internship training at the end of fourth semester. They have to submit the record and appear for the Viva –Voce during the V Semester and the Head of the Department should submit the Commendable Certificate to the University. No Credit is given.

10. **Passing Minimum**

- a) A candidate who secures **not less than 40% in the University (external)** Examination and 40% marks in the external examination and continuous internal assessment put together in any course of Part I, II, III & IV shall be declared to have passed the examination in the subject (theory or Practical).
- b) A candidate who secures not less than 40% of the total marks prescribed for the subject under part IV degree programme irrespective of whether the performance is assessed at the end semester examination or by continuous internal assessment shall be declared to have passed in that subject.
- c) A candidate who passes the examination in all the courses of Part I, II, III, IV & V shall be declared to have passed, the whole examination.

## 11. Distribution of Marks

Table – 1(A): The following are the distribution of marks for external and internal for University (external) examination and continuous internal assessment and passing minimum marks for **theory papers of UG programmes**.

**Table – 1 (A)**

Table – 1(B): The following are the Distribution of marks for the continuous internal assessment in the theory papers of UG Programmes:

TOTAL	EXTERNAL		INTERNAL		Overall Passing Minimum Total Marks
	Max.Marks	Passing Minimum for External alone	Max.Marks	Passing Minimum for Internal alone	
100	75	30	25	10	40

**Table – 1 (B)**

S.No.	For Theory - UG Courses	Distribution of Marks
1	Tests	15
2	Assignment (2 Nos.)	5
3	Attendance	5
	<b>Total Marks</b>	<b>25</b>

The following courses shall have end semester examinations and Continuous Internal Assessment:

**Table 3**

S.No	Subject	Internal	External	Total
1	Value Education	25	75	100
2	Environmental Studies	25	75	100
3	Non – Major Electives – 3 <sup>rd</sup> semester	25	75	100
4	Non – Major Electives – 4 <sup>th</sup> semester	25	75	100

## Question Paper Pattern

Maximum 75 Marks – wherever applicable			
Section A	Multiple Choice Questions	15*1=15	15 questions – 3 each from every unit
Section B	Short answer questions	2*5=10	One question from each unit
Section C	Essay Type questions of either / or type (like 1.a or b)	5*10=50	5 questions – 1 each from every unit with internal choice of (a) or (b).

**12.** However, for those students who select –Tamil under Part IV, the examinations shall be **only on a Continuous Internal Assessment (CIA)** as furnished in the syllabus. The marks shall be Furnished to the COE by the respective colleges.

### **13. Grading**

Once the marks of the CIA and end-semester examinations for each of the course are available, they shall be added. The mark thus obtained shall then be converted to the relevant letter grade, grade point as per the details given below:

Table – 4

Conversion of Marks to Grade Points and Letter Grade (Performance in a Course / Paper)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
40-49	4.0-4.9	C	Satisfactory
00-39	0	U	Re-appear
ABSENT	0	AAA	ABSENT

$i$  = Credits earned for course  $i$  in any semester.

$G_i$  = Grade Point obtained for course  $i$  in any semester.

$n$  = refers to the semester in which such course were credited.

**Grade point average (for a Semester):**

**Calculation of grade point average semester-wise and part-wise is as follows:**

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

Sum of the multiplication of grade points by the credits of the courses offered under each part  
GPA

= .....

Sum of the credits of the courses under each part in a semester

**Calculation of Grade Point Average (CGPA) (for the entire programme):**

A candidate who has passed all the examinations under different parts (Part-I to V) is eligible for the following part-wise computed final grades based on the range of CGPA:

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum n \sum_i C_{ni} G_{ni}}{\sum n \sum_i C_{ni}}$$

Sum of the multiplication of grade points by the credits of the entire programme under each part CGPA = .....  
Sum of the credits of the courses of the entire programme under each part

**Table – 5**

<b>CGPA</b>	<b>GRADE</b>
9.5 – 10.0	<b>O+</b>
9.0 and above but below 9.5	<b>O</b>
8.5 and above but below 9.0	<b>D++</b>
8.0 and above but below 8.5	<b>D+</b>
7.5 and above but below 8.0	<b>D</b>
7.0 and above but below 7.5	<b>A++</b>
6.5 and above but below 7.0	<b>A+</b>
6.0 and above but below 6.5	<b>A</b>
5.5 and above but below 6.0	<b>B+</b>
5.0 and above but below 5.5	<b>B</b>
4.5 and above but below 5.0	<b>C+</b>
4.0 and above but below 4.5	<b>C</b>
0.0 and above but below 4.0	<b>U</b>

**14. Improvement of Marks in the subjects already passed**

Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

**15. Classification of Successful candidates**

A candidate who passes all the examinations in Part I to Part V securing following CGPA and Grades shall be declared as follows **for Part I or Part II or Part III:**



CGPA	GRADE	CLASSIFICATION OF FINAL RESULTS
9.5 - 10.00	O+	<b>First Class - Exemplary</b>
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	<b>First Class with Distinction</b>
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	<b>First Class</b>
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	<b>Second Class</b>
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	<b>Third Class</b>
4.0 and above but below 4.5	C	

- a. A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 9 to 10 and equivalent grades  
-O| or -O+| in part III comprising Core, Electives and Allied subjects shall be placed in the category of **-First Class – Exemplary**.
- b. A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 7.5 to 9 and equivalent grades  
-D| or -D+| or -D++| in part III comprising Core, Electives and Allied subjects shall be placed in the category of **-First Class with Distinction**.
- c. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 6 to 7.5 and equivalent grades -A| or -A+| or -A++| shall be declared to have passed that parts in **-First Class**.
- d. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 5.5 to 6 and equivalent grades -B| or -B+| shall be declared to have passed that parts in **-Second Class**.

a. A candidate who has passed all the Part I or Part II or Part III subjects examination of the UG

programmes and secured a CGPA of 4.5 to 5 and equivalent grades -C| or -C+| shall be declared to have passed that parts in -**Third Class**.

- f There shall be no classifications of final results, therefore, award of class for Part IV and Part V, however, those parts shall be awarded with final grades in the end semester statements of marks and in the consolidated statement of marks.

**16. Conferment of the Degree:**

No candidate shall be eligible for conferment of the Degree unless he / she

- i. Has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by/affiliated to the University or has been exempted from in the manner prescribed and has passed the examinations as have been prescribed thereof.
- ii. Has completed all the components prescribed under Parts I to Part V in the CBCS pattern to earn 140 credits.
- iii. Has successfully completed the prescribed Field Work/ Institutional Training as evidenced by certificate issued by the Principal of the College.

**17. Ranking**

A candidate who qualifies for the UG degree course passing all the examinations in the first attempt, within the minimum period prescribed for the course of study from the date of admission to the course and secures I class shall be eligible for ranking and such ranking shall be confined to 10% of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks. The improved marks shall not be taken into consideration for ranking.

**18. OTHER REQUIREMENTS**

- i. As a part of BBA curriculum a minimum of 2 factory visits per year must be arranged for the students.
- ii. Industrial training report: For Industrial training. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.
- iii. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.

**19. COMMENCEMENT OF THIS REGULATION**

The regulations shall take effect from the academic year 2022 - 2023 i.e., for students who are admitted to the first year of the programme during the academic year 2022 - 2023 and thereafter.

**20. TRANSITORY PROVISION**

Candidates who were admitted to the UG programme of study before 2022-2023 shall be permitted to appear for the examinations under those regulations for a period of three years i.e., up to and inclusive of the examination of April / May 2024. Thereafter, they will be permitted to appear for the examination only under the regulations there in force

**REVISED SYLLABUS**  
**COURSE OF STUDY AND SCHEME OF EXAMINATION**  
**SEMESTER - I**

Part	Study Components	Course Title	Hrs/Week	CIA	Uni. Exam	Total	Credits
I	Language	Tamil or any one of the modern (Indian or Foreign) or classical languages-I	6	25	75	100	3
I	Language	Communicative English - I	6	25	75	100	4
III	CORE-I	Principles of Management	4	25	75	100	4
III	CORE-II	Business Communication	4	25	75	100	4
III		Professional English for Commerce and Management-I	4	25	75	100	4
III	Allied - I	Business Mathematics and Statistics	5	25	75	100	4
IV		Value Education:- Yoga	1	25	75	100	1
			<b>30</b>				<b>24</b>

**SEMESTER – II**

Part	Study Components	Course Title	Hrs/Week	CIA	Uni. Exam	Total	Credits
I	Language	Tamil or any one of the modern (Indian or Foreign) or classical languages-II	6	25	75	100	3
I	Language	Communicative English - II	4	25	75	100	4
I	Language	Language Proficiency for Employability(Effective English)	2	25	75	100	2
III	CORE-III	Organizational Behaviour	4	25	75	100	4
III	CORE-IV	Financial Accounting	4	25	75	100	4
III		Professional English for Commerce and Management-II	4	25	75	100	4
III	Allied - II	Managerial Economics	5	25	75	100	4
IV	EVS	Environmental Studies	1	25	75	100	1
			<b>30</b>				<b>26</b>

**SEMESTER - III**

Part	Study Components	Course Title	Hrs/Week	CIA	Uni. Exam	Total	Credits
I	Language	Tamil or any one of the modern (Indian or Foreign) or classical languages-III	6	25	75	100	3
III	CORE - V	Marketing Management	5	25	75	100	4
III	CORE - VI	Financial Management	5	25	75	100	4
III	CORE - VII	Human Resource Management	5	25	75	100	4
III	Allied - III	E - Commerce	3	25	75	100	3
IV	SBEC - I	Fundamentals of Insurance	2	25	75	100	2
IV	SBEC-II	Campus to Corporate -(Viva-Voce)	2	25	75	100	2
IV	NMEC- I	Entrepreneurial Development	2	25	75	100	2
			<b>30</b>				<b>24</b>

**SEMESTER – IV**

Part	Study Components	Course Title	Hrs/Week	CIA	Uni. Exam	Total	Credits
I	Language	Tamil or any one of the modern (Indian or Foreign) or classical languages-IV	6	25	75	100	3
III	CORE - VIII	Production and Materials Management	4	25	75	100	4
III	CORE - IX	Management Accounting	5	25	75	100	4
III	CORE - X	Business Law	4	25	75	100	4
III	Naan Mudhalvan	Employability Skills - Microsoft	2	25	75	100	2
III	Allied - IV	Taxation	3	25	75	100	3
IV	SBEC - III	Advertising	2	25	75	100	2
IV	SBEC-IV	Business Practices Viva - Voce	2	25	75	100	2
IV	NMEC- II	Human Resource Management	2	25	75	100	2
			<b>30</b>				<b>26</b>

**SEMESTER – V**

Part	Study Components	Course Title	Hrs/Week	CIA	Uni. Exam	Total	Credits
III	CORE - XI	Retail Management	5	25	75	100	4
III	CORE - XII	Operations Research	5	25	75	100	4
III	CORE - XIII	Cost Accounting	6	25	75	100	5
III	CORE - XIV	Management Information System	5	25	75	100	4
III	CORE - XV	Fundamentals of Research Methodology	5	25	75	100	4
III	Elective - I		4	25	75	100	4
			<b>30</b>				<b>25</b>

**SEMESTER – VI**

Part	Study Components	Course Title	Hrs/Week	CIA	Uni. Exam	Total	Credits
III	CORE - XVI	Strategic Management	5	25	75	100	5
III	CORE - XVII	Consumer Behaviour	6	25	75	100	5
III	CORE - XVIII	Entrepreneurial Development	5	25	75	100	5
III	CORE - XIX	International Business Environment	5	25	75	100	5
III	CORE - XX	Project Work	2	25	75	100	2
III	CORE	Digital Banking and Audit Essentials for Employability	2	25	75	100	2
III	Elective - II		5	25	75	100	4
<b>IV</b>	<b>NMSDC</b>	<b>GST Compliance &amp; Auditing (For Salem and Namakkal Districts)</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2</b>
		<b>NBFC Products and Services (For Dharmapuri and Krishnagiri Districts)</b>					
V	Extension Activities @						1

			<b>30</b>				<b>29</b>
		<b>TOTAL HOURS</b>	<b>180 Hours</b>				<b>154 Credits</b>

@ No University Examinations. Only Credit is given.

<b>List of Elective Papers( Colleges can choose any one group)</b>		
<b>Group A</b>	I	Customer Relationship Management
	II	Channel Management
<b>Group B</b>	I	Brand Management
	II	Investment Management
<b>Group C</b>	I	Merchandising Management
	II	Logistics and Supply Chain Management
<b>Group D</b>	I	Retail Operations Systems and inventory
	II	Franchise Operations Management
<b>Group E</b>	I	Total Quality Management
	II	Retail Advertising and Promotion

**Note:** Modern or classical languages:

- a) Indian–Telugu, Kanada, Malayalam, Urudu and Hindi
- b) Foreign–French
- c) Classical-Sanskrit, Arabic & Persian



**SEMESTER-I**

**CORE I - PRINCIPLES OF MANAGEMENT**

**Course Objective:** To impart the basic knowledge pertaining to functions on Management.

**Course Outcomes:**

On successful completion of this course the students will be able to

1. Understand various functions of Management
2. Know various principles of functions of management.
3. Recognize various styles of leadership

**UNIT – I**

Management– Definition – Importance – Nature – Scope and Functions – Principles of Management. Evolution of Management Thoughts – Contributions of F.W. Taylor - Henry Fayol – Elton Mayo – Hawthorne Experiment.

**UNIT – II**

Planning – Importance – Advantage – Steps in planning – Types of Plans – Management by Objectives (MBO) – Process – Merits – Limitations. Decision Making – Definition – Types of decision – Process of decision making.

**UNIT – III**

Organisation – Need for Organisation – Process – Organizational Structure – Line Functional, Line & Staff Organisation. Span of Management – Delegation –Centralization and Decentralization – Staffing – Nature & Purpose of Staffing.

**UNIT – IV**

Directing – Meaning, Importance, Principles – Leadership – Styles of Leadership – Qualities for effective leadership. Motivation – Theories of motivation – Maslow's need hierarchy theory, Herzberg's two factor theory and their comparison

**UNIT – V**

Co-ordination – Need – Principles – Approaches to achieve effective Co-ordination. Controlling – Meaning – Elements and significance – Steps in control process – control techniques.

**TEXT BOOKS**

1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.
2. L.M. Prasad, Principles of Management, Sultan Chand & Sons.

**REFERENCE BOOKS**

1. Dingar Pagare, Business Management, Sultan Chand & Sons
2. Tripathi P.C. & P.N. Reddy, Principal of Management, TMH
3. Bhusan Y.K. Business Organization and Management, McGraw Hill
4. Koontz and O.Donnel, Essentials of Management, McGraw Hill
5. Ramasamy. T, Principles of Management, Macmillan India Ltd.,
6. Basu, Organisation& Management, S. Chand
7. M.C. Shukla, Business Organisation and Management, S.Chand
8. RustomDavar, Management Process, Progressive Corporation Pvt., Ltd
9. J. Jayashankar, Principles of Management, Margham Publications.
10. Dr.V.R.Palanivelu, Principles of Management, Himalaya publishing House, Mumbai
11. Dr.S.Karthick, Principles of Management, Shanlax Publication.

**SEMESTER-I**

**CORE II - BUSINESS COMMUNICATION**

**COURSE OBJECTIVES:**

- To familiarize students with the mechanics of business writing.
- To enable students to write business correspondence precisely and effectively.

**OUTCOMES:**

Students shall be able to

- Read quite widely to acquire business writing.
- Get into the habit of writing regularly

**UNIT-I**

Communication-meaning-types-objectives-principles of effective communication - barriers to communication - layout of a business letter.

**UNIT - II**

Enquiry-replies-orders -sales - circular letters-complaints and adjustments- collection letters.

**UNIT - III**

Bank correspondence - Insurance correspondence - Agency correspondence-Application for a situation.

**UNIT- IV**

Company Correspondence-Duties of secretary - Correspondence with directors, Shareholders, Government departments and others-Agenda-Minutes.

**UNIT - V**

Report – meaning – importance – characteristics of a good report – preparing report -report by individuals – report by committees – speeches – characteristics of good speech – planning to speak.Modern Forms of communication: Fax-E-Mail-Video Conferencing-Internet-Websites and their use

in business.

**TEXTBOOK:**

1. Ragendrapal and Koralahalii J.S,Essentials of Business Communication, Sultan Chand and Sons.

**REFERENCE BOOKS**

1. Ramesh M.S. &Pattan Shetty, Effective Business English & Correspondence RC Publications.
2. Balasubramanian, Business Communication, Vikas Publishing House Pvt., Ltd.,
3. US Rai, SM Rai, Business Communication, HPH
4. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management.
5. N.S. Rashunathan and B.Santhanam, Business Communication,Margham Publications,Chennai.
6. Chanturvedi, Business Communication Concepts, Case and Applications, Pearson Education.

