

Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013- 2016
Subject Code : 13 UBM 01 Title : PRINCIPLES OF BUSINESS MANAGEMENT AND BUSINESS ORGANISATION		Semester I
Hrs/Week	5	Credit : 4
Objectives	On successful completion of this course, the students should have understood ✂ The nature and types of business organizations ✂ Principles & functions of Management ✂ Process of decision making ✂ Modern trends in management process.	
Unit	Content	Hrs
Unit: I	Nature and scope of management process-scientific management-functions of manager-Planning-Nature-types.	12
Unit: II	Objectives, Policies, Procedures-nature and type of policies-decision making process-Types-Problems in decision making-management by objective (MBO)-Process-merits & demerits-quantitative techniques in decision Making.	16
Unit:III	Organizing – meaning-organizational structure: Types-Span of control-delegation and decentralization-line-Staff relationship-controlling – co-ordination	16
Unit:IV	Business organization - definition-nature-scope-objectives-forms-Sole proprietorship and Joint Hindu undivided family firm, features-advantages and disadvantages-differences. Partnership-differences. Partnership –features, merits demerits-Types-dissolution-suitability.	18

Unit :V	Company-definition-features– types -Public Vs Private-formation of Company-Prospectus-advantages and disadvantages-Co-operative society- features- merits& demerits- types-chamber of commerce-trade association.	16
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Text Book:

Business organization and management –C.D Balaji
Margham Publications -2015

Reference Books:

Business Organization & Management – R.K Sharma and
Shashi .K. Gupta Kalyani Publication 2009

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From The Year 2013 - 2016
Subject Code: 13 UBM 02 Title : BUSINESS COMMUNICATION		Semester I
Hrs/Week	6	Credit : 3
Objectives	On successful completion of this course, the students should have understood ✂ Methods of communication ✂ Drafting letters , reporting writing ✂ Types of communication and Barriers of communication	
Unit	Content	Hrs
Unit : I	<u>COMMUNICATION</u> Concepts-Meaning-Importance-objectives- Role Of Communication in business-types of communication-Barriers to Effective Communication- Ways to Overcome The barriers – Principles of communication.	13
Unit :II	<u>COMMUNICATION THROUGH LETTERS</u> Layout and characteristics-Application for appointment-References-Appointment orders-Letters of confirmation-Promotion-Business Enquiries-Offers-Quotations-Orders-Execution of orders-Letters of complaints-Sales letters-Bank Correspondence.	14
Unit:III	<u>INTERNAL COMMUNICATION</u> Memos-Circulars-Notice to Customers-Job Instructions	12
Unit:IV	<u>BUSINESS REPORTS</u> Features-Types-Procedure-Form-Press reports-Agenda-Minutes-Types-Procedure to draft minutes.	12
Unit: V	<u>EFFECTIVENESS OF ORAL COMMUNICATION</u> Characteristics-Profile of a good Speaker-Preparation & delivery of Short Speeches-Visual & Audio Visual Means Of Communication-Posters-Characteristics of good Commercial Writing	14

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Text Book:

Business communication-Veera Karoli, Shravani Chakraborty-
Thakur publishers-2015

Reference Books:

1. Essentials of business communication – Rajendra Paul & Korlohalli J.S
(Sultan chand & sons)
2. Nagarajan .M- Better English for better business- New century
Book House (P) Ltd
3. Radhakrishna Pillai G.-Written English for you- Emerald Publication.

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 03 Title : MATHEMATICAL TECHNIQUES-I		Semester I
Hrs/Week	6	Credit : 5
Objectives	On successful completion of this course, the students should have understood ✂ Set Operations, Matrix And Mathematics Of Finance ✂ Statistical Tools And Their Applications	
Unit	Content	Hrs
Unit: I	<u>MATRICES</u> Matrix Operation-Addition And Subtraction Of Matrices - Multiplication Of Two Matrices (Simple Problems Only) - Calculation Of Simple Interest And Compound Interest.	15
Unit :II	<u>STATISTICS</u> Meaning, Scope & Limitations COLLECTION OF DATA Primary & Secondary Data-Methods Of Collecting Primary Data-Sources Of Secondary Data- Precautions For Preparing Questionnaire. CLASSIFICATION AND TABULATION Types Of Classification-Geographical, Chronological, Qualitative, Quantitative -Tabulation-Parts Of Tabulation-Types Of Table	16
Unit :III	<u>MEASURES OF AVERAGE</u> Arithmetic Mean-Geometric Mean-Harmonic Mean- Median-Mode- Merits & Demerits Of AM, GM, HM, Median & Mode (Simple Problems)	15

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Unit :IV	<u>MEASURES OF DISPERSION</u> Range-Quartile Deviation-Mean Deviation-Standard Deviations (Simple Problems) <u>MEASURES OF SKEWNESS AND KURTOSIS</u> Skewness-Pearson's Coefficient Of Skewness-Bowley's Coefficient Of Skewness – Kurtosis-Measures Of Kurtosis (Simple Problems)	16
Unit :V	<u>CORRELATION</u> Scatter Diagram Method-Karl Pearson's Of Correlation-Rank Correlation (Simple Problems) <u>REGRESSION</u> Regression Lines & Regression Equations -Difference Between Correlation& Regression (Simple Problems)	16