**SEMESTER – I**

**ALLIED – I BUSINESS MATHEMATICS AND STATISTICS**

**COURSE OBJECTIVES**

1. To introduce the mathematical, statistical concepts and their development of analytical skills in business management.

**COURSE OUTCOMES:**

The students will be able to:

1. Understand the sequence, series, matrix operations and determinants.
2. Understand the usage of central tendencies and dispersion.

**UNIT–I            Sequence and Series**

Definition of Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic progression –Simple Problems.

**UNIT–II           Matrix**

Definition of Matrices–Types of Matrices–Operations on Matrix–Determinant of Matrix–Inverse of a Matrix–Solving of linear equations–Matrix inverse method and Cramer’s rule.

**UNIT–III           Collection Presentation of Statistical Data**

Definition of Statistics–Scope and Limitations–Sources and Collection of data–Classification and Tabulation of data–Diagrams and graphs.

**UNIT–IV           Measures of Central Tendency**

Definitions–Mean–Median–Mode–Geometric Mean–Harmonic Mean and Combined Mean–Merits and Demerits–Simple Problems.

**UNIT–V           Measures of Dispersion**

Definition–Absolute and Relative Measures–Range–Quartile deviation–Mean Deviation and their Coefficients- Standard Deviation and Co-efficient of variation.

1. Gupta.S.P. (2001),Statistical methods,Sultan Chand & Company Ltd.,NewDelhi.
2. P.R.Vittal, Business Mathematics and Statistics, Margham Publications.
3. Gupta. S. P. and Gupta. P.K. Business Statistics and Business Mathematics, Sultan Chand & Company Ltd.,New Delhi.
4. Stafford,Business Mathematics and Statistics ,Sultan Chand & Company Ltd. ,New Delhi.
5. Pillai.R.S.N.and Bagavathi.V.(2005),Statistics, S.Chand & Company Ltd., New Delhi.
6. Sancheti.D.C.and Kapoor.V.K,Statistics–Theory, Methods & Applications ,Sultan Chand & Sons, New Delhi.
7. Arora P.N,Comprehensive Statistical Methods,Sultan Chand&Sons,NewDelhi.
8. Agarwal B.L,Basic Statistics,Wiley Eastern Ltd., Publishers, New Delhi.
9. Vittal P.R, Business Statistics,Margham Publications,Chennai.
10. Navaneetham.P,Business Mathematics and Statistics,Jai Publications.

**WebLinks:**

1. <https://www.maths.ed.ac.uk/~v1ranick/papers/matrices.pdf>
- 2.[http://www.cimt.org.uk/projects/mepres/alevel/fpure\\_ch6.pdf](http://www.cimt.org.uk/projects/mepres/alevel/fpure_ch6.pdf)
3. <https://www.tutorialspoint.com/statistics/>
4. [https://www3.nd.edu/~dgalvin1/10120/10120\\_S17/Topic15\\_8p2\\_Galvin\\_2017\\_short.pdf](https://www3.nd.edu/~dgalvin1/10120/10120_S17/Topic15_8p2_Galvin_2017_short.pdf)
5. [https://www3.nd.edu/~dgalvin1/10120/10120\\_S16/Topic16\\_8p3\\_Galvin.pdf](https://www3.nd.edu/~dgalvin1/10120/10120_S16/Topic16_8p3_Galvin.pdf)

**Note:** The question paper 20% theory and 80% problems to be considered.

## CORE III - ORGANISATIONAL BEHAVIOUR

### Course Objective:

To impart knowledge on factors influencing Individual and group behavior in the organizational context.

To make the students understand various styles of leadership

### Course Outcome:

On successful completion of this course, the students will

1. Know the importance of understanding behavior in the organizational context
2. Be familiar with the factors affecting behavior
3. Know the formation and role of Groups in organization
4. Be able to differentiate and apply various leadership styles.

### Unit-I

Organizational Behaviour- Meaning - Importance – Evolution -Disciplines contributing to Organizational Behaviour- Models of Organizational Behaviour-relevance of OB in modern management.

### Unit – II

Individual behavior: Factors affecting individual behavior – personal – biography- environmental – socio-cultural – political - organizational factors. Personality – Meaning-Determinants of personality - Theories of Personality - Type theory, Trait theory, Psychoanalytical theory, social learning theory, self theory.

### Unit III

Perception – Importance – Perceptual - Process selectivity – Developing perceptual skills Attitude and Behaviour - Factors in Attitude Formation – Relevant for Organisation – Effects of Employee Attitude – Developing positive attitude.

### Unit IV

Group- meaning – types – stages in group formation-group norms - group cohesiveness-factors affecting cohesiveness- group decision making – advantages – disadvantages. Conflict – Types of conflict – Conflict Resolution.

### Unit V

Leadership – Meaning, Functions and Qualities of a leader - Leader vs. Manager - Leadership styles. Organizational change- meaning-reasons- types of change - managing planned change – planning, assessing and implementing the change-causes of resistance to change- overcoming resistance to change.

### Text Book

1. Organizational behavior – L.M.Prasad S.Chand & company Ltd
2. Organizational behavior – S.S.Khanka, S.Chand & company Ltd



**REFERENCE BOOKS**

1. Fred Luthans, Organizational Behaviour, McGraw Hill.
2. ShashiK.Gupta& Rosy Joshi, Organisational Behaviour –Kalyani Publishers.
3. K. Aswathappa, Organizational behavior, Texts and cases –Himalaya Publishing company
4. Keith Devis, John W.Newstrom, OB –Human Behaviour at work, TMH
5. M.L Blum, Industrial Psychology and its Social foundations.
6. J Jayasankar, Organizational Behaviour, Margham Publications Chennai.
7. P Subba Roa, Management and Organizational Behaviour – HPH.
8. Robbins Stephen P Organizational Behaviour, Prentice Hall, New Delhi.

**SEMESTER - II**

**CORE – IV FINANCIAL ACCOUNTING**

**Course Objectives:**

**The objective of this course is to:**

1. Understand the basic concepts of financial accounting
2. Comprehend the Double entry book keeping system

**Course Outcomes:**

**On successful completion of this course, the students should:**

1. Understand the fundamentals of financial accounting
2. Acquire knowledge of accounting principles and practice
3. Prepare various books of accounts and final accounts.

**UNIT - I**

Basic Accounting- Concepts - Kinds of Accounts. Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts (Simple problems)

**UNIT - II**

Subsidiary books- Cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books (Simple problems)

**UNIT - III**

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement (Simple problems)

**UNIT – IV**

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with adjustments. (Simple problems)

**UNIT - V**

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only) (Simple problems)

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

**Text Books**

1. Grewal T.S, Double entry book keeping, Sultan Chand & Company, 2012
2. S P Jain and Narang, Financial Accounting, Kalyani Publishers, 2005 Reprint 2016

**REFERENCE BOOKS**

- 2.Tulsian P.C., Advanced Accountancy – Tata McGraw Hill.
- 3.Amitabha Mukerjee Mohammed Anif – Modern Accounting – Tata McGraw Hill.
- 4.T.S. Reddy, A. Moorthy, Cost Accounting, Margham Publication, Chennai.

**ALLIED - II**  
**SEMESTER – I**  
**MANAGERIAL ECONOMICS**

**OBJECTIVES**

- 1. To understand how the Economics theories are modified into business practice so as for firm development

2. It helps to understand project proposal and also how they are framed

**UNIT-I NATURE AND SCOPE OF BUSINESS ECONOMICS**

Introduction – Meaning – Definitions – Nature and Scope of Managerial Economics – Characteristics features of Managerial Economics - Significance – Difference between Economics and Managerial economics – Relationship of Managerial economics with other social science – Fundamental Concepts and Principles used in Managerial economics

**UNIT-II: DEMAND ANALYSIS**

Meaning – Definitions – Law of Demand – features of Law of Demand - Factors Determining Demand – Extension and Contraction in demand – Increase and decrease in demand – Exception to Law of Demand - Elasticity of demand – Meaning – Price elasticity of Demand - types and Measurement – Income Elasticity of Demand – types and Measurement – Cross Elasticity of Demand – factors affecting Elasticity of Demand - Demand forecasting – Demand forecasting Methods.

**UNIT-III: COST CONCEPTS AND PRICING METHODS**

Cost concept- Cost - output relationship - Peak load pricing – cost plus pricing - Going rate Pricing – Target Pricing - Pricing of life cycle product – Pioneer Pricing – Skimming Pricing, Surge Pricing, Penetration Price- Multiproduct Pricing – Transfer Pricing – Product line pricing – Dual Pricing

**UNIT-IV: PROFITS**

Meaning - Accounting and Economic Profits – Measurement – Profit Policy – Aims of profit policy - profit planning and forecasting – Break Even Analysis – uses of BEP- .

**UNIT-V: CAPITAL BUDGETING AND PROJECT PROFITABILITY**

Capital budgeting – Need for Capital Budgeting – Forms of capital Budgeting - Demand for supply of capital – Capital Rationing - Cost of Capital – Project profitability - Methods of Appraising a project Profitability

**TEXT BOOKS**

1. Sankaran S. Business Economics

**REFERENCE BOOKS**

1. Ahuja, H.L., Business Economics.
2. Nelli and Parker, The Essence of Business Economics.

4. R.Cauvery – Business Economics

**SEMESTER - III**  
**CORE V - MARKETING MANAGEMENT**

**Course Objectives:**

1. To impart the basic knowledge of marketing of goods.
2. To make aware of Digital marketing

**Course Outcomes:**

On successful completion of this course, the students will be able to

1. Understand various factors of marketing environment
2. Apply the basic concepts of marketing
3. Understand recent trends in marketing.

**Unit-1**

Meaning and Nature of Marketing –Scope-Objectives - Evolution of marketing concept - Marketing Functions- Factors influencing Marketing functions. Meaning of customer, consumer, demand, need and want. Marketing Environment – micro environmental factors – macro environmental factors.

**Unit-II**

Market segmentation-Meaning-Importance-bases. Targeting – Meaning –Importance- Strategies. Positioning – Meaning – Importance. Buyer Behaviour – Buying motives – Buying decision process.

**Unit-III**

Concept of marketing mix. Product – Definition – Features of product –Classification of Product. Product policies: Product mix and product line-Product life cycle stages-New product development process. Branding- Meaning – Functions. kinds of brand names – characteristics of a good brand name. Packaging- Meaning – Functions. Labeling- Meaning – Functions.

**Unit IV**

Pricing – Objectives – Factors affecting price of a product – Kinds of pricing. Channel of Distribution- Meaning-Objectives- Functions- Types of Channel - Factors affecting Selections of Marketing Channel.

**Unit V**

Promotional mix- Importance. Elements - Advertising – Managing Advertising-Publicity – Public Relations – Personal Selling and Sales promotion. Digital Marketing -Meaning- Scope- Benefits - Social media Marketing & online marketing. Recent trends in digital marketing. Effects of digital marketing in business.

**Text book**

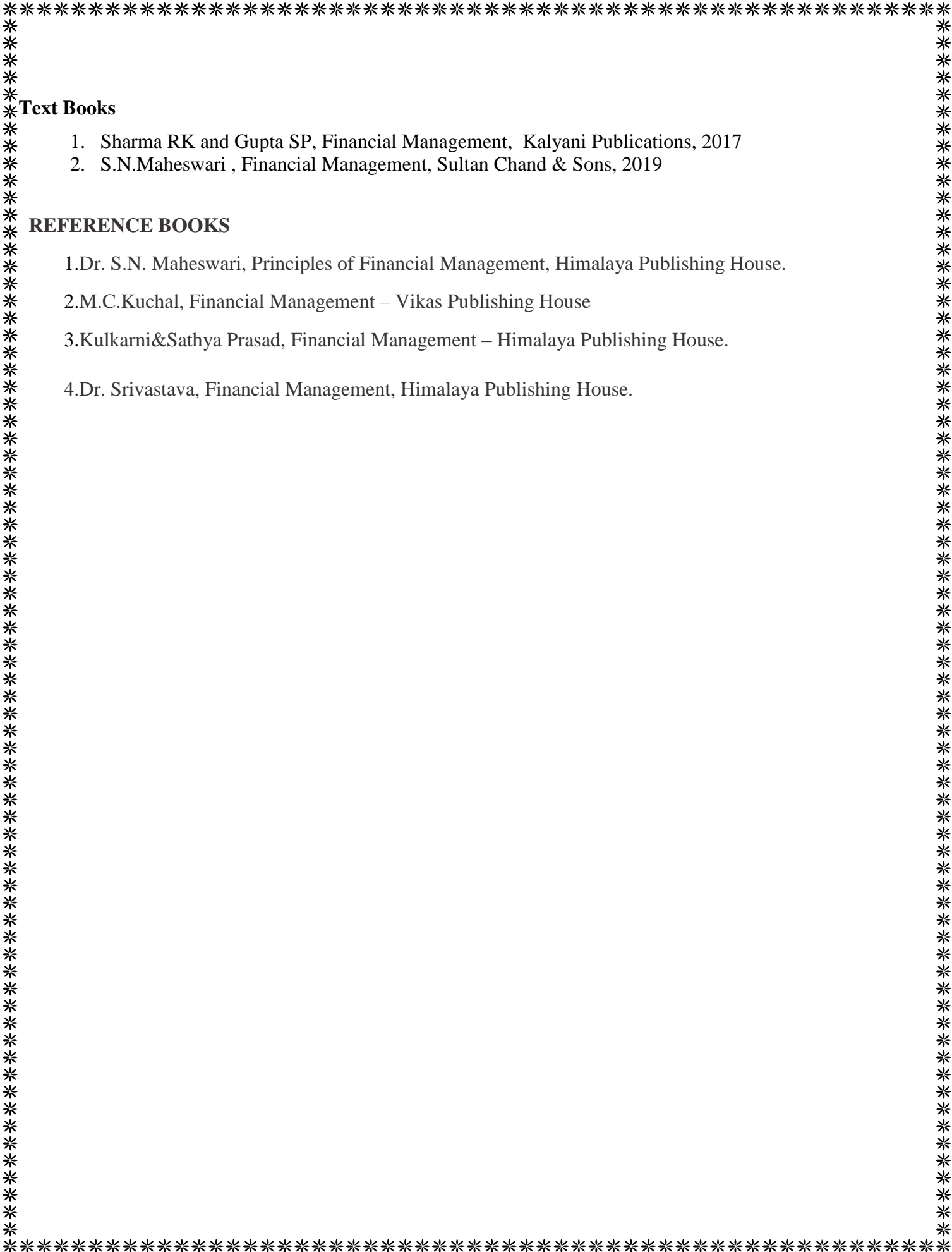
1. Marketing management – C.B.Gupta and Rajan Nair, Sulthan Chand and sons Ltd.

**Reference Books:**

1. Marketing Management – Philip Kotler, Kevin Keller, Abraham Koshy, and MithileshwarJha. - Pearson Publication.
2. Marketing Management – Ramasamy V.S. and Namakumari. S - Macmillan.
3. Marketing Management – R.S.N. Pillai – S.Chand
4. Marketing Management – Sherlakar S.A.- H.P.H.







**Text Books**

1. Sharma RK and Gupta SP, Financial Management, Kalyani Publications, 2017
2. S.N.Maheswari , Financial Management, Sultan Chand & Sons, 2019

**REFERENCE BOOKS**

- 1.Dr. S.N. Maheswari, Principles of Financial Management, Himalaya Publishing House.
- 2.M.C.Kuchal, Financial Management – Vikas Publishing House
- 3.Kulkarni&Sathya Prasad, Financial Management – Himalaya Publishing House.
- 4.Dr. Srivastava, Financial Management, Himalaya Publishing House.

**SEMESTER - III**

**CORE VII -HUMAN RESOURCE MANAGEMENT**

**Course Objective:**

To provide knowledge about Human resource management and its managerial, operative functions.

**Course Outcome:**

On successful completion of this course, the students will

1. Analyze the process of Job analysis and its importance as a foundation of human resource management practice.
2. Understand the practical knowledge on e-HRM, e-compensation, e-learning
- 3.

**UNIT - I**

Human Resource Management – Definition, Nature, objectives and functions of HRM - Role of Human Resource Manager. Human Resource Planning – Objectives, importance and Human Resource Planning process.