Text Book:

Mathematics for Management-SarojKumar,
Pravesh kumar Singh-Thakur Publications-2015

Reference Books:

1. Business statistics-P.A Navnitham-Jai Publishers-2011
2. Mathematics for Management –I-Rathna Yadav
pranesh kumar Singh- Thakur publication-2011
3. Business Mathematics-D.R.Agarwal-
Vrindha Publications (p) Ltd-2012

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 04 Title : ORGANISATIONAL BEHAVIOUR		Semester II
Hrs/Week	6	Credit : 4
Objectives	On Successful Completion Of This Course, The Students Should Have Understood Personality, Perception, Motivation, Job Satisfaction, Morale, Group Dynamics, Leadership Traits, Counseling And Guidance, Etc.	
Unit	Content	Hrs
Unit: I	<u>ORGANISATIONAL BEHAVIOUR</u> Definition - OB model- How Thorne studies and their implications-contemporary organization and their changing perspective and reengineering-total quality management – bench marking, empowerment-learning organizations	18
Unit:II	<u>PERCEPTION PROCESS</u> Meaning & social perception - Impression Management. Personality- Meaning-Development of personality.	12
Unit:III	<u>MOTIVATION</u> Meaning-motives, primary and secondary .theories of work motivation- Maslow's need hierarchy theory, Herzberg's 2 – factor theory. Alderfer's ERG theory. Process-Expectancy theory and Porter's Lawler model and contemporary Equity theory and Attribution theory – Process and principles of theory – Reinforcement and Punishment.	15
Unit : IV	<u>GROUP DYNAMICS</u> Major Groups and their formation – formal and informal group and their dynamics – Teams – conflicts – types of conflicts – Resolution of conflicts – stress – causes and effects of occupational stress coping with stress.	15

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Unit :V	<u>LEADERSHIP</u> Theories – Established and emerging theories Trait theory – Behavioral theory – contingency theory – path goal leadership theory charismatic leadership theories – leadership styles and skills required – organization change and development – techniques and approaches.	15
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Text book:

Organizational Behavior- L.M Prasad

Reference Books:

Organizational Behavior –Fred Luthans

Organizational Behavior –V.S.P.Rao

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 05 Title : FINANCIAL ACCOUNTING		Semester II
Hrs/Week	6	Credit : 4
Objectives	On successful completion of this course, the students should have understood The basic accounting concepts Double entry book keeping system and various books of account Preparation of final accounts, etc ...,	
Unit	Content	Hrs
Unit: I	Basic accounting concepts-kinds of accounts-Double entry book keeping-journals-ledger posting	12
Unit: II	Subsidiary books-cash books-purchase books-sales books -sales return and purchase return book and petty cash book	16
Unit:III	Errors, rectification of errors-bills of exchange.	16
Unit:IV	Trading- profit and loss accounts balance sheet.	15

Unit :V	Accounting for depreciation –five methods –straight line method-annuity method-written down value method.	15

NOTE: Theory 20 %
 Problem 80 %
 (Simple problems and adjustment only)

Reference Books:

1. Grewal T.S – Double entry book keeping
2. Jain I narang – Advanced accounting.
3. Shukal and Grewal – advanced accounting.
4. Gupta and Radhasamy – Advanced accounting.
5. Gupta R.L – Advanced accounting.

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM06 Title : BUSINESS ECONOMICS		Semester II
Hrs/Week	5	Credit : 5
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ The Objectives of Business Firms ✂ Factors of Production and BEP Analysis ✂ Types of Competitions and price administration ✂ Government Measures To Control Monopoly	
Unit	Content	Hrs
Unit: I	<u>MEANING AND NATURE OF ECONOMICS</u> Business Economics – Scope of Business Economics – Meaning and objectives of business firms – Characteristics of Modern business – Social Responsibilities of business.	12
Unit:II	<u>DEMAND ANALYSIS</u> Meaning of demand – Determinants of demand – Demand distinctions – Law of Demand – Reasons for downward sloping demand curve – Exceptional cases. Elasticity of demand – types – methods of measuring price elasticity of demand.	13
Unit:III	<u>FACTORS OF PRODUCTION</u> Production function - Law of Production – Law of Variable Proportions - Law of Returns to Scale – Producers equilibrium with Isoquants -Economies of Scale – cost of production – Cost curves - Revenue curves – Break Even Analysis - Assumptions -Advantages – Limitations.	14

Unit:IV	<u>PERFECT COMPETITION AND MONOPOLY</u> Market forms – Price and Output Determination Under perfect Competition. Monopoly – Kinds of Monopoly – Monopoly Power –Price and output determination - Price discriminating Monopoly – Degrees of price discrimination.	14
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Unit: V	<u>MONOPOLISTIC COMPETITION AND OLIGOPOLY</u> Price and output determination – group equilibrium – selling costs – excess capacity. Kinds of oligopoly – Kinked demand curve – Price leadership.	12
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Text Book:

Economics for Executives-Saroj Kumar And Sarila-
Thakur Publications, Chennai -2014

Reference Books:

1. Business Economics –R.K.Lekhi-Kalyani Publishers- 2012
2. Business Economics - Sankaran
3. Principles Of Business Economics - Reddy .P.NAnd Appaniah.H.R