**UNIT- II**

Job Analysis – Meaning and Process of Job Analysis - Job Description – Job specification. Recruitment – Meaning, factors affecting recruitment and sources of recruitment. Selection – Meaning and selection process - Placement and Induction.

**UNIT- III**

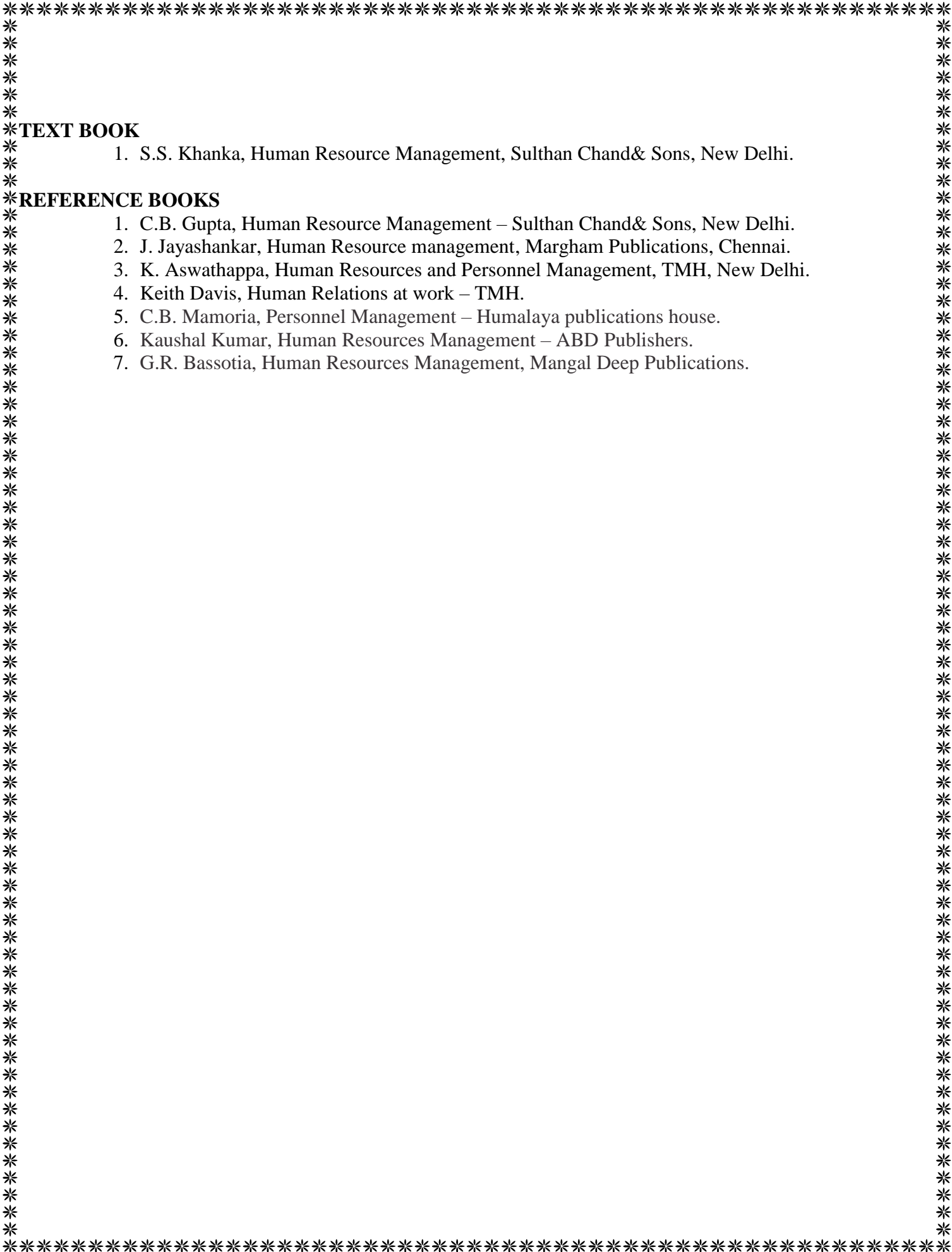
Training – meaning – need for training – Training Methods. Executive Development – meaning – objectives – Executive development methods. Difference between Training and Development.

**UNIT- IV**

Performance Appraisal – Meaning, objectives of Performance Appraisal - Methods of Performance Appraisal. Job Evaluation – definition – methods of job evaluation - Difference between Performance appraisal and Job Evaluation.

**UNIT – V**

e-HR - Nature of e-HRM, e-learning, e-compensation -Recent Techniques in HRM: HRM audit, Knowledge management, ethics in HRM.



**\*TEXT BOOK**

1. S.S. Khanka, Human Resource Management, Sulthan Chand& Sons, New Delhi.

**\*REFERENCE BOOKS**

1. C.B. Gupta, Human Resource Management – Sulthan Chand& Sons, New Delhi.
2. J. Jayashankar, Human Resource management, Margham Publications, Chennai.
3. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
4. Keith Davis, Human Relations at work – TMH.
5. C.B. Mamoria, Personnel Management – Humalaya publications house.
6. Kaushal Kumar, Human Resources Management – ABD Publishers.
7. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.

**SEMESTER – III**

**ALLIED – III E-COMMERCE**

**COURSE OBJECTIVES**

1. To enable the students to understand the technology of e-Commerce for business application.
2. After the successful completion of the course the student must be aware of techniques in the application of e-Commerce.

**COURSE OUTCOME**

1. The students will be able to learn and understand the technology of E-Commerce and the emerging changes in marketing and advertisement in the E-Commerce and M-commerce era.

**UNIT – I**

E-Commerce – meaning - Evolution in India – Traditional commerce Vs E-Commerce – Factors driving the growth of E-Commerce – benefits and limitations – business models for E-Commerce – E-Commerce opportunities in India and challenges.

**UNIT – II**

Electronic Data Interchange – Benefits – EDI Legal, Security and Privacy issues – EDI software implementation – Value Added Network – Internal Information Systems – Work flow automization and Coordination – Customization and internal commerce.

**UNIT – III**

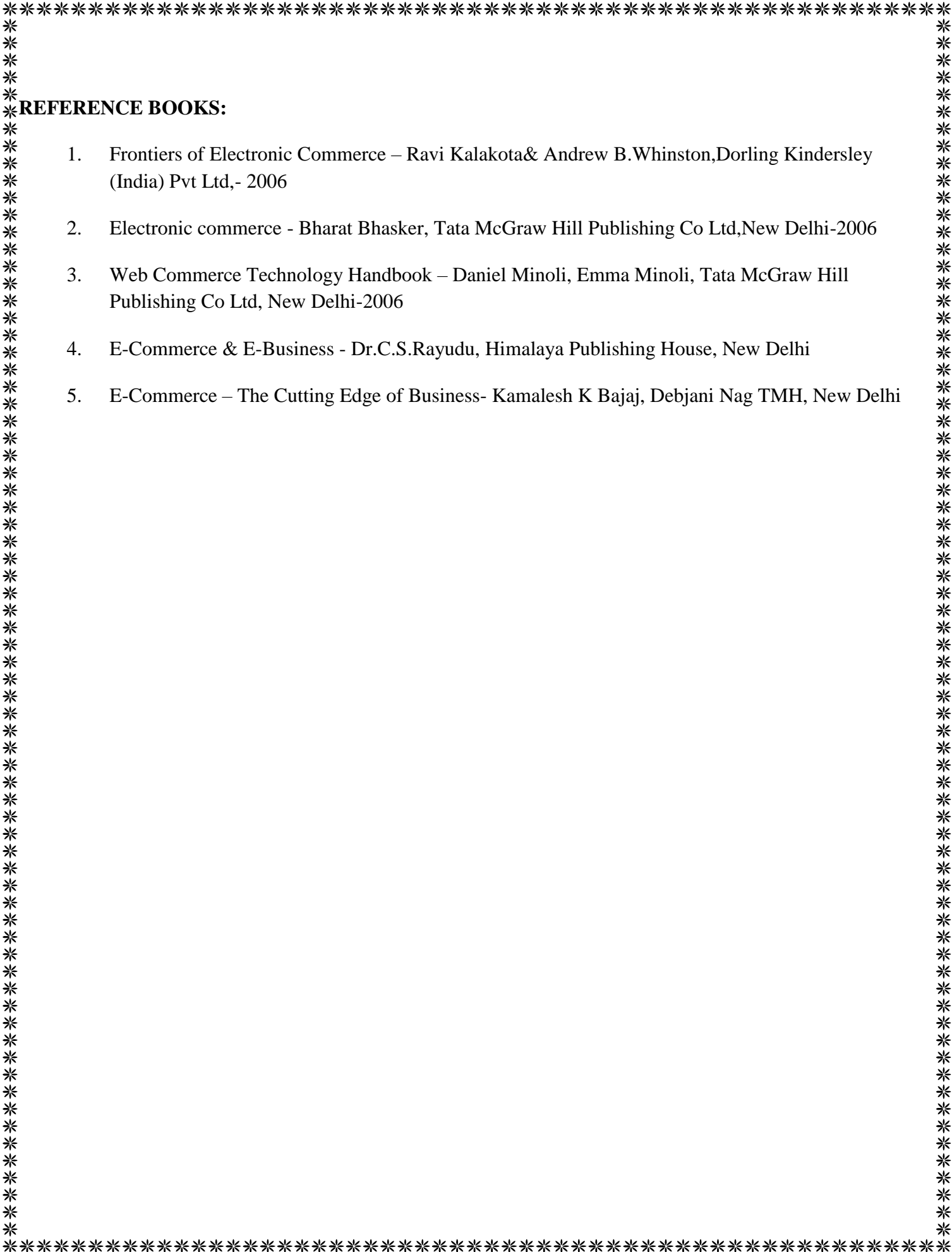
Network security and firewalls – Client Server Network Security – Emerging client server security threats – Firewalls and network security – Data and message security – Encrypted documents and electronic mail – Hypertext publishing – Technology behind the web – Security and the web.

**UNIT – IV**

Consumer Oriented Electronic Commerce: Consumer Oriented Applications – Mercantile Process Models – Mercantile Models from the Consumers Perspective – Mercantile Models from the Merchants Perspective.  
Web advertisement: Online advertising methods – advertising strategies and promotions.

**UNIT – V**

Electronic Payment Systems – Types – Digital Token Based Electronic Payment System – Smart Card & Credit Card Electronic Payment Systems – Risk – Designing Electronic Payment System. Mobile Commerce – benefits – products and service of M-Commerce.



**REFERENCE BOOKS:**

1. Frontiers of Electronic Commerce – Ravi Kalakota& Andrew B.Whinston,Dorling Kindersley (India) Pvt Ltd,- 2006
2. Electronic commerce - Bharat Bhasker, Tata McGraw Hill Publishing Co Ltd,New Delhi-2006
3. Web Commerce Technology Handbook – Daniel Minoli, Emma Minoli, Tata McGraw Hill Publishing Co Ltd, New Delhi-2006
4. E-Commerce & E-Business - Dr.C.S.Rayudu, Himalaya Publishing House, New Delhi
5. E-Commerce – The Cutting Edge of Business- Kamalesh K Bajaj, Debjani Nag TMH, New Delhi

**SEMESTER - III**

**SBEC – I FUNDAMENTALS OF INSURANCE**

**COURSE OBJECTIVES:**

1. To understand the risk in insurance
2. To understand the management techniques for avoidance of risk.
3. To understand the concept of Forward and Futures Contract, Options and Swaps.
4. To understand the basics of insurance.

**COURSE OUTCOMES:**

1. To analyze the sources of risk in Insurance policies.
2. To apply the management techniques for avoidance of risk.
3. Use Forward Contract and Futures Contract to hedge the unsystematic Risk.
4. Gain insight knowledge on types of insurance to be needed in an hour for an individual.
5. To evaluate the factors of business risk and contractual provisions.

**UNIT – I**

Insurance – Meaning – Definition – Nature – Functions. The Insurance Act 1938. Insurance Regulatory and Development Authority Act 1999.

**UNIT – II**

Life Insurance – Meaning – Definition- Characteristics – Advantages – Types – Assignment – Nomination – Surrender Value – Loans – Claims – Double insurance.

**UNIT – III**

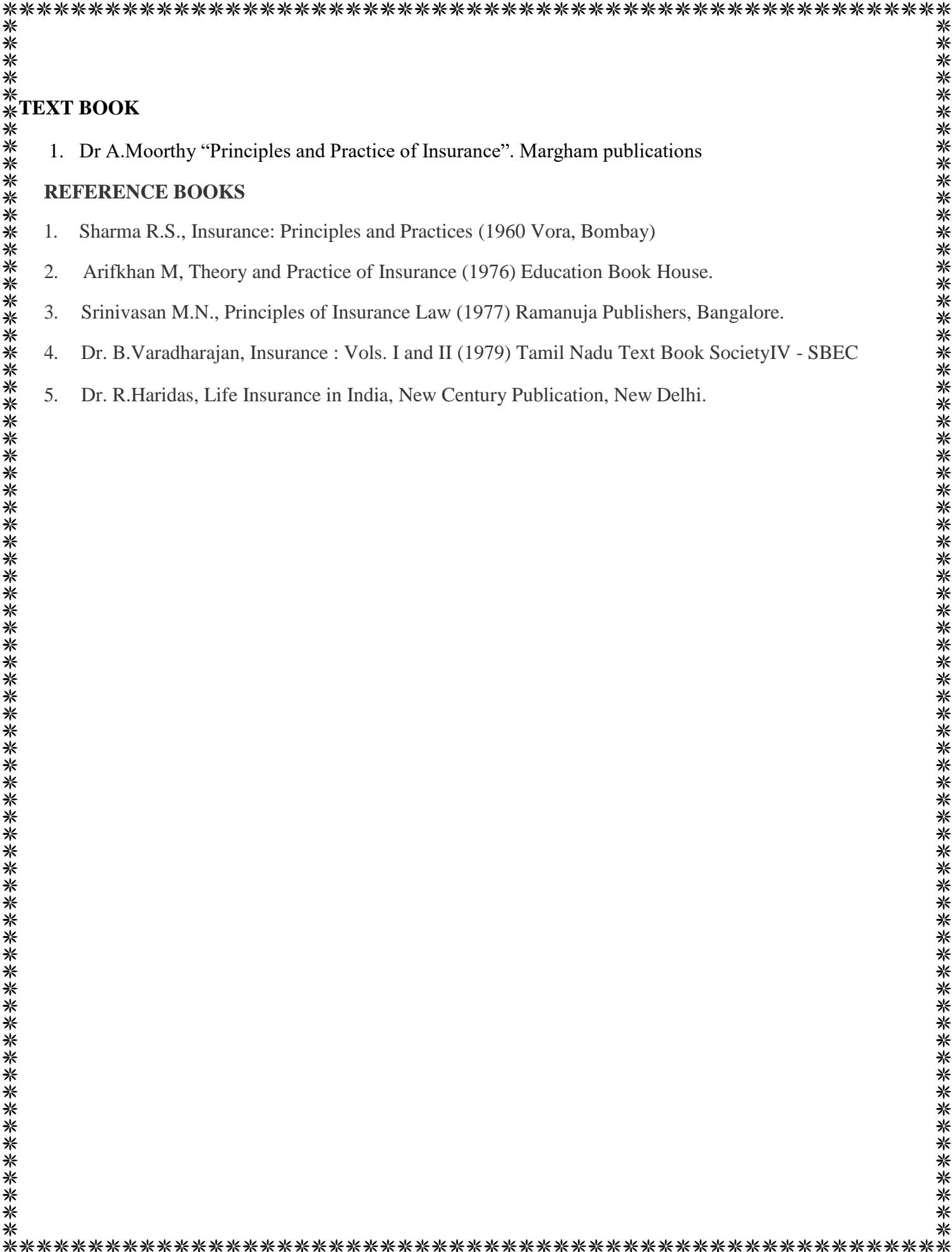
Fire insurance – functions – features – principles – kinds of fire policies.

**UNIT – IV**

Marine insurance – meaning – definition – types – kinds of marine losses – settlement of claim in marine insurance.

**UNIT – V**

Motor insurance – types – Rural insurance schemes – Health insurance in India



**TEXT BOOK**

1. Dr A.Moorthy “Principles and Practice of Insurance”. Margham publications

**REFERENCE BOOKS**

1. Sharma R.S., Insurance: Principles and Practices (1960 Vora, Bombay)
2. Arifkhan M, Theory and Practice of Insurance (1976) Education Book House.
3. Srinivasan M.N., Principles of Insurance Law (1977) Ramanuja Publishers, Bangalore.
4. Dr. B.Varadharajan, Insurance : Vols. I and II (1979) Tamil Nadu Text Book SocietyIV - SBEC
5. Dr. R.Haridas, Life Insurance in India, New Century Publication, New Delhi.



**SEMESTER - III**

**SBEC: II CAMPUS TO CORPORATE –( VIVA –VOCE)**

**Course Objective:** To make students fit to corporate by imparting required skills

**Course Outcome:**

On successful completion of this course the student will

1. Be able to read and listen better
2. Make their presentation more effective
3. Be a good team player
4. Perform better in GD and Interview.

**UNIT-I**

Reading - meaning – critical reading – reading methods (Students should be exposed to the practice of reading news papers). Listening- – principles of good listening – accent comprehension – practical exercises

**UNIT-II**

Presentation Meaning-Importance –Components- Verbal, Vocal, Visual. Presentation Aids, Preparation for making the Presentation Effective- Plan, Prepare, Practice and Perform. Self introduction

**UNIT III**

Corporate etiquette – Dressing and grooming skills – Work place etiquette – Business etiquette – Email etiquette – Telephone and meeting etiquette- Video conferencing etiquette

**UNIT-IV**

Self – analysis through SWOT. Goal setting –meaning – SMART goals.Types of goals – short term – medium – long term goals. Team building and team work – Skills needed - Role of a team leader – Role of team member

**UNIT-V**

GD as selection process- different kinds of topics-outcome of GD-structure of GD-Preparation for GD. Successful GD techniques. Interview – meaning – types. Preparation for the interview- Mock interview

**TEXT BOOK**

1. Soft skills – Know yourself and Know the world – Dr.K.Alex. S.Chand& Company
- 2.

**REFERENCE BOOKS**

1. Soft skills-S.Hariharan, N.Sundaram,S.P.Shanmuga priya
2. Effective communication and public speaking – S.K. Mandal – Jaico Publishing
3. A Course in Listening and Speaking II, V.Sasikumar,P .Kiranmai Dutt, Geetha Rajeevan, Cambridge University Press, 2007.

**SEMESTER - III**

**NMEC – I ENTREPRENEURIAL DEVELOPMENT**

**Course Objectives:**

- To inculcate the students about Entrepreneurship
- To educate the students about provisions for starting small industry

**Course Outcome:**

- The knowledge about small scale industry will be known
- The students can start an industry on their own.
- To create confidence in approaching the banks

**UNIT - I**

Entrepreneurship – Meaning-Evolution- characteristics-types. Entrepreneur and enterprise - Entrepreneurs and Managers.

**UNIT - II**

Project identification –formulation – project appraisal – layout.

**UNIT- III**

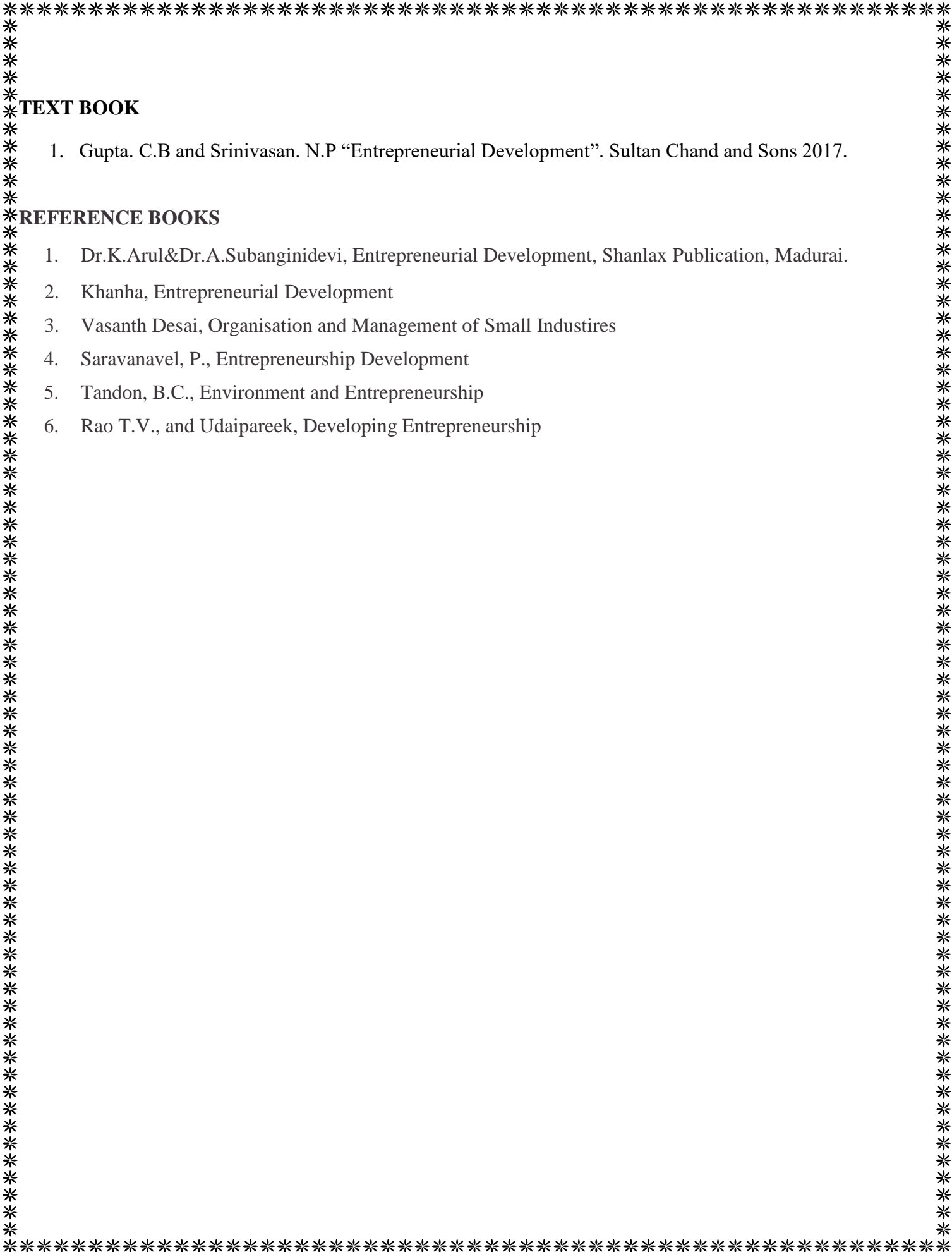
Steps for starting small industry – selection of types of organization – incentives and subsidies.

**UNIT- IV**

Women Entrepreneurs – Rural Entrepreneurship – Entrepreneurial Development Programmes in India.

**UNIT- V**

Industrial Estate - DIC- SIDCO – SIPCOT – TIIIC – Commercial Banks.



**TEXT BOOK**

1. Gupta. C.B and Srinivasan. N.P “Entrepreneurial Development”. Sultan Chand and Sons 2017.

**REFERENCE BOOKS**

1. Dr.K.Arul&Dr.A.Subanginidevi, Entrepreneurial Development, Shanlax Publication, Madurai.
2. Khanha, Entrepreneurial Development
3. Vasanth Desai, Organisation and Management of Small Industires
4. Saravanavel, P., Entrepreneurship Development
5. Tandon, B.C., Environment and Entrepreneurship
6. Rao T.V., and Udaipareek, Developing Entrepreneurship

**SEMESTER - IV**

**CORE COURSE – VIII**

**PRODUCTION AND MATERIALS MANAGEMENT**

**Course Objectives:**

**The objective of this course is to:**

1. Understand the production function
2. Comprehend the role of Materials Management
- 3.

**Course Outcomes:**

**On successful completion of this course, the students should:**

1. Identify the need for production management
2. Plan the production activity and design the plant layout
3. Acquire knowledge of material handling

**UNIT - I**

Production: Introduction-Principles-Role of Production Manager. Production Management: Introduction-Nature- Importance and Scope – Basic Functions.

**UNIT - II**

Plant Location- Importance – Problems - Advantages and Disadvantages of Urban, Suburban, Rural locations – Factors. Plant Layout - Principles - Types and Hybrid layouts – Pros and Cons.

**UNIT - III**

Production Planning and Control – Introduction- Stages-Need –Elements. Material Requirement Planning- Master Production Schedule- Bill of Material (Basics)

**UNIT – IV**

Total Productive Maintenance (TPM) - Six Sigma –ISO 9000 Systems – Lean Manufacturing and World Class Manufacturing (Basics). Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study.

**UNIT - V**

Materials Management: Meaning, Objectives and Importance – Purchasing principles – Purchase procedure – Vendor Rating and Vendor Evaluation. Material Handling: Meaning – Principles - Categories of Material Handling equipments.

**TEXT BOOKS**

1. Saravanel .P &Sumathi .S, Production & Material Management., Margham publications.
2. Gopalakrishnan & Sundaresan, Materials Management, PHI

**REFERENCE BOOKS**

1. Dr.K.Arul & Dr. S.Karthick, Production and Materials Management, Shanlax Publication. Madurai.
2. Varma.M.M, Materials Management, Sultan Chand & Sons
3. Dutta, Integrated Materials Management, PHI
4. O.P. Khanna, Industrial Engineering & Management, Dhanpatrai Publications.
5. Martand Telsang, Industrial Engineering and Production Management, S.Chand.

**SEMESTER - IV**

**CORE: IX MANAGEMENT ACCOUNTING**

**Course Objectives:**

**The objective of this course is to:**

1. Understand the basic concepts of management accounting
2. Comprehend the operations of marginal costing

**Course Outcomes:**

**On successful completion of this course, the students should:**

1. Understand the fundamentals of management accounting
2. Classify overheads
3. Prepare master budget.

**UNIT - I**

Management Accounting – Meaning, objectives and Scope –Need and Significance of Management Accounting.

**UNIT - II**

Analysis and Interpretation of Financial Statement –Ratio Analysis – Significance of Ratios and Long Term Financial Position – Profitability – Uses and Limitations of Ratios (Simple Problems).

**UNIT - III**

Overhead – Classification of Overheads – Allocation and Absorption of Overhead (Simple Problems)

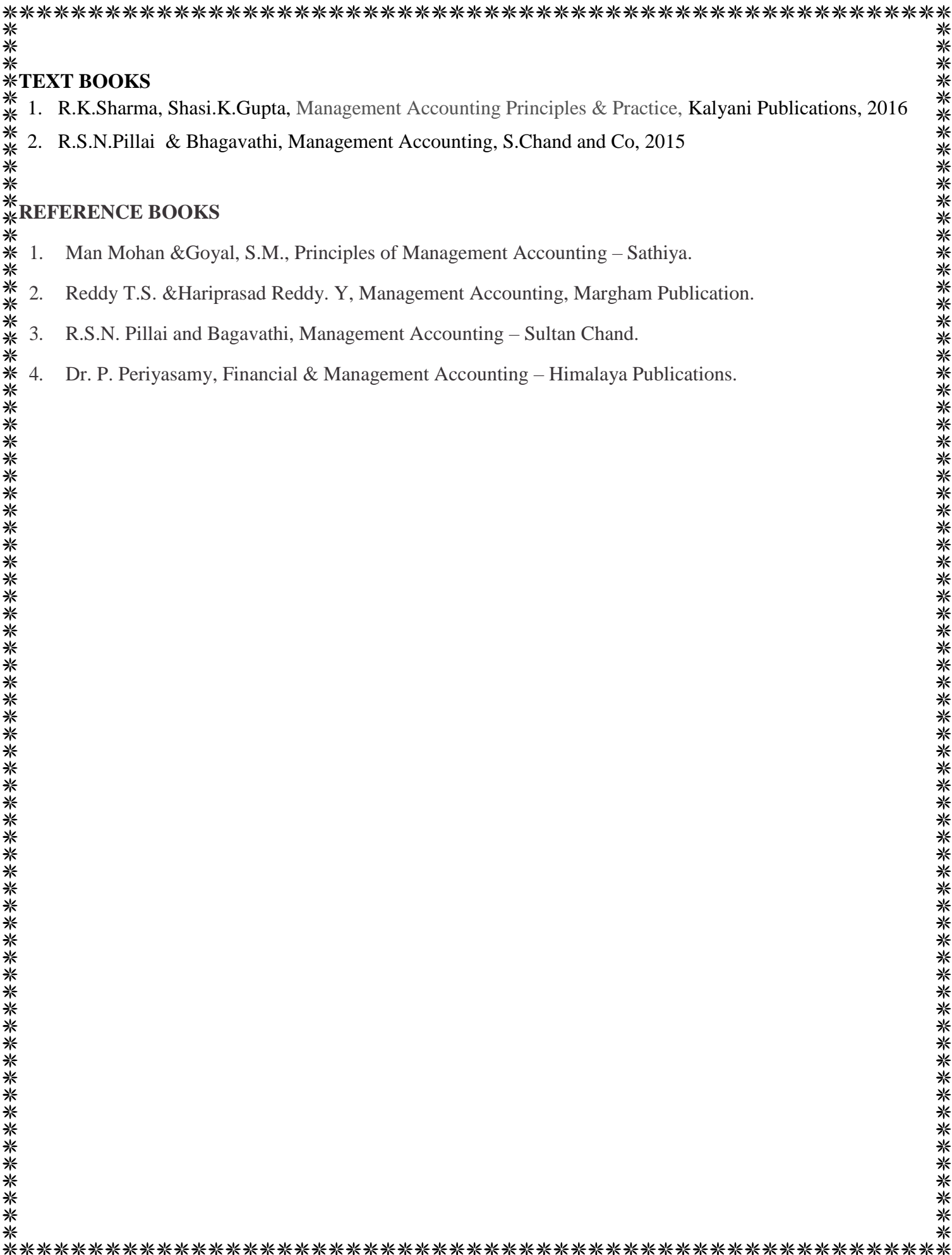
**UNIT – IV**

Cost – Volume – Profit Analysis – Marginal Costing and Break – Even Analysis, Marginal Costing – Significance and Limitations of Marginal Costing (Simple Problems)

**UNIT - V**

Budgeting and Budgetary Control– Definition, Importance, Essentials, Classification of Budgets, Master Budget and Preparation of Different Budgets – Steps In Budgetary Control (Simple Problems).

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



**TEXT BOOKS**

1. R.K.Sharma, Shasi.K.Gupta, Management Accounting Principles & Practice, Kalyani Publications, 2016
2. R.S.N.Pillai & Bhagavathi, Management Accounting, S.Chand and Co, 2015

**REFERENCE BOOKS**

1. Man Mohan &Goyal, S.M., Principles of Management Accounting – Sathiya.
2. Reddy T.S. &Hariprasad Reddy. Y, Management Accounting, Margham Publication.
3. R.S.N. Pillai and Bagavathi, Management Accounting – Sultan Chand.
4. Dr. P. Periyasamy, Financial & Management Accounting – Himalaya Publications.

**SEMESTER - IV**

**CORE: X BUSINESS LAW**

**COURSE OBJECTIVES:**

To create the knowledge of legal perspective and its practices to improve the business.

**COURSE OUTCOME:**

Legal insight will be established in the business practices according to the situation of changing environment.

**UNIT-I**

Business law-meaning, objectives-source-law of contract-types-essentials of a valid contract.

**UNIT-II**

Discharge of contract-remedies for breach of contract-void agreements-wagering agreements and contingent contracts-quasi contracts.

**UNIT-III**

Bailment-rights and duties of Bailor and Bailee-pledge-Mortgage-Indemnity-Guarantee.

**UNIT-IV**

Law of sale of goods-sale and agreement to sell-their distinctions-types of goods - conditions and warranties Caveat emptor-transfer of property-sale by non-owners-Rights of an unpaid seller-auction sale.

**UNIT-V**

Law of agency-creation of agency-classification of agents-duties and rights of agent and principal-termination of agency.