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 07 Title : TAXATION		Semester III
Hrs/Week	5	Credit : 3
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ∞ To Identify And Understand Complex Tax Issues Within The Context Of The Global Business World. ∞ To Develop An Appreciation For Tax Policy Issues Those Underpin Our Tax Laws. ∞ To Understand The Ethical Implications Of Tax Practice.	
Unit	Content	Hrs
Unit: I	TAXATION: Definition-income, gross total income, total income, assessee, assessment year, previous year, exempted incomes – residential statuses of persons – capital v/s revenue Receipts. (Theory Part Only.)	15
Unit:II	Income from salary- characteristics of salary- definition- P.F .- allowances-perquisites-profit in lieu Of salary –deductions out of gross salary (simple Problems Only.)	15
Unit:III	Income from house property-definition-exempted income from house property- annual rent- meaning- determination of annual value-deductions (Simple Problems Only).	15
Unit :IV	Profits and gains of business: business – Profession – Charging Provision of Income Tax Under The Head profits and gains of business or profession- expressly admissible deductions- deemed profits (Theory Part Only.)	18
Unit :V	Capital gains- mode of computation of long term And short term capital gains- exempted capital gains (Simple Problems Only.) Income from other sources- dividend- tax concession in respect of dividends- deductions. (Simple problems only.)	12

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NOTE: [problems 50 % & theory 50 %]

References Books:

1. Income tax (law and practice) - Gaur and Narang
2. Income tax (law and practice) - Dinkar Pagare

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 11 Title : COST AND MANAGEMENT ACCOUNTING		Semester III
Hrs/Week	6	Credit : 4
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ☞ Cost Sheet, Calculation Of Tenders ☞ Fund Flow & Cash Flow Statement , Budgeting	
Unit	Content	Hrs
Unit: I	<u>COSTING</u> Definition—meaning of cost accountancy – advantages of cost accounting – limitations of cost accounting -cost units and cost center – preparation of cost sheet – calculation of tender price.	15
Unit :II	<u>MANAGEMENT ACCOUNTING</u> Meaning – Functions – Concepts – limitations – Management Accounting Vs Financial Accounting—Marginal Costing – Absorption Costing – differences – merits and demerits.	16
Unit :III	<u>BUDGET</u> Definition – meaning – advantages and disadvantages of budgetary control – flexible budget – sales budget -cash budget (simple problems only)	16
Unit :IV	<u>FUNDS FLOW STATEMENT</u> Meaning – uses – Preparation of funds flow Statement – Cash flow Statement – meaning – Uses And Preparation of Cash flow Statement (Simple Problems Only)	15

Unit : V	<u>RATIO ANALYSIS</u> Nature, use and significance of ratio analysis – limitations – calculation of current Ratio – inventory turnover ratio – Gross Profit Ratio, Net Profit Ratio – fixed asset turnover ratio – total asset turnover ratio. (Problems Only From The Mentioned Ratios)	16
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NOTE: 50% Problems and 50% theory

Text Book :

Cost Accounting -- Jain and Narang – Sulthan Chand&Co

Cost accounting –R.S.N.Pillai , V.Bagavathi – S.Chand Publication-2013.

Reference Books:

1. Management Accounting – R.K Sharma and Shashi K.Gupta – Kalyani Publishers
2. Cost & Management Accounting – Pillai & Bagwathi – Sulthan Chand &Co

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 -2016
Subject Code : 13 UBM 09 Title : MARKETING MANAGEMENT		Semester III
Hrs/Week	5	Credit : 3
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ Principles Of Marketing Management, Market Segmentation ✂ Product Life Cycle, Segmentation, Distributions Of Channels, Sales Administration.	
Unit	Content	Hrs
Unit: I	Definition of marketing – markets – Concepts of Marketing – Modern marketing Process—Marketing functions—Scope of marketing – Selling VS marketing – Consumer And Industrial goods – Marketing Information System – Marketing Research system, suppliers of marketing Research, Marketing Research process.	18
Unit :II	Marketing management and Its environment (controllable elements and uncontrollable elements) – Buyer Behavior definition- Major factor influencing Buying behavior - Buying motives – Buying Process – Economic model of Buyer Behavior .	15
Unit:III	<u>THE PRODUCT</u> Marketing - product – New product development – Product Life cycle – Marketing Strategies for Various Stages of Life cycle of the Product. MARKET SEGMENTATION Needs – Basis for segmentation – Strategies for various typical segments.	15

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Unit:IV	<u>PHYSICAL DISTRIBUTION</u> Importance – Various Kinds of marketing channels – Distribution Problems and their solutions. <u>PROMOTION</u> Advertising – Publicity -- Personal Selling – Sales Promotion.	15
Unit :V	<u>SALES ADMINISTRATION</u> Sales territory – Sales forecasting – methods- analysis and application.	12

Text Book:

Marketing Management by - Jayasankar

Reference Books:

Marketing Management by – Philip Kotler

Marketing Management by – Sherlekhar

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 10 Title : MERCANTILE LAW		Semester III
Hrs/Week	6	Credit : 3
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ Law Of Contract, Law Of Sale Of Goods ✂ Companies Act, Shares.	
Unit	Content	Hrs
Unit: I	<u>LAW OF CONTRACT:</u> contract – classification – Essential elements of a valid contract – offer and acceptance – consideration – capacity of parties – Free consent (legal rules)	13
Unit :II	<u>LAW OF SALE OF GOODS:</u> Formation of contract of sales – Agreement to sell of sale – Hire purchase Agreement sale and Bailment Law of agency: Creation of agency – Classification of agent's – relation of principal with third parties – personal liability of agent – termination of agency	15
Unit:III	<u>COMPANY LAW</u> Company as legal entity – Definition and kinds of companies – Incorporation of companies – Memorandum and Articles of Association – Certificates of incorporation – Prospectus.	12

Unit:IV	Application –Allotment of shares and Debentures – Minimum subscription – Regular and Irregular allotment – Issue of shares at discount and Premium – Transfer and transmission of shares.	13
Unit :V	Membership of companies – Meeting and Proceedings – Winding up of companies – compulsory Winding up And Voluntary Winding up And Subject To Supervision of the cost.	12

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Text Book:

Business Law –N.D.Kapoor

Reference Books:

1. Business Organisation and Management – C.D balaji ,
Margham Publications 2015
2. Business Law- Saroj Kumar, Priyanshu Saxena, Thakur
Publishers, 2012

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 11 Title : MATHEMATICAL TECHNIQUES – II		Semester III
Hrs/Week	6	Credit : 5
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ Operations Research Models ✂ Game Theory, Queuing Theory, PERT, CPM, Etc.	
Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO OPERATIONS RESEARCH</u> Definition – meaning – scope – limitations models – their types and classification – general methods of solving models.	14
Unit :II	<u>GENERAL LINEAR PROGRAMMING PROBLEM</u> Mathematical formulation of LPP – solution to LPP by graphical method – simple problems in simplex method.	15
Unit :III	<u>TRASPORTATION PROBLEMS</u> Obtaining initial basic feasible solution – various methods of solving problems – (Without degeneracy) – solving assignment problems – (Hungarian method)	18
Unit :IV	<u>GAME THEORY</u> Concept of pure and mixed strategies – solving 2*2 matrices, with and without saddle point – n*2 and 2*m matrix problem solving. Queuing theory – simple problem solving.	18

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Unit :V	<u>NETWORK ANALYSIS</u> Concept of PERT and CPM – simple problems – Decision tree and theories.	13
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Text Book :

Business Statistics and Operation Research – P.A. Navnitham –Jai publisher – (2012)

Reference books:

1. Operation Research – S.Kalavathy- Vikas publishing pvt.LTD– 2005
2. Operation Research – P.R.Vittal & V.Malini– Margham publishers– 2010
3. Operation Research – Dileep Singh & Madhukar Singh– Thakur publishers– 2012

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code: 13UBMSA1 Title : SERVICES MARKETING (SKILL BASED ELECTIVE SUBJECTS) - I		Semester III
Hrs/Week	1	Credit : 2
Objectives	✂ On Successful Completion Of This Course The Student Should Have Understood. ✂ Service Marketing & Its Types ✂ Market Segmentation & Marketing Mix For Various Service Sectors.	
Unit	Content	Hrs
Unit: I	Introduction – Services - Goods And Services – A Comparative Study- Salient Features Of Services – Services Marketing – Concept – Types – Significance Of Service Marketing – Key Services Of Marketing.	3
Unit :II	<u>TRANSPORT MARKETING</u> Introduction – Users Of Transport Services – The Product – Market Segmentation – Marketing Mix For Transport.	3
Unit :III	<u>TOURISM MARKETING</u> Introduction – The Uses Of Tourism Services – The Product – Market Segmentation In Marketing – Marketing Mix For Tourism Industry.	3

Unit : IV	<u>HOTEL MARKETING</u> Introduction – Users Of Hotel Industry – Hotel Product – Market Segmentation In The Hotel Industry – Marketing Mix For The Hotel Industry.	3
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Unit :V	<u>HOSPITAL MARKETING</u> Introduction-Hospital: Types Of Hospitals - Emerging Trends In Medicare; Thrust Areas For Medicare Services. Marketing Mix For Hospitals.	3
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Text Book:

SERVICES MARKETING - JHA.S.M. - Himalaya
publishing house

Reference Books:

MARKETING OF SERVICES- Deepak Bhandari,Amit Sharma-
Vrinda publications (p) Ltd

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code: 13 UBM 12 Title : PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS		Semester IV
Hrs/Week	6	Credit : 3
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ Functions Of HR/Personnel Department ✂ Manpower Planning, Performance Appraisal... ✂ Salary Administration, Labor Welfare, Industrial Relations	
Unit	Content	Hrs
Unit: I	<u>PERSONNEL MANAGEMENT</u> Meaning Nature, Scope objectives –Functions of Personnel Department – organization of personnel Department – Policies and procedures.	15
Unit :II	<u>MAN POWER PLANNING</u> Job Description – Job Analysis – Job Specification – Recruitment and Selection – Training and Development.	15
Unit :III	<u>PERFORMANCE APPRAISAL</u> Job Evaluation – Promotion – Transfer And demotion – compensation: wages and salary administration – incentive system – Retirement benefits to employees.	15

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Unit :IV	<u>INDUSTRIAL RELATIONS</u> Trade unionism – Grievance Handling – Collective Bargaining and Workers Participation in Management -- Discipline – Punishment.	15
Unit :V	<u>LABOUR LEGISLATION</u> Factories Act -1948, Employees State Insurance Act, Industrial Disputes Act.	15

Text Book:

1. Personnel Management -- Jayasankar. J
2. Industrial Relations -- Sanoj Kumar

Reference Books:

1. Personnel Management and Industrial Relations –Tripathy.
2. Personnel Management and Industrial Relations - Memoria .
3. Industrial Law – N.D Kapoor.