**TEXTBOOK:**

1. Kapoor N.D, Business Law, Sultan Chand and sons.

**REFERENCE BOOKS**

1. RSN Pillai, Bagavathi, Business Law, S. Chand.
2. Shukla M.C., Mercantile Law, S. Chand.
3. P.C. Tulsian, Business Law, TMH



**SEMESTER – IV**

**ALLIED IV TAXATION**

**UNIT-I**

Income Tax Act 1961-Objectives of Taxation- tax system in India – Basic concepts – Definitions of Assessee – Types of Assessee – Assessment year –Previous year. (Theory Only)

**UNIT-II**

Scope of Total Income –Gross Income –Casual income – incomes which do not form part of total income. (Theory Only)

**UNIT-III**

Heads of Income – Salaries- Income from House property – Income from Business and Profession – Exempted Income. (Theory Only)

**UNIT-IV**

Capital gain and Loss: meaning and Definitions – Types and implication procedures. (Theory Only)

**UNIT-V**

GST-Concepts and Applications – Scope and Coverage – Implementing procedures. (Theory Only)

**TEXT BOOKS**

- 1.Income tax law and Practice - V.P.Gaur & Narang, Kalyani Publisher, New Delhi.
- 2.Income Tax Law and Practice - Dr. Sha, Himalaya Publishing House Pvt Ltd., Mumbai.
- 3.Income Tax Law and Practice-Dr.A.Murthy, Margham Publications, Chennai

**REFERENCE BOOKS:**

- 1.Income Tax Law and Practice- Dinkar Pagare, Sultan Chand & Sons, New Delhi.
- 2.Income Tax Law and Practice- Mehrothra, Sultan Chand & Son
- 3.GST Law and Practice – Swata & Jain, Taxation Publications

**WEB SOURCES**

1. [www.incometaxindia.gov.in](http://www.incometaxindia.gov.in)
2. [www.icsi.edu](http://www.icsi.edu)
3. [www.gst.gov.in](http://www.gst.gov.in)
4. [www.gstconncl.gov.in](http://www.gstconncl.gov.in)
5. [www.cbic-gst.gov.in](http://www.cbic-gst.gov.in)

**SEMESTER - IV**

**SBEC – III ADVERTISING**

**Course Objectives:**

1. To educate the students on various concepts of advertising and their applications in business.

**Course Outcome:**

1. To prepare the students for measuring advertising
2. To make the students to measure media effectiveness

**UNIT - I**

Advertising: Meaning – Importance – Objectives –Functions –Role of Advertising -Types of Advertising –Steps in developing an advertisement

**Unit - II**

Media – Forms of Media – Indoor Advertising – Outdoor Advertising – -Types - Internet advertising – Film Advertising – Media Planning -Developing and Implementing media strategies.

**Unit - III**

Advertising Layout Design of Layout –Functions. Advertising Campaign: Steps in Campaign Planning-Advertising techniques-concept – types.

**UNIT - IV**

Advertising Copy – Definition -Objectives – Essentials – Types – Elements ofCopy Writing – Headlines - Body Copy – Illustration – Catch Phrases and Slogans –Identification Marks

**UNIT - V**

Advertising Agencies: Advertising Budget – types - Advertising Appeals -- concept- types of appeal - Advertising Organization - Functions - Social Effects of Advertising.

**TEXT BOOK**

1. Sontakki. C.N, Advertising ,Kalyani Publishers, Ludhiana, 3rd Revised Edition, 2006.

**REFERENCE BOOKS**

1. Chunnawalla, Kumar Sethia Subramanian Suchaki, Marketing , Salesmanship and Advertising, Himalaya Publishing house, Mumbai, 5th Edition 2004 .
2. Philip Kotler, Principles of Marketing, Prentice – Hall, New Delhi , 1st Edition, 2006.
3. RamaswamyS.M , Marketing, Salesmanship and advertising, , Sterling Publications, New Delhi, 1st Edition, Reprint,2003.
4. Saravanavel .P and Sumathi.S. , Advertising and Salesmanship, Margham Publications, Chennai, 1<sup>st</sup> Edition,

**SEMESTER IV**

**SBEC IV BUSINESS PRACTICES – VIVA - VOCE**

**COURSE OBJECTIVE**

To provide practical knowledge to fill forms like insurance, bank, loan application, membership forms, etc.

**COURSE OUTCOME**

1. Understand the banking procedures
2. Implement the usage of various models used in businesses

**UNIT – I**

Preparation of invoice, receipts, vouchers, delivery challan, entry pass, gate pass-debit and credit notes. Preparation of Application for shares and allotment - letter of shares Allotment - transfer forms

**UNIT – II**

Drawing, endorsing and crossing of cheques- filling up of pay in slips demand draft application and preparation of demand drafts. Making entries in the passbook and filling up of account opening forms for SB account, current account, FDR's and Demat. Drawing and endorsing of bills of exchange and promissory notes.

**UNIT – II**

Filling up of application forms for admission in cooperative societies. Filling up of loan application forms and deposit challan. Filling up of Jewel loan application form, Procedure for releasing of jewellery in jewel loans and repayment.

**UNIT – IV**

Preparation of agenda and minutes of meetings-both general body and board of directors.(students are asked to write agenda and minutes of their own and should not use printed format. Using Bin card and inventories.

Filling up of an application form for LIC policy, filling up of the premium form- filling up the challan for remittance of premium

**UNIT – V**

Online transactions process step to be prepared – ATM, Net Banking (RTGS & NIFT), All scan pay, Online bill payment (E.B. Gas Bill. etc) Online bookings and cancellation ( Air ticket. railway. etc) Purchase of products in online.

**SEMESTER - IV**

**NMEC – II HUMAN RESOURCE MANAGEMENT**

**Course Objective:**

To impart basic knowledge in Human resource management practices.

**Course Outcomes:**

On successful completion of this course, the students will be able to

1. Understand various functions of Human Resource Management
2. Familiar with recruitment and selection process in an organization
3. Know the process of performance appraisal
4. Aware of the factors affecting promotion and transfer.

**UNIT-I**

Human Resource Management – Definition, Nature, objectives and functions of HRM - Role of Human Resource Manager. Human Resource Planning – meaning

**UNIT-II**

Job Analysis – Meaning - Job Description – Job specification. Recruitment – Meaning, factors affecting recruitment and sources of recruitment. Selection – Meaning - selection process - Placement and Induction.

**UNIT-III**

Training – Meaning–Methods – Advantages. Executive Development – Differences between Training and Development. Career Planning – Process – Succession Planning

**UNIT-IV**

Performance Appraisal – Meaning, objectives of Performance Appraisal - Methods of Performance Appraisal- Factors affecting performance appraisal - Job evaluation and Merit rating.

**UNIT-V**

Promotion – meaning – objectives. Transfer –Types – Demotion – meaning – causes Separation - various forms of employee separation.

**TEXT BOOK**

1. Human Resource Management - S.S. Khanka - S. Chand and Company Ltd.

**REFERENCE BOOKS**

1. Human Resource Management - Text and cases – K. Aswathappa, Tata McGraw Hill.
2. Personnel Management and Industrial Relations– PC Tripathi, Sultan Chand and Sons.
3. Personnel Management – Dr.C. B Mamoria SV Gankar, - Himalaya Publishing House.
4. Human Resource Management – J. Jayashankar - Margham Publications.
5. Human Resource Management – Subba Roa, Himalaya Publishing House.

**INTERNSHIP TRAINING-VIVA-VOCE**

- I. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.
- II. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
- III. He / She shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, hotels and hospitals, travel and tourism industries and financial institutions.
- IV. Students may make their own arrangements in fixing the companies for candidates should submit a report in not less than 25 type written pages.
- V. Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks.
- VI. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.
- VII. Industrial training report must contain the
  - following: Cover page
  - Copy of training certificate
  - Profile of the business unit
  - Report about the work undertaken by them during the tenure of training
  - Observation about the concern
  - Findings
- VIII. Industrial training certificate shall be forwarded to the university, one month before the commencement of the fifth semester university examinations.
- IX. Viva – Voce examination will be conducted with internal examiners at the end of the fifth semester and the **COMMENDED** will be awarded and submitted to the University

**SEMESTER - V**

**CORE: XI RETAIL MANAGEMENT**

**COURSE OBJECTIVES**

1. To impart the basic knowledge of retail marketing of goods.
2. To make aware of retail marketing location.
3. To make clear idea about investment strategy

**COURSE OUTCOMES**

On successful completion of this course, the students will be able to

1. Understand various factors of global retail marketing environment
2. Apply the basic concepts of retail marketing
3. Understand recent trends in retail marketing.

**UNIT - I**

Retailing – Meaning – Characteristics and Functions – Retail Management – Marketing concepts applied to Retailing – Retailing as career –Trends in retailing.

**UNIT- II**

Retail Model and Theories of structural changes in retailing – Classification of retailers and retail markets – Life cycle and phase in growth of retail markets – Methods of customer interaction.

**UNIT- III:**

Retail location strategy – Importance of location decision – Types of location decision and its determining factors – Site selection analysis – Selection of shopping centre or market – Retail location theories – Location assessment procedures.

**UNIT- IV**

Retail in India – Evaluation and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

**UNIT -V**

Global retail market: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and threats in global retailing – Factors affecting the success of a global retailing strategy.



**TEXT BOOK:**

1. Retail Management-Chetan bajaj, RahnishTuli and NidhiV.Srivastava, Oxford University Press, New Delhi.

**REFERENCE BOOKS:**

1. Modern Retail Management – Principles and Techniques, J.N.Jain and P.P.Singh, Regal Publications, NewDelhi-27.
2. Retailing Management – Text and Cases, Swapna Pradhan, Tata McGraw Hill, 2nd Edition2004.
3. Retail Management, S.L.Gupta, Wisdom Publications, Delhi.
4. Retail Management – Barry Berman & Joel R. Evans, Prentice Hall of India, New Delhi

**SEMESTER - V**

**CORE: XII OPERATIONS RESEARCH**

**COURSE OBJECTIVES**

1. To know the optimal solution of the graphical problem
2. To apply the model to minimize the cost of transporting in commodity and to assign the suitable job for suitable persons
3. To adopt various technique in dealing with competitive situations
4. To foresee the difficulties in the operation of complex plans
5. To determine the sequence of performing a series of jobs to optimize total time and cost.

**COURSE OUTCOMES**

1. Able to plan and provide a feasible solution based on the constraints
2. Able to estimate the cost and construct a model to derive a solution
3. Capable of analyzing the various situations and implement the strategies
4. Able to apply the network techniques of PERT and CPM to control the operation cost
5. Able to find a better solution for complex problem

**UNIT – I**

Introduction to operations research – meaning – scope- uses – advantages and limitations of operations research  
Linear Programming Problems – Formulations of LPP- Graphical method – simplex method (simple problems)

**UNIT – II**

Transportation models – meaning – definition – basic feasible solution – North West Corner Rule (NWCR), Least Cost Method (LCM), Vogel’s Approximation Method (VAM), MODI method.

**UNIT – III**

Assignment problems – meaning – Definition – Application of assignment problems  
Game theory – Basic terminologies – two person zero sum game – games with saddle point – (MiniMax, Maximin principles). Mixed strategy problem – Dominance property (simple problems).

**UNIT – IV**

Network analysis – construction of network. Time and critical path calculations, PERT- Programme evaluation Review Technique – meaning – Problems. CPM and PERT comparison.

**UNIT – V**

Decision theory – decision making under the condition of uncertainty, Maximax criterion, Minimax criterion, Hurwicz criterion, Laplace criterion.  
Decision making under risk – Expected value Criterion, Expected Opportunity Loss (EOL). Expected

**\*Note: Questions in Theory and Problems carry 30% and 70% of the marks respectively..**

**TEXT BOOK**

1. Kapoor V.K. "Operations Research: Sultan Chand & Sons, New Delhi.

**REFERENCE BOOKS**

1. Prem Kumar Gupta, Operations Research – Sultan Chand & Co.
2. P.K. Man Mohan, Operations Research – Sultan Chand & Sons.
3. Vohra N.D., Quantitative techniques in Management, Tata McGraw Hill
4. Agarwal B.M. Quantitative Methods, New Academic Publication.
5. Vital P.R. Introduction to Operations Research, Margham Publications, Chennai

**SEMESTER - V**

**CORE: XIII COST ACCOUNTING**

**Course Objectives**

**The objective of this course is to:**

1. Understand the basic concepts of Cost accounting
2. Comprehend the operations of costing

**Course Outcomes**

**On successful completion of this course, the students should:**

1. Understand the fundamentals of cost accounting
2. Recognize the costing methods
3. Prepare cost sheet.

**UNIT - I**

Cost Accounting - Definition, Meaning and Scope – Relationship of Cost Accounting, Financial Accounting and Management Accounting–Methods of Costing –Cost Analysis, Concepts and Classifications–Elements of Cost

**UNIT - II**

Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels. Pricing of materials issues-FIFO,LIFO, average cost, standard price methods -labor cost-remuneration- Time rate and Piece rate system (Simple problems)

**UNIT - III**

Overhead – Classification of Overheads – Allocation and Absorption of Overhead (Simple Problems)

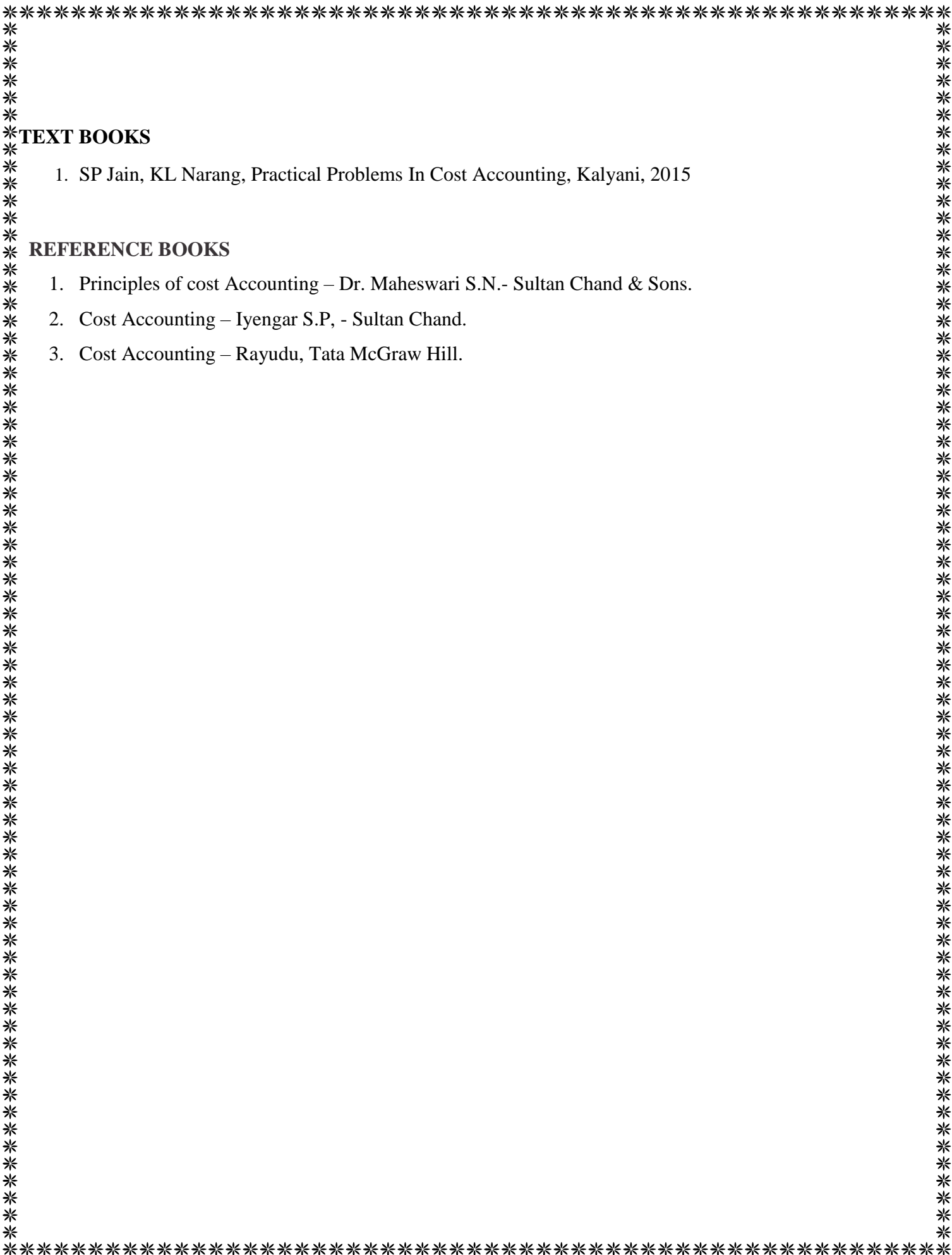
**UNIT – IV**

Process Costing: Features of Process Costing–Process Losses, Waste, Scrap, Normal Process Loss, Abnormal Process Loss, Abnormal Gain, Inter Process Profit (Simple Problems).