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code: 13 UBM 13 Title : PRODUCTION AND MATERIALS MANAGEMENT		Semester : IV
Hrs/Week	5	Credit : 3
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ Principles, Functions And Process Of Production Management ✂ Effective Management Of Materials	
Unit	Content	Hrs
Unit: I	<u>PLANT LOCATION</u> Factors – Site Location – Urban And Rural Locations – Plant Layout – Principles – Process, Product Layout-Fixed Layout-Combined Layout Differences Between Process Layout And Product Layout- Specific Layout For Different Products.	15
Unit :II	<u>PRODUCTION PLANNING AND CONTROL</u> Production Planning – Production Control – Objectives – Routing – Loading –Scheduling – Dispatching And Expediting.	12
Unit :III	<u>ORGANISATIONAL FOR MATERIALS MANAGEMENT</u> Fundamental Principles – Structure – Integrated Materials Management – Advantages. Purchasing – Objectives – Functions – Principles Of Purchasing—Steps In Purchasing Function.	15

Unit IV	<u>MATERIAL HANDLING</u> Importance- Principles – Criteria For Selection Of Material Handling Equipments. Maintenance - Objectives – Types – Breakdown Preventive And Productive Maintenance.	15
Unit :V	<u>FUNCTIONS OF INVENTORY</u> Replenishment Of Stock, Materials Demand Forecasting— Basic Tools Of Inventory Control –ABC – VED –FSN Analysis EOQ – Re Order Point & Safety Stock. Lead Time Analysis – Store Keeping –Objectives – Functions – Duties – Responsibilities Of Stock Keeper—Security Measures –Bin Cards And Stock Records – Types.	18

Text book:

Dr. B.S Goel -- Production and Operations Management

Reference Books:

N.M. Shah-- An Integrated Concept of Materials Management.

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 -2016
Subject Code : 13UBM14 Title : FINANCIAL MANAGEMENT		Semester IV
Hrs/Week	6	Credit : 4
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ Finance Functions, Cost Of Capital, Capital Structure, ✂ Capital Budgeting, Working Capital Management...	
Unit	Content	Hrs
Unit: I	<u>NATURE OF FINANCIAL MANAGEMENT</u> Scope – Finance Functions – Investments Decision Financing Decisions, Dividend Decisions, And Liquidity Decisions. Goals Of Finance: Profit Maximization – Wealth Maximization – Conflict Of Goals – Capital Budgeting Decisions – Investment Decisions – Evaluation Criteria – Discounted Evaluation Techniques And Non Discounted Techniques.	12
Unit :II	<u>COST OF CAPITAL</u> Concept – Firm's Vs Project's Cost Of Capital – Determining Component Cost Of Capital – Cost Of Debt – Debt Issued At Par, Issued At Discount – Issued On Premium, Tax Adjustment – Cost Of Preference Capital – Redeemable And Irredeemable Preference Capital – Cost Of Equity Capital – Cost Of Retained Earnings – Weighted Average Cost Of Capital And Marginal Cost Of Capital <u>LONG TERM SOURCES OF FINANCE:</u> -- Equity Shares – Features – Merits And Demerits – Rights Issue – Debentures – Features – Types –Merits And Demerits – Preference Shares – Features – Merits And Demerits – Term Loans – Convertible Debentures – Zero Interest Debentures – Deep Discount Bonds – Secured Premium Notes.	13
Unit :III	<u>FINANCIAL AND OPERATING LEVERAGE</u> Concept And Measures Of Financial Leverage – Its Effect	12

	On Shareholders Return – EBIT – EPS Analysis. Degree Of Financial Leverage. Operating Leverage And Degree Of Operating Leverage – Its Effect On Share Holder’s Risk And Return. Capital Structure Theories: NI And NOI Approach – Optimum Capital Structure: The Traditional View – MM Hypothesis (Without Taxes) Criticism.	
Unit : IV	<u>DIVIDEND THEORY</u> Walter’s Approach –Gordon’s Approach – Determinants Of Dividend Policy – Types Of Dividend Policy – Forms Of Dividends Policy Bonus Issue: Meaning Merits And Demerits – Guidelines To Issue Bonus Shares	14
Unit :V	<u>WORKING CAPITAL MANAGEMENT</u> Concepts –Determinants – Estimation Of Working Capital. MANAGEMENT OF CASH Motives – Managing Cash Flows – Accelerated Cash Collections – Decentralized Collections—Lockbox Systems – Controlled Disbursements. Determining The Optimum Cash Balance. MANAGEMENT OF ACCOUNTS RECEIVABLES Optimum Credit Policy – Credit Policy Variables – Credit Standards – Terms – Procedures: Credit Information, Investigation, Limits And Collection Procedures: Factoring – Types And Cost Benefits.	14