**UNIT - V**

Operating Costing, Job Costing, Batch costing and Contract Costing, Costing of Joint Products and By Products (Simple problems)

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



**TEXT BOOKS**

1. SP Jain, KL Narang, Practical Problems In Cost Accounting, Kalyani, 2015

**REFERENCE BOOKS**

1. Principles of cost Accounting – Dr. Maheswari S.N.- Sultan Chand & Sons.
2. Cost Accounting – Iyengar S.P, - Sultan Chand.
3. Cost Accounting – Rayudu, Tata McGraw Hill.

**SEMESTER - V**

**CORE: XIV MANAGEMENT INFORMATION SYSTEM**

**Course Objectives**

1. To impart knowledge on concepts of Management Information System
2. To empower with the knowledge of role of MIS in decision making

**Course outcomes**

On successful completion of this course, the students will be able to

1. Understand various concepts of MIS
2. Apply MIS for the decision making process
3. Know the roles of functional MIS
4. Be familiar with electronic payments.

**UNIT-I**

Introduction to information system (IS) – Data and Information- Classification of Information- Importance of Information System-components-information system resources- Management Information System (MIS) – Meaning – Definition-Importance of MIS

**UNIT-II**

Systems approach: System – meaning-characteristics-components- Types - System Development Life Cycle- System Analysis- System Design -Steps in implementing systems. System analyst-Meaning- Functions..

**UNIT-III**

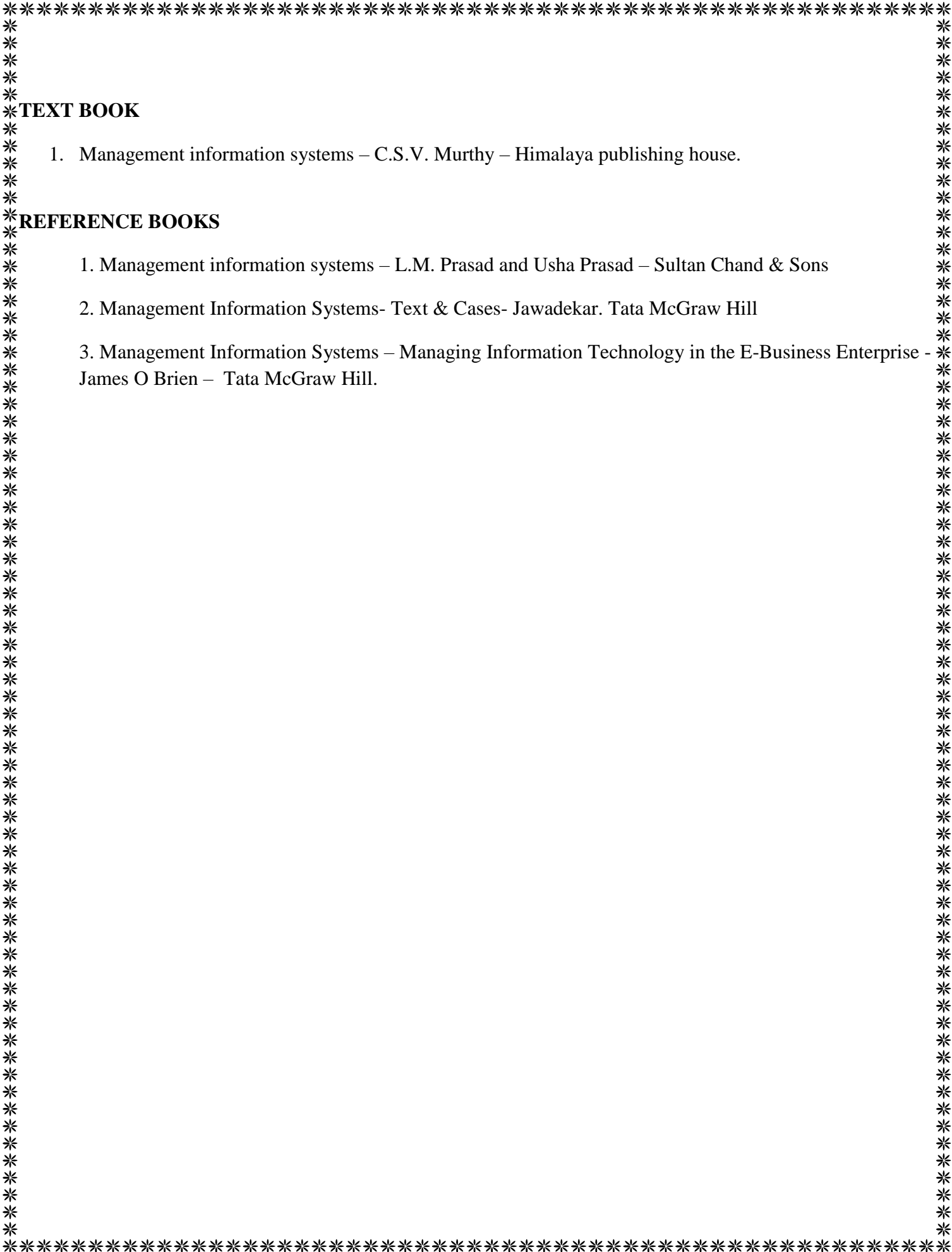
Transaction Processing System- Meaning – Importance- Components. Decision Making – Meaning - Types – Decision Support System (DSS) – Characteristics – Components – Expert System (ES) – Components – Applications – Introduction to Artificial Intelligence

**UNIT-IV**

Office Automation System (OAS) – Meaning-Benefits. Executive Information Systems (EIS) – Components – Advantages. Functional Information System for Business – Marketing Information System – Human Resource Information System – Production / Manufacturing Information System – Accounting Information System. Finance Information System.

**UNIT-V**

Telecommunication revolution – Introduction to Email, Internet, Intranet, Extranet, Tele Conferencing, video conferencing, Virtual office, ERP – Benefits and challenges - Electronic payments. Introduction to cloud computing –concept of Big data



**TEXT BOOK**

1. Management information systems – C.S.V. Murthy – Himalaya publishing house.

**REFERENCE BOOKS**

1. Management information systems – L.M. Prasad and Usha Prasad – Sultan Chand & Sons
2. Management Information Systems- Text & Cases- Jawadekar. Tata McGraw Hill
3. Management Information Systems – Managing Information Technology in the E-Business Enterprise - James O Brien – Tata McGraw Hill.

**SEMESTER V**

**CORE : XV FUNDAMENTALS OF RESEARCH METHODOLOGY**

**Course Objectives**

1. To provide knowledge to carry out research work.
2. To make them aware of sources of collecting data
3. To analysis the collected data from different scales.
4. To state the relationship between variable.
5. To enable the students to prepare research report

**Course Outcomes**

1. Ability to apply research formulation on business problem
2. Capable of collecting data using appropriate statistical tools
3. Able to measure the variance.
4. Adoption of various parameters to test the significance of variables
5. Ability to select appropriate research design.

**UNIT – I**

Research – Meaning – Importance – Types – Definition of research problems – Research process.

**UNIT – II**

Research design – Types – Sample design – Sampling methods – Probability sampling and Non – Probability sampling - sampling errors.

**UNIT – III**

Data collection – primary data and secondary data – methods- designing of questionnaire – interview schedule – measurement of scaling techniques.

**UNIT – IV**

Data processing – editing – coding – classification of tabulation. Types of hypothesis- Null hypothesis – Alternate hypothesis – Formulation of hypothesis.

**UNIT – V**

Interpretation and report writing – techniques of interpretation – different steps in report writing – layout and types of report. Norms of using charts, index, tables, appendix and bibliography.





**TEXT BOOK**

1. C.R.Kothari.” Research Methodology”. New Age International(P) Ltd Publishers Re-print 2017

**REFERENCE BOOKS**

1. Research Methodology – Dr.Pawan kumar beroi – Global Academic Publishers.
2. Business Research Methods – T. Raju and R.Prabhu – MJP Publishers.
3. Research Methodology - Dipak Kumar Bhattacharyya – Excel Books.
4. Dr. S.M.Venkatachelam &M.Murali, —Basics of Business Researchl, Mithila Publications,

**SEMESTER - VI**

**CORE: XVI – STRATEGIC MANAGEMENT**

**Objectives**

1. To enable the students to understand the significance of setting goals , objectives and strategy formulation, implementation and evaluation.

**Outcomes -**

1. Demonstrate the concepts of strategic management benefits received by the organization.
2. Acquire knowledge on guidelines to formulate mission, goals and objectives.
3. Implement the knowledge gained in strategy selection.
4. Analyze the factors and approaches to implement the strategy
5. Understand the importance and criteria for strategic evaluation and control

**UNIT I**

Strategic Management: Concepts - Difference between strategy and tactics - Three Levels of strategy, Strategic Management Process - Benefits, TQM – concepts-Benefits

**UNIT II**

Strategic Formulation: Corporate Mission: Need – Formulation, Objectives: Classification - Guidelines, Goals: Features - Types, Environmental Scanning - Need –Approaches - SWOT analysis - ETOP - Value chain analysis.

**UNIT III**

Choice of strategy: BCG matrix - The GE nine cell planning grid - Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

**UNIT IV**

Strategic Implementation: Role of top management-Process - Approaches, Resource allocation -Factors - Approaches, Mckinsey’s 7’s framework, Strategic Positioning – Four routes to competitive advantage.

**UNIT V**

Strategic Evaluation: Importance - Criteria - Quantitative and Qualitative factors, Strategic control- Process - Criteria - Types, Essential features of effective evaluation and control systems.

**TEXT BOOKS**

1. Francis Cherunillam –Strategic Management Himalaya Publishing House, Mumbai

**REFERENCE BOOKS**

1. Biswanth Ghosh, Strategic Management: An Assessment ,Streling Publishers, New Delhi, 1st Edition, 2004.
2. V.S.Ramaswamy & S.Namakumai, Strategic Planning - Formulation of corporate strategy, Macmillan Business Books, 4<sup>th</sup> Edition, 2001.

**SEMESTER - VI**

**CORE: XVII – CONSUMER BEHAVIOUR**

**COURSE OBJECTIVES**

1. To provide basic knowledge about consumer behaviour and its applications of consumer behaviour.
2. To learn about pre purchase and post purchase behaviour of consumer behaviour.

**COURSE OUTCOME**

1. Students will gain the knowledge about consumer behaviour and its applications
2. Students will understand the psychological behaviour of consumer behaviour

**UNIT – I**

Consumer Behaviour – meaning – Definition – scope. Factors influencing consumer behaviour. Advantages and disadvantages of consumer behaviour.

**UNIT – II**

Psychological influence of consumer behaviour – Motivation – Perception – Meaning of perception – Dynamics of Perception. Learning – Meaning – Basic principles of learning.

**UNIT – III**

Attitudes of consumer behaviour – Image and Life styles. Consumer expectation and satisfaction. Socio-cultural and cross cultural family. Group - reference group.

**UNIT – IV**

Purchase decision process – High and Low involvement – Pre- Purchase and Post – Purchase behaviour – online purchase decision purchase process.

**UNIT – V**

Organizational Buyer Behaviour – Consumer Research – Changing Consumer Research.

**TEXT BOOKS**

1. Leon . G. Sciffman& Leslie Lasar Karuk, Consumer Behaviour. Pearson Education. 2013.
2. Jay.D.Lindquist& Joseph Sirgy Shopper. Buyer and Consumer Behaviour. Biztranza Publication. 2014

SEMESTER - VI  
CORE :XVIII ENTREPRENEURIAL DEVELOPMENT

**COURSE OBJECTIVES:**

1. To impart knowledge and skills needed to become an entrepreneur
2. To motivate young people to set up own ventures and contribute to national economic development.

**COURSE OUTCOMES**

1. On the successful completion of the course, students will be able

**UNIT – I**

Entrepreneurship – Meaning – Characteristics – Types – Traits – Functions of entrepreneurs – Theories of Entrepreneurship. Role of entrepreneurs in economic development. Phases of Entrepreneurial development programme.

**UNIT – II**

Growth of entrepreneurs – factors determining the growth of entrepreneurs. Women entrepreneurs – functions- role – growth – problems of women entrepreneurs – suggestions for the development of women entrepreneurs. Rural entrepreneurship – TRYSEM – risk taking development strategy for rural entrepreneurs.

**UNIT – III**

Project identification and classification – Project formulation – project design and network analysis – project appraisal.

**UNIT – IV**

Steps for starting a small industry – selection and type of organization – incentives and subsidies – financial analysis – sources of project finance.

**UNIT – V**

Entrepreneurial support – DIC, Industrial Estate – SIDO, NSIC, SSIC,SISI, SIDCO, SIPCOT, KVIC, Commercial banks and New entrepreneurial development agency.

**TEXT BOOK**

1. Gupta. C.B and Srinivasan. N.P “Entrepreneurial Development”. Sultan Chand and Sons 2017.

**REFERENCE BOOKS**

1. Dr.K.Arul & Dr.A.Subangini devi, Entrepreneurial Development, Shanlax Publication, Madurai.
2. Khanha, Entrepreneurial Development
3. Vasanth Desai, Organisation and Management of Small Industries
4. Saravanavel, P., Entrepreneurship Development
5. Tandon, B.C., Environment and Entrepreneurship
6. Rao T.V., and Udaipareek, Developing Entrepreneurship

**SEMESTER - VI**

**CORE: XIX INTERNATIONAL BUSINESS ENVIRONMENT**

**OBJECTIVES**

1. Enabling learners understand the concepts, trade theories and importance of international business environment.
2. Helping the students acquire the required skills to be an effective management professional in an internationalized business environment.
3. Facilitating the learners understand, analyze and take decisions for a given international business environment.
4. Imparting the knowledge about international cultural, political, legal, technological, economic, demographic and natural environment.
5. Inculcating about the changing international business marketing environment.

**OUTCOMES**

1. Learners understand the concepts, trade theories and importance of international business environment.
2. Students acquire the required skills to be an effective management professional in an internationalized business environment.
3. Learners understand, analyze and take decisions for a given business environmental situation.
4. Students acquire the knowledge about the functional of international organizations associated with international business.
5. Students by understanding the changing international business environment will opt for higher studies, research, employment and entrepreneurship.

**UNIT - I**

International Business: Introduction, Difference between international and national business, stages of internationalization, international orientations. Globalization: Concept, driving and restraining forces of globalization.

**UNIT - II**

International Trade theories: Introduction, Why do nations trade, Theories of International trade: Mercantilism, Absolute advantage, Comparative advantage, Heckscher- Ohlin, Product life cycle theory and Porter's diamond model.

**UNIT - III**

International Business Environment: Introduction, Economic, Demographic and Socio-cultural environment. Political, Legal, Natural and Technological environment.

**UNIT - IV**

International Monetary System: The pre-Bretton woods period, The Bretton woods system, Collapse of Bretton woods system (Including meaning of exchange rate, types of exchange rate system). International banking, Bank for international settlements (BIS) and Euro currency market.

**UNIT - V**

General Agreement on Tariff and Trade (GATT), World trade organization (WTO). International Monetary Fund (IMF), Asian Development Bank, UNCTAD.

**TEXT BOOK:**

1. *Francis Cherunilam.* 2009. **International Business: Text and Cases.** [Fifth Edition]. PHI Publishing House, New Delhi.

**REFERENCE BOOKS:**

1. *Arvind V. Phatak., Rabi S. Bhagatand and Roger J. Kashlak.* 2010. **International Management: Managing in a diverse and dynamic global environment.** [Second Edition] Tata McGraw Hill, New Delhi.
2. *Charles W L Hill and Arun K Jain.* 2014. **International Business: Competing in the Global Market Place.** [Tenth Edition]. Tata McGraw Hill, New Delhi.
3. *Bhalla, V.K. and Shiva Ramu, S.* 2010. **International Business: Environment and Management.** [Thirteenth Edition]. Anmol Publications Pvt. Ltd., New Delhi.
4. *John D. Daniels., Lee H. Radebaugh and Daniel P. Sullivan.* 2012. **International Business: Environment and Operations.** [Fourteenth Edition]. Pearson Education, New Delhi.

**SEMESTER - VI**

**CORE – XX PROJECT**

**WORK VIVA-VOCE**

**Specimen–I**

**TITLE**

A project report submitted to the Periyar University in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION

By

Name of the student Reg.

No.....

Under the guidance of

Name of the guide

Department, College Name and place

Month and year of submission



**Specimen – II**

**CERTIFICATE**

This is to certify that the project entitled, -TITLEI, is a bonafide work carried out by  
..... Reg. No. ....under my supervision and guidance during the academic  
year..... in partial fulfillment of the requirements for the award of the degree of BACHELOR OF  
BUSINESS ADMINISTRATION and the work is an original one and has not formed basis for the award of  
any degree, diploma, associate ship, fellowship of any other similar title.

**GUIDE SIGNATURE**

**HOD SIGNATURE**

Project work evaluation viva – voce examination conducted on .....

**INTERNAL EXAMINER**

**EXTERNAL EXAMINER**

**Specimen - III**  
**DECLARATION**

I hereby declare that this project work entitled -TITLE submitted to the PERIYAR UNIVERSITY, SALEM in partial fulfillment of the requirements for the award of BACHELOR OF BUSINESS ADMINISTRATION is an original one and has not been submitted earlier either to this university or to any other institution for the award of any degree / diploma.

**Date :**

**Candidate signature**

**Place :**

**GROUP A**

**ELECTIVE – I CUSTOMER RELATIONSHIP MANAGEMENT**

**COURSE OBJECTIVE:**

- 1. To enable the students to learn about Customer Relationship Management
- 2. To create an idea about Customer Relationship Management

**COURSE OUTCOME**

- 1. To understand Relationship Marketing
- 2. To learn about database in Customer Relationship Management
- 3. To create the knowledge about sales force in Customer Relationship Management

**UNIT - I**

CRM-Introduction-Definition-Need for CRM- Evolution- Customer Relationship Marketing- Types of Relationship Marketing – Customer Life Cycle - Importance of CRM in Modern Business Environment.

**UNIT – II**

Computer Learning Relationship – Key Stages of CRM- Forces Driving CRM- Benefits of CRM- Benefits of CRM-Growth of CRM Market in India – Key Principles of CRM – Strategy for CRM-process of segmentation – Choice of Technology – Choice of organizational Structure for CRM, Understanding Market Intelligent Enterprises.

**UNIT – III**

CRM Program – Groundwork for Effective use of CRM - information Requirement for an Effective use of CRM –Components of CRM – Types of CRM – Win Back, Prospecting, Loyalty, Cross Sell and Up Sell.

**UNIT – IV**

CRM Process Framework – Governance process – performance Evaluation process – implementation of CRM: Business oriented solution – project management – Channel Management, CRM in services, CRM in Financial Services.

**UNIT – V**

Database Marketing - Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best Practices in Marketing Technologies

**TEXT BOOKS:**

1. Customer Relationship Management, K.Balasubramaniyan, GIGO Publication,2005.
2. Customer relationship management: modern trends and perspectives, S.Shanmugansundaram, prentice Hall of India Pvt. Ltd.
3. Ramana V.Somayagulu G. Customer Relationship Management, Excel Book
4. GovindaK.Bhat , customer relation management, Himalaya Publishing House

**REFERENCE BOOKS:**

1. The essentials guide to knowledge management – E- business and CRM application, Amir tiwana Pearson Education,2001.
2. Kotler P.Marketing Management, Pearson education
3. Saxena R, Marketing Management, Tata McGraw Hill
4. E- Business –Roadmap for Success, Dr.Ravi Kalkota, Pearson Education Asia,2000.
5. Relationship Marketing – S Shajahan – McGraw Hill 1997
6. CRM – Paul Green Berg – Tata McGraw Hill 2002.

**GROUP A**

**ELECTIVE II CHANNEL MANAGEMENT**

**UNIT - I**

Marketing channels - structure, functions and relationships- meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

**UNIT-II**

Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design. Transaction cost analysis –analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

**UNIT-III**

Channel development and marketing: Negotiations in marketing-negotiation strategy- channel negotiation process-leadership- vertical marketing system-conflict-types and resolution-macro prospective of channel performance-measuring final performance-measuring customer satisfaction.

**UNIT-IV**

Issues in retail channel management: Channel dynamics-impact of information age-information systems and channel change and management-strategic issues in international retailing-need for distribution innovation.

**UNIT-V**

Channel institution-retailing-non-store retailing-wholesaling-international distribution channel, channels of distribution for services. Retail organization-independent retailers-chain retailers-leased departments-franchises integrated and consumer co-operatives.

**TEXT BOOK:**

1. Donald J Powerson, Strategic marketing channels management, McGraw Hill,2002.

**REFERENCE BOOK:**

1. Stran, EI. Ansary, Cough man& Anderson-Marketing channels, Prentice Hall of India-6<sup>th</sup> Edition,2003.
2. Christopher Ryan, High performance Interactive marketing, Viva BooksLTD., 2003.

**GROUP - B**

**ELECTIVE I BRAND MANAGEMENT**

**COURSE OBJECTIVE:**

1. To enable the students to learn about Brand Management
2. To create an idea about Brand Management

**COURSE OUTCOME**

1. To understand Brand Management
2. To learn about Strategies in Brand Management
3. To create the knowledge about the performance in Brand Management

**UNIT -I**

Brand-Meaning-Importance- Need, Strategic Brand management process – Challenges and problems faced by branding in retail sector. Opportunities in branding sector.

**UNIT- II**

Building brand identity – building brands in the new economy – Brand Development: extension – rejuvenation – Re launch- goods Vs Services – Retailer and distribution –people and organization – opportunities in branding.

**UNIT –III**

Planning and implementing brand marketing - choosing brand elements – measuring and interpreting brand performance. Brand tracking studies – capturing market performance and comparative methods.

**UNIT – IV**

Implementing brand strategies – brand product matrix – breadth – depth – brand hierarchy – designing a long term strategy – brand extension – reinforcing brands – adjusting brand portfolio

**UNIT – V**

Brand Positioning – Brand strategy decision – Brand portfolio – defining and establishing brand values

Designing a sustainable brand system – Brand Asset Management – Transfer – Managing brand overtime.

**TEXT BOOKS:**

1. Branding Concepts – Pati Marketing Management – Philip Kotler.
2. Strategic Brand management – Kelvin Lane Keller – Prentice Hall India, 2003

**REFERENCE BOOKS:**

1. Total Brand Management – Chaturvedi
2. B.M.Brand Positioning Strategies for Competitive advantage –Sengupta.
3. Strategic Brand Management – Jean Noel Kap ferer - Prentice Hall India, 2004
4. Brand Management - Text & Cases – Ajay kumar – India Book Distributors – 2000

**GROUP B**

**ELECTIVE – I INVESTMENT MANAGEMENT**

**COURSE OBJECTIVES**

1. To study about the introduction about investment management
2. To create an idea about real assets, financial assets
3. To study about risk return policy

**COURSE OUTCOME**

1. The knowledge about investment management has been studied
2. The students have known about investment, risk return policies

**UNIT – I**

Meaning of investment – Nature and scope of investment management - factors favourable for investments – features of an investment programme.

**UNIT – II**

Investment avenues – Real assets – Financial assets – Fixed income and variable income securities – mutual fund – derivatives

**UNIT – III**

Risk- Return concept – Return measurement - Basic valuation models – equity valuation, Preference share and bond valuation .Risk - risk classification – systematic and unsystematic risk – measurement or risk.

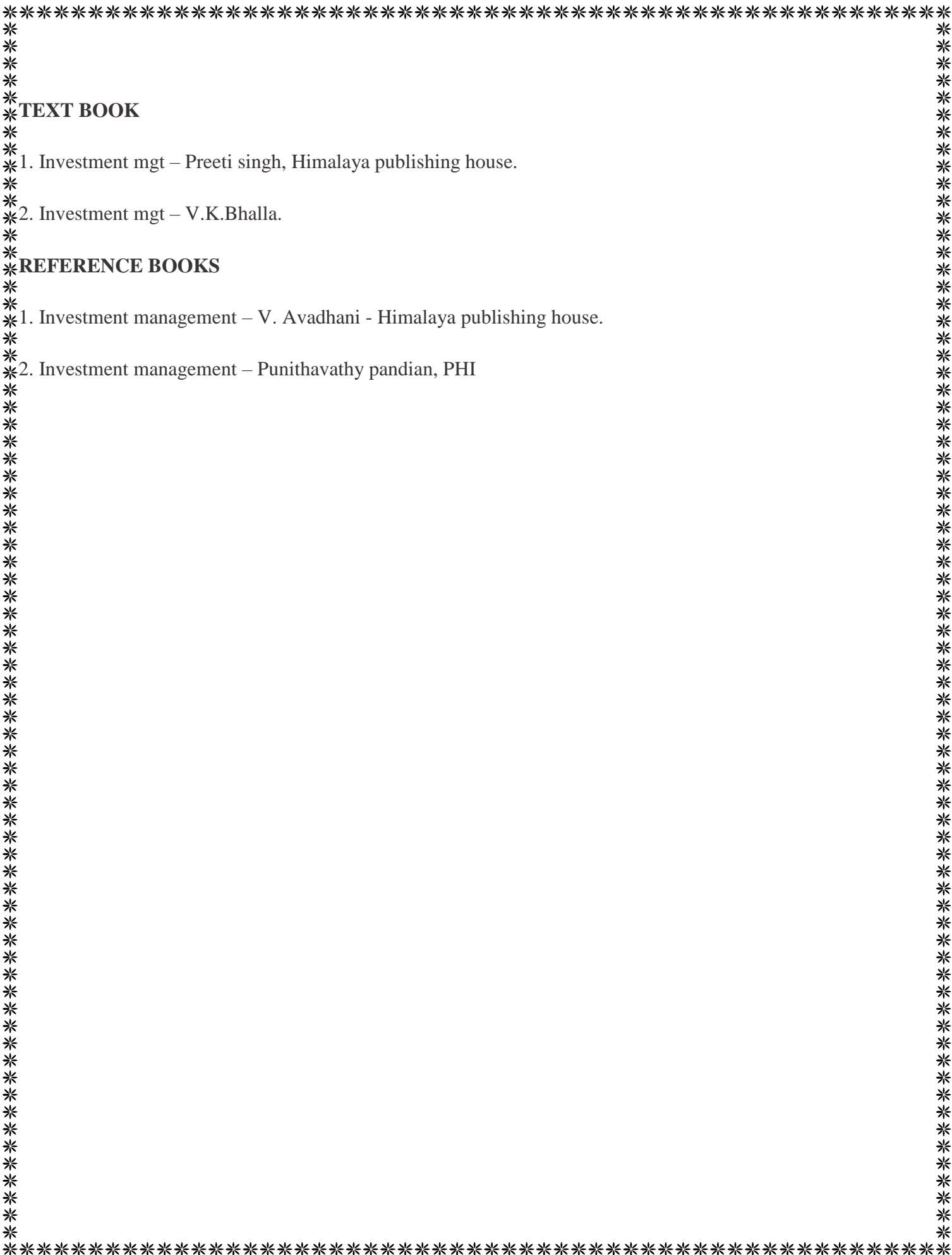
**UNIT – IV**

New issue market and stock exchange – kinds of trading – Securities and Exchange Board of India.

**UNIT – V**

Sources of Investment information – Credit rating agencies – CARE – CRISIL – ICRA – credit rating methodology – Indices.





**TEXT BOOK**

- 1. Investment mgt – Preeti singh, Himalaya publishing house.
- 2. Investment mgt – V.K.Bhalla.

**REFERENCE BOOKS**

- 1. Investment management – V. Avadhani - Himalaya publishing house.
- 2. Investment management – Punithavathy pandian, PHI

**GROUP - C**

**ELECTIVE I MERCHANDISING MANAGEMENT**

**COURSE OBJECTIVES**

1. Describe retail merchandising operations and their importance in a competitive market.
2. Helping the students acquire the required skills to be an effective merchandising management professional.
3. Facilitating the learners understand, analyze and take decisions as merchandising manager.
4. Imparting the knowledge about merchandising and its influence on other business activities.
5. Inculcating about the preparations required to deal with the changing scenario of merchandising.

**COURSE OUTCOMES**

1. Learners understand the concepts, trade theories and importance of merchandising management.
2. Students acquire the required skills to be an effective merchandising management professional.
3. Learners understand, analyze and take decisions as merchandising manager.
4. Students acquire the knowledge about merchandising and its influence on other business activities.
5. Students will be able to deal with the changing scenario of merchandising

**UNIT - I**

Concept of Retail Merchandising: Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers.

Merchandise Mix: Merchandise Mix, Concept of Assortment Management, Merchandise Mix.

**UNIT - II**

Merchandise Displays and Space Management: Concept of Merchandise Displays, Display and Design Basics; Principles of Design; Color Blocking; Types of Displays -Importance of Merchandise Displays, Concept of Space Management, Role of IT in Space Management, Purpose of space planning; Lighting, Window display for a product or merchandise, Concept of Planogram.

**UNIT - III**

Visual Merchandising: Meaning of Visual Merchandising, Visual merchandising terminologies [Facade, Signage, Store windows etc. -Objectives of Visual Merchandising, History and growth of Visual Merchandising, Visual Merchandising in India, Product Positioning and Visual Merchandising.

**UNIT - IV**

Merchandise Planning: Concept of Merchandise Planning, Applications of Merchandise Planning, Elements of Merchandise Planning, Role of Merchandiser in Planning.

Category Management and Merchandise Budgeting: Concept of Category Management, Merchandise Forecasting, Merchandise Budgeting



**GROUP –C**

**ELECTIVE II LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**UNIT - I**

Introduction to logistics – Business Logistics – Marketing Logistics. Logistics Management – Definition – Meaning – Types – Logistics And customer services- physical supply and distribution – elements and evolution of purchasing and integrated logistics

**UNIT - II**

Transportation – Types – transportation service selection decision making. Vehicle routing and scheduling – MTO/ Intermodal transportation – regulation.

Warehousing - concepts and types – location analysis – material handling consideration – packaging – purpose function – design and costs – inventory management models – push and pull methods – EOQ – policies and control methods.

**UNIT - III**

Logistics Demand – Forecasting – The Nature of Demand – Forecast Components – Forecast Techniques – Forecast Error - Logistics Location Structure.

**UNIT - IV**

Supply Chain Management Models – Definition – Objectives – Applications – Types – Conceptual Models – Key issues in supply chain management.

**UNIT - V**

Supply Chain Management Strategy – Inventory Management – Push and Pull Systems – Demand and Cash flow in supply chain management – Enterprise Resource Planning (ERP) – Supply chain management matrix.

**Note:** Theories and concepts only.

**TEXT BOOKS**

1. Donald Bolversox and Daavis J. Closs: Logistics Management – The Integrated supply chain process Tata McGraw Hill,(2006.)
2. David Simchi – Levi and Philip Kaminsky and Edith Simchi – levi- Designing and Managing the supply chain concepts, strategies and case 2nd Edition, Tata McGraw Hill,(2006)

**REFERENCE BOOKS**

1. Rahul,V.Altekar: Supply chain Management, Concepts& Cases, PHIL earning,(2006)
2. Ailawadi, Rakesh Singh: Logistics Management”, PHI Learning(2006)
3. K.K.Khanna : Physical Distribution
4. S.L. Gupta: Sales and Distribution Management.
5. Vinod V Sopic : Logistics Management

**GROUP –D**  
**ELECTIVE I RETAIL OPERATIONS SYSTEMS AND INVENTORY**

**COURSE OBJECTIVES**

1. To learn about retail operations in India
2. To identify the location of retail storehouse

**COURSE OBJECTIVES**

1. The students will be able to identify the possible outcome in retail stores location
2. The inventory management knowledge will be improved.

**UNIT – I**

Choosing a store location – Importance of location to a retailer – Trading Area Analysis – regional analysis – Characteristics of the trading area.

**UNIT - II**

Operations management – Operating a retail business – operations blueprint – store maintenance - inventory management – store security – credit management – computerization – outsourcing – crisis management.