(NOTE: Only theory questions be asked)

Text Book:

Panday .I.M Financial Management

Reference Books:

Financial Management – Priyanka Singh, Swathi Tiwari – Thakur Publishers

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 15 Title : BANKING THEORY, LAW AND PRACTICE		Semester IV
Hrs/Week	6	Credit : 4
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ∞ Helps To Promote Banking Growth. ∞ To Promote Education And Knowledge Of Law And Practice Of Banking.	
Unit	Content	Hrs
Unit: I	Definition of banking, commercial – central – RBI and commercial Bank – Industrial Development Banks (IDBI, ICICI) – Recent trends in commercial banks in India.	15
Unit :II	Definition – Banker And Customer, Relationship between banker and customer – opening and closing of accounts, pass book entries, special types of customers – Minors, Lunatic, Drunkard, partnership firm.	15
Unit :III	Negotiable Instrument – features, types (promissory note, Bill of Exchange, cheque) -- classification of Negotiable Instruments.	14

Unit : IV	Cheques -- Definitions, Difference between cheque and bill of Exchange – salient features of a cheque, drawing of a cheque, Precautions before honouring a cheque, dishonouring of a cheque. Kinds of crossing – Essentials and significance.	18
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Unit :V	Principles of sound lending – unsecured Advances – secured Advances – forms of advances – modes of charging security (Lien, Pledge, Hypothecation) Guarantee and Indemnity – definition, differences between guarantee and indemnity.	16
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Text Book:

1. Banking theory, law and Practice – Gordon Nadarajan , Himalayan Publications 2008

Reference Books:

1. M.L Tandon – Bankers Law and practice Radhaswami and vasudevan – Text book of banking

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code: 13UBM 16 Title : MANAGEMENT INFORMATION SYSTEM		Semester IV
Hrs/Week	5	Credit : 4
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ⌘ Computer Based Information System ⌘ MIS Support For The Functions Of Management	
Unit	Content	Hrs
Unit: I	INTRODUCTION TO MIS Definition – MIS as an integrated system – MIS and other disciplines. Sub systems of MIS on managerial activity – MIS based on organizational functions. Structure of MIS: operating elements Decision support – management activity – organization function.	12
Unit :II	<u>DATA</u> Meaning – Concepts – Logical data concepts – Databases – physical storage devices : primary storage – secondary storage – serial access devices – Direct access file organization: Types of files – file operations – sequential file organizations – Hashed file organizations – indexed file organization . Database organization; Hierarchical – network – relational database organization	13
Unit :III	<u>TRANSACTION PROCESSING</u> Meaning – transaction processing cycle Diagram Methods for processing transactions – Retrieval in transaction processing Document preparation; word and text processing – document filling – computer graphics – computer and reproduction Message and document communication; document distribution - transmission – computer based message – public data services.	13

Contd....

Unit :IV	<u>DECISION MAKING</u> Concepts of decision making – phases in decision making process – methods for deciding among alternatives – Decision support system (DSS) – characteristics of decision support system – Classes Of Decision Support Systems	13
Unit :V	<u>SYSTEM</u> Definition; General model of a system – Types of systems; Deterministic and probabilistic system – closed and open systems – Human machine systems subsystems; Decomposition – simplification – Decoupling. Information processing and control – control function for information processing – information system availability and control.	14

Text Book:

MIS – Saroj Kumar & Dileep singh– Thakur publications-2011

Reference Books:

1. MIS – Sanghita Roy – Vrinda Publications pvt. Ltd edition (2012)
2. Management information system by Gorden.B.Davis & Margrethe H.Olso
3. MIS – Aman Jindal – Kalyani publishers-2010
4. MIS – Sami Kumar & Yadav – Thakur publications-2011

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 -2016
Subject Code: 13UBMSA2 Title : LOGISTICS MANAGEMENT SKILL BASED ELECTIVE SUBJECTS II		Semester IV
Hrs/Week	1	Credit : 2
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ Export Procedures And Management. ✂ Inventory And Materials Handling ✂ Clearance Procedure For Imports	
Unit	Content	Hrs
Unit: I	<u>Introduction To Logistics</u> Meaning – Concepts – Objectives – Marketing Logistics Systems – Logistics Interface With Marketing – System Elements.	3
Unit :II	<u>Logistics and Export Management</u> Relevance Of Logistics To Export Management – Importance Of Logistics – Principles Of Logistics Excellence.	3
Unit :III	<u>Inventory Strategy</u> The Storage And Handling System – Need For A Storage System – Reasons For Storage - Storage System Functions – Materials Handling.	3

Unit : IV	<u>Containerization</u> Genesis – Containers – Classification Of Containers – Benefits Of Trade – Constraints In Containerization – ICD Roles And Function – Export Clearance At ICD – Clearance Procedure For Imports – CONCOR –And CONCOR And Icds.	3
	<u>Transport Strategy</u> Importance Of Effective Transport System – Service Choices:	

Unit :V	Rail – Truck – Air Transport – Advantages, Constraints: Seaborne Trade And World Shipping – Different Types Of Ships – Shipping Routes – Operating Ships – Flags Of Convenience – Conference System – Chartering. Pipeline: Advantages And Constraints. Intermodal Operations – Combined Transport Document.	3
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Text Book:

Krishneveni Muthiah – Logistics Management and World Seaborne Trade

Reference Books:

RONALD H.BALLOU - Business Logistics Management.