**UNIT – III**

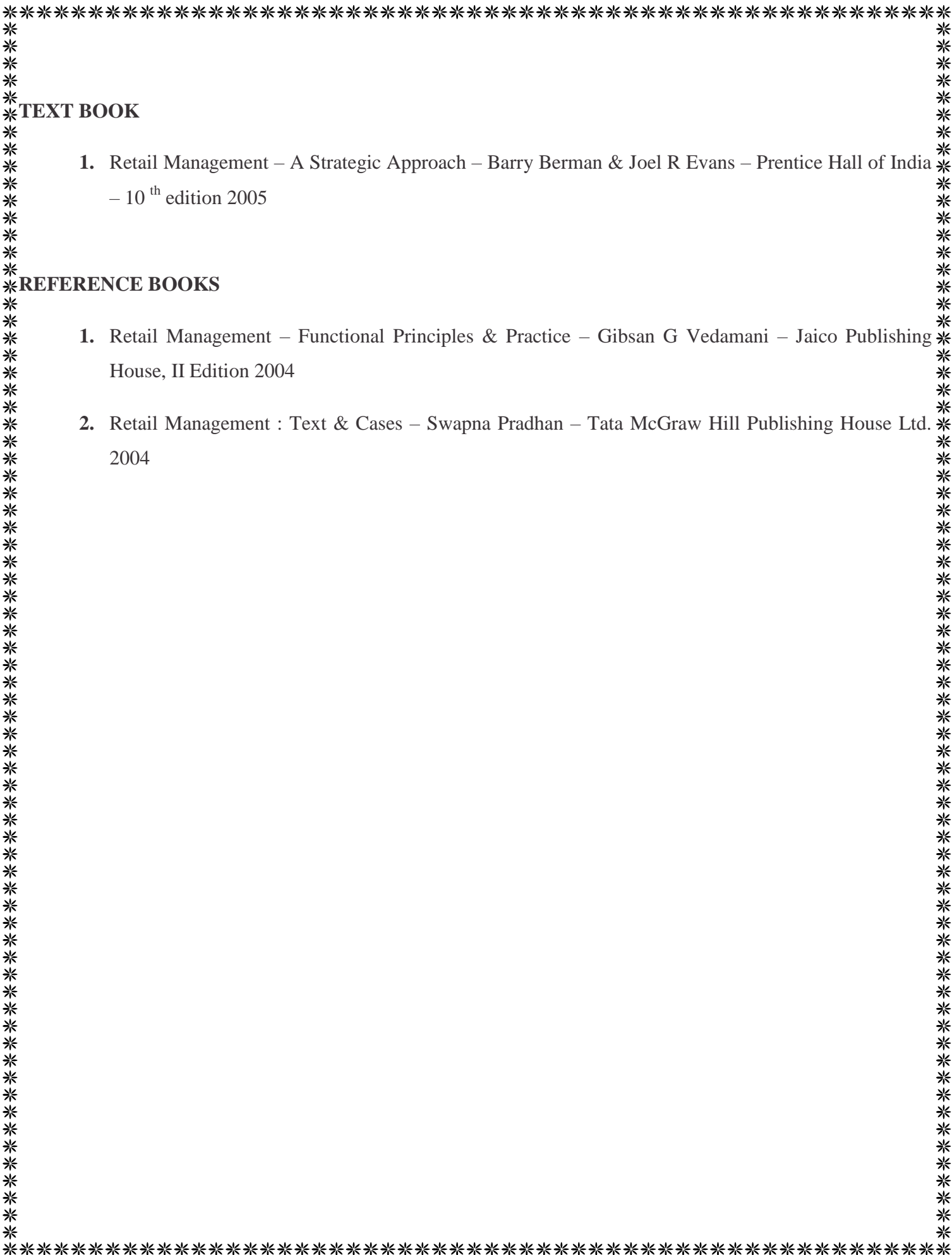
Site selection – Actual site analysis and selection – choice of general location – characteristics of the available site – Retail store layout – space mix – effective retail space management – floor space management.

**UNIT – IV**

Evaluating a retail operation – store operating procedure – using a strategic resource model – designing a performance programme.

**UNIT –V**

Retail inventory – return on inventory investment planning – and stock turn over – physical and perpetual inventory systems – retail method in inventory valuation.



**TEXT BOOK**

1. Retail Management – A Strategic Approach – Barry Berman & Joel R Evans – Prentice Hall of India – 10<sup>th</sup> edition 2005

**REFERENCE BOOKS**

1. Retail Management – Functional Principles & Practice – Gibsan G Vedamani – Jaico Publishing House, II Edition 2004
2. Retail Management : Text & Cases – Swapna Pradhan – Tata McGraw Hill Publishing House Ltd. 2004

**GROUP – D**

**ELECTIVE II FRANCHISE OPERATIONS MANAGEMENT**

**COURSE OBJECTIVE**

- |    |   |   |
|----|---|---|
| 1. |   | T |
|    | This subject will enable the students about the factors influencing Franchising |   |
| 2. |   | T |
|    | The impact of brand name and trade name are known.                              |   |

**COURSE OUTCOME**

- |    |   |   |
|----|---|---|
| 1. |   | G |
|    | Gained the knowledge about emerging franchising industries. |   |
| 2. |   | I |
|    | Increasing the skills about Franchising                     |   |

**UNIT – I**

Franchise - Meaning – Scope – Importance – Characteristics – Types – A Global perspective  
Economic Impact of Franchising – International Franchise Overview.

**UNIT – II**

Managing Franchise Business – Franchising Feasibility – Steps of Franchising – Meaning of Franchisee and Franchiser advantages and its disadvantages. Elements of a successful system – Trade name sharing – advantages.

**UNIT – III**

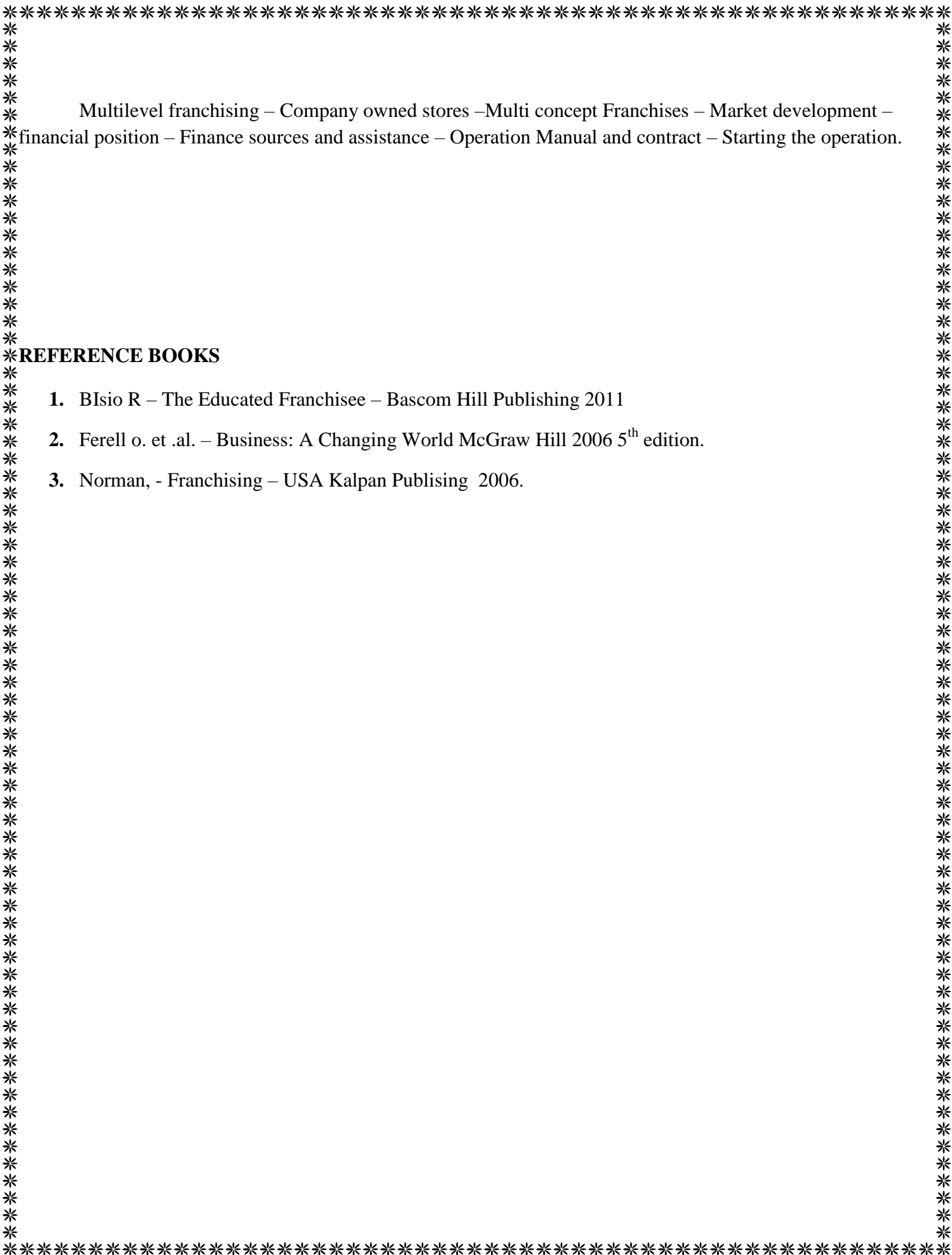
Franchisees – Choice of Franchisees - Trends in Franchising – Key Franchising Policies – Recruitment – Selection – Training – Understanding chain organization – HR in Franchising businesses.

**UNIT – IV**

Criteria for evaluating franchise – Franchise agreement – Benefits of trade name – Franchise business plan & market process – managing and marketing franchise –Franchisor Business plan.

**UNIT – V**





Multilevel franchising – Company owned stores –Multi concept Franchises – Market development – financial position – Finance sources and assistance – Operation Manual and contract – Starting the operation.

**REFERENCE BOOKS**

- 1. BIsio R – The Educated Franchisee – Bascom Hill Publishing 2011
- 2. Ferell o. et .al. – Business: A Changing World McGraw Hill 2006 5<sup>th</sup> edition.
- 3. Norman, - Franchising – USA Kalpan Publising 2006.

**GROUP –E**

**ELECTIVE I TOTAL QUALITY MANAGEMENT (TQM)**

**COURSE OBJECTIVES**

1. The knowledge about total quality management has been identified and created an idea
2. The control chart methods have been studied

**COURSE OUTCOME**

1. The students will be given an opportunity in the field of quality control
2. The knowledge about the quality management has been studied

**UNIT-I**

Concept of Quality – Quality as customer delight – Quality as meeting. Standards–Introduction to total Quality – Concept of total Quality Design, inputs, process and output – Quality as business performance – Attitude and involvement of top management.

**UNIT-II**

Quality Management – Fundamentals – Evolution and objectives –Planning for Quantity – Quality Process – Statistical Process Control (SPC)–Quality Assurance – Total Quality management.

**UNIT-III**

Quality Management System – ISO 9000 series – Techniques of TQM –5' Concepts – 7' tools – Cause – Effect Analysis stratification, Pareto diagram Histogram, Control charts (SQC) check sheet & Pie-

**UNIT-IV**

Bench marking – Essence of Bench Marketing–Benefits and Strategic Bench marking – Global bench marking – Business Process Re-engineering.

**UNIT - V**

Core competence and strategic alliance for ensuring quality – role of MNCS, in emergence of global quality – Barriers to TQM.

**TEXTBOOK**

1. Armond.V.Feigerbaum, Total Quality Control, McGraw Hill.
2. JohnBark, Essence of TQM, PHI, Delhi.

**REFERENCEBOOKS**

1. Joel,E.Ross,Total Quality Management
2. RonCollard,Total Quality, Jaico, Delhi
3. Willborn & T.C.Edwin Cheng, Global Management of Quality Assurance systems, McGraw Hill.
4. J.M.Juran, Juran On leadership for Quality–An Executive Hand Book.
5. ISO Manuals.

**GROUP – E**

**ELECTIVE - II RETAIL ADVERTISING AND PROMOTION**

**UNIT – I**

Retail advertising - Meaning - Importance – Scope – Principles - Retail advertising process –  
Preparing an advertising campaign for a retail store.

**UNIT – II**

Media – Objectives – Types – Selection of media – Media effectiveness for a retail outlet.  
Advertising copy – copy testing - Advertising - Types – objections in advertising – Advertising –  
budget.

**UNIT – III**

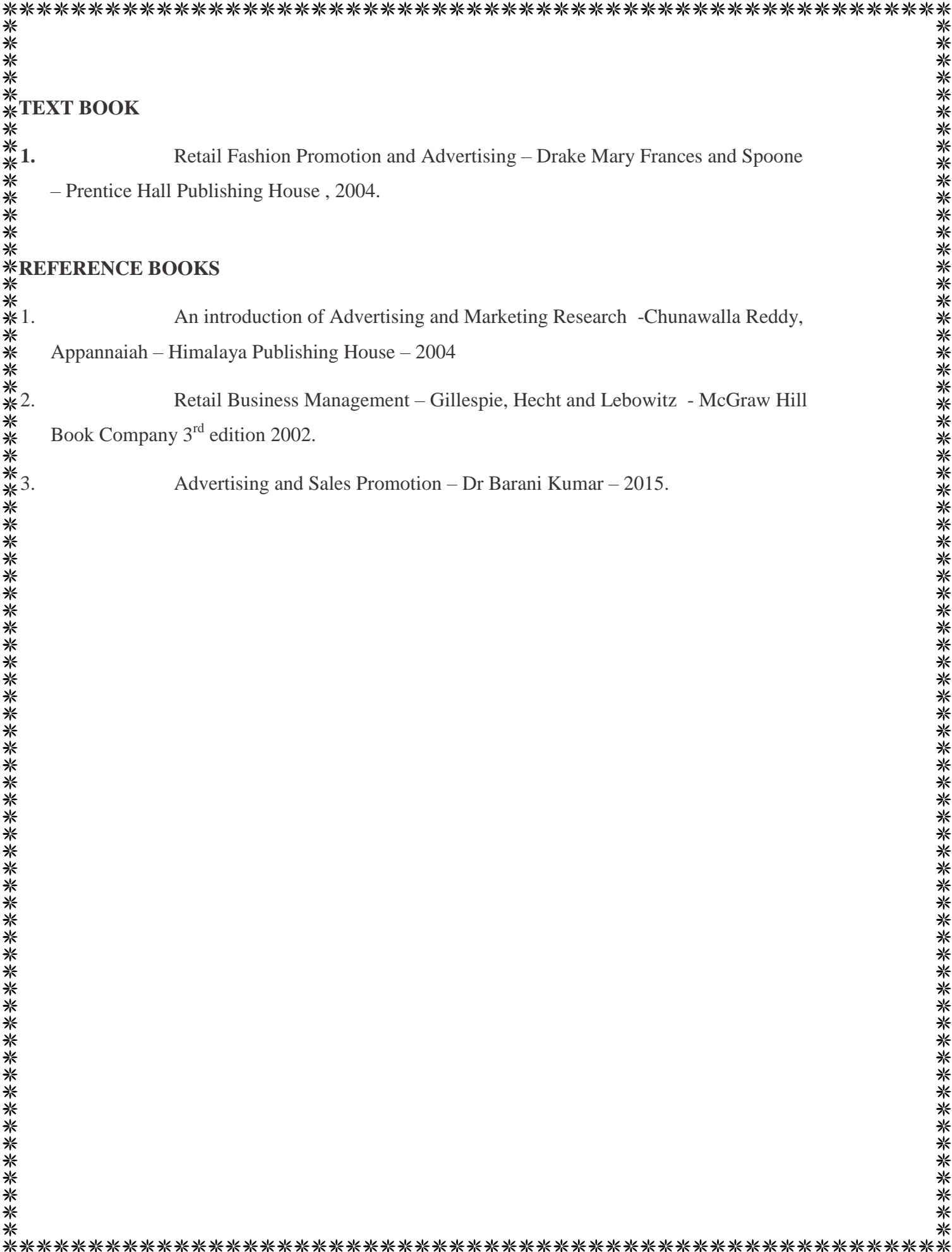
Retail promotional strategy – Promotional mix – AIDA’s principle – Objectives – Importance –  
promotional budget – selecting the promotional mix – implementing promotional mix.

**UNIT – IV**

Managing Sales promotion – Role of sales promotion – types of sales promotion – evaluating  
sales promotion.

**UNIT –V**

Personal Selling – publicity – role of personal selling – types of sales force – Qualities of  
salesmen – Recruitment – Selection - Training – Remunerating Salesmen – Process of personal  
selling in retail industry.



**TEXT BOOK**

1. Retail Fashion Promotion and Advertising – Drake Mary Frances and Spoone  
– Prentice Hall Publishing House , 2004.

**REFERENCE BOOKS**

1. An introduction of Advertising and Marketing Research -Chunawalla Reddy,  
Appannaiah – Himalaya Publishing House – 2004
2. Retail Business Management – Gillespie, Hecht and Lebowitz - McGraw Hill  
Book Company 3<sup>rd</sup> edition 2002.
3. Advertising and Sales Promotion – Dr Barani Kumar – 2015.

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# QUESTION PAPER

## PATTERN

**QUESTION PAPER**  
**PATTERN FOR THEORY**  
**SUBJECTS**

**(Including Skill Based and Non-Major Elective papers)**

Time:3Hours.

Max.Marks: 75

**PART-A (15x1=15 Marks)**

Answer All Questions

(Three questions from each unit)

Objective type questions

**PART-B (2x5 =10 Marks)**

Answer any two questions out of five questions

(One question from each unit)

**PART-C (5x10=50 Marks)**

Answer all Questions

(One question from each unit with internal choice)

Either or pattern