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Department	BUSINESS ADMINISTRATION	
Course	BBA	Effective From the Year 2013 -2016
Subject Code: 13 UBM 17 Title : ENTREPRENEURSHIP & PROJECT MANAGEMENT		Semester V
Hrs/Week	5	Credit : 4
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✕ Entrepreneurship ✕ Project Management	
Unit	Content	Hrs
Unit: I	<u>Entrepreneurship:</u> Meaning of Entrepreneurship – Characteristics, functions and type of entrepreneurship – entrepreneurship – role of entrepreneurship in economic development women entrepreneurs & problems of women entrepreneurs.	14
Unit :II	Factors affecting entrepreneur growth– economic– non - economic. Entrepreneurship development programme – need – objectives – course contends – ID phases – Evaluation. Institutional support of entrepreneurs .	15
Unit :III	<u>Project management:</u> Meaning of project – concept – categories – project life cycle – characteristics of project – project manager – role and responsibilities project manager.	15

Unit : IV	Project identification – selection – project formation – Contents of a project report – planning commission – Guide lines for formulating a project – Specimen of a project report.	18
Unit :V	Source of finance for a project – Institutional Finance supportive projects – project evaluation – objectives – types – method.	16

Contd....

Text Book:

1. Entrepreneurship& Project Management; Priyanka Singh,
Supriya Singh

References Book:

1. Entrepreneurial Development – S.S.Khanka.
2. Entrepreneurial Development – C.B.Gupta and N.P.Srinivasan.
3. Project Management – S.Choudhury.
4. Project Management – Denis Lock.

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13UBM 18 Title : RESEARCH METHODS FOR MANAGEMENT		Semester V
Hrs/Week	6	Credit : 4
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ Application Of Scientific Procedures ✂ Find Out The Hidden Reasons Which Has Not Discovered As Yet	
Unit	Content	Hrs
Unit: I	<u>RESEARCH METHODOLOGY</u> Objectives– Types Of Research –Research Process– Scientific Vs Non-Scientific method	15
Unit :II	<u>DATA COLLECTION</u> Primary And Secondary Data-Types Of Secondary Data-Methods Of Collecting Primary Data-Questionnaire, Telephone Interview ,Personal Interview-Observation Method	15
Unit :III	<u>SAMPLING</u> Types Of Sampling-Probability And Non Probability Sampling. <u>HYPOTHESIS</u> Basic Concepts-Test Of Hypothesis-Importance Parametric Test-Z	15

	Test-T Test-F Test	
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Unit : IV	<u>SALES FORECASTING</u> Subjective Methods-Objective Methods-Analysis Of Data- Reporting Research Findings-Report Format	18
Unit :V	<u>MARKETING RESEARCH</u> Definition-Marketing Intelligence System-Product Research- PLC Testing-Motivation Research-Types Of Various Research In Marketing	12

Text Book:

Research Methodology: C. R. Kothari

Reference Books:

Marketing Research: D.D Sharma

Marketing Research: Dr .M.M. Varma and Agrawal

Marketing Research: Donald s.Tall.

Marketing Research: Boyd and westfall

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 19 Title : INSURANCE PRINCIPLES AND PRACTICE		Semester V
Hrs/Week	5	Credit : 4
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ Principles of Insurance ✂ Life Insurance And General Insurance Business In India	

Unit	Content	Hrs
Unit: I	Defining Risk and Uncertainty- Classification of Risk – Sources of Risk- External and Internal. Insurance- Meaning, Nature and Significance, Essential Requirements and Principles of Risk Insurance, Reinsurance, Privatization Of Insurance Business In India, Insurance Regulatory Development Authority(IRDA)- Recent developments in the insurance sector.	14
Unit :II	Life insurance-characteristics-features of life insurance contract- Types of Life Insurance policy- Assignment and Nomination-LIC role and its functions.	12
Unit :III	General insurance-different types of General insurance-General insurance vs. Life Insurance- Principles of Fire insurance-various types of Fire policy- subrogation, contribution- proximate cause- claims and recovery- Accident and Motor insurance- types-claims and recovery.	13
Unit :IV	Deposits and Credit Insurance- nature, terms and conditions, claims, recovery etc- public Liability insurance- General insurance Corporation of India and its functions.	14
Unit :V	Marine insurance – features- principles relating to Marine insurance-scope and nature-types of policy-Marine losses and its classification- warranties.	12

Text Book:

Insurance Principles and Practice - Priyanka Singh & Puneet Kumar
Shrivastav – Thakur Publishers-2012.

Reference Book:

1. Insurance Principles and Practice- Inderjit Singh, Rakesh Katyal,
Surjeet Kaur -Kalyani Publishers-2009.
2. Insurance Principles and Practice - Premavathy.M

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 20 Title : INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT		Semester V
Hrs/Week	6	Credit : 4
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ☞ International Business, Marketing Environmental, Economics Institution ☞ EXIM Policies, Development Banks, Export Procedures	
Unit	Content	Hrs
Unit: I	<u>INTERNATIONAL MARKETING</u> Meaning-Definition-International Marketing Vs Domestic Marketing-differences-objectives of international business-scope of International Marketing-Benefits Of International marketing-international marketing decisions. <u>INTERNATIONAL MARKETING ENVIRONMENT</u> Political-legal-cultural-economic-demographic-technological-Natural factors.	14
Unit :II	<u>INTERNATIONAL ECONOMIC INSTITUTIONS</u> IMF-IBRD-IFC-IDA-GATT-WTO-UNCTAD	12
Unit :III	Export policy promotion and regulation-policy features-policy measure-export promotion measures Infrastructural Setup And Aids-Export promotion council-commodity boards-board of trade-trade development authority. FIEO, IIFT, Export inspection council, STC, Export houses etc.	13

Unit :IV	Export financing-procedures for granting packaging credit, post shipment finance short-term, medium term and long-term finance, negotiation of document under L/C, advances against, claims of export incentives, ECGC IDBI schemes-EXIM BANK	13
Unit :V	Export procedures-offer and receipt of confirmed orders-producing the good shipment and banking procedure-negotiation and export incentives.	13

Text Book:

1. International trade and export management – Francis Cherunilam-Himalaya Publishing House-2010
2. Export management – TAS Balagopal

Reference Books:

1. Export Marketing in India - Dr.Chabrathi P.Rao
2. International Management - Richard M.Hodgetts and Fred Luthans
3. International Marketing - Sak Qnkusit and John J.Shaw
4. International business - N.V. BADI – Vrinda publications.

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013-2016
Subject Code: 12UBM 21 Title : OFFICE AUTOMATION THROUGH WINDOWS		Semester V
Hrs/Week	4	Credit : 3
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ☞ Windows Operating System ☞ MS Office And Surfing	

Unit	Content	Hrs
Unit: I	<u>BASICS OF WINDOWS 95</u> Start Button-Start Menu-Setting-My Computer ICON-Network Neighborhood –Recycle Bin-Control Panel-Passwords And Change Windows Passwords Option-Basic Mouse Actions-Click-Double Click-Right Click-Drag Scrolling-Panning-Zooming-Task Bar-Window Accessories-Multiple Windows-Install And Uninstall-Power Down And Shut Down Operations.	18
Unit :II	<u>MS-WORD</u> Creating, Saving And Opening A Document-Editing-Printing Document-Text Formatting-Creating And Managing Tables-Page Setup-Column Arrangements And Text Management-Labels And Lists-Sorting Various Data Formats-Mail Merge.	15
Unit :III	<u>MS EXCEL</u> Worksheet-Entering Text And Numbers-Filling In Data-Working With Ranges-Entering Formulas-Summing Numbers-Using Functions-Edit And Delete Entries-Find And Replace Data-Insert And Delete Rows And Columns-Create A Chart.	15
Unit : IV	<u>Ms PowerPoint</u> Creating A Presentation-Editing Text-Add Or Delete A Slide-Move From Slide To Slide-Change Views-Using Slide Sorter-Creating A Graph-Using Auto Clip-Change Of Color Schemes-Viewing Slide Shows.	15

Unit :V	Send And Receive And Manage E-Mail With Outlook-Understanding The Internet With Web. Understanding Web Browser-Navigating The Web.	12

Contd...

Text Book:

P C Software (M S Office) – Theory – Sanoj Kumar, Prakash Kumar, Thakur Publications.

Reference Book:

The big basics book of Microsoft office 97 Jennifer Fulton, Sherri Kinkoph Joe kraynak PHI 1998.

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Department	BUSINESS ADMINISTRATION	
Course	BBA	Effective From the Year 2013-2016
Subject Code: 12UBM 22 Title PROGAMMING LABORTORY IN OFFICE AUTOMATION		Semester V
Hrs/Week	2	Credit : 2

MS-WORD: Exercise 1. Editing The Text.

Exercise 2. Formatting The Text.

Exercise 3. Time Table Creation .

Exercise 4 .Job Application Letters With Bio Data

Exercise 5. Mail Merge.

MS-Excel: Exercise 6. Monthly Sales Details

Exercise 7. Students Mark List- Finding Results Of The Students.

Exercise 8 Creation Of Chart.

MS- PowerPoint:

Exercise 9 Details About A Company.

Exercise 10. Department Inaugural Function.

Exercise 11. Preparation Of Four Slides – Deletion And Insertion.

Exercise 12. Insertion Of Excel Chart Into The Power Point Slide

Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year: 2013-2016
Subject Code: 13UBMNA1 Title : Non Major Elective -1 INTELLECTUAL PROPERTY RIGHTS		Semester V
Hrs/Week	1	Credit : 2
Objectives	On Successful Completion Of This Course, The Students Should Have Understood • The Nature And Types Of Intellectual Property • Patents, Trademarks, Copy Rights	
Unit	Content	Hrs
Unit: I	Introduction: Fundamentals Of IPR – Intellectual Property – WIPO – Intellectual Property Self- Audit – Different Classifications – Important Principles Of IP Management - Management Guidelines.	3
Unit: II	PATENTS : Introduction – Classification –Importance – Types Of Patent Applications In India – Patentable Invention – Inventions Not Patentable.	3
Unit :III	TRADE MARKS Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines For Registration Of Trade Mark – Registration.- Protection.	3
Unit :IV	COPY RIGHT: Copy Right And Related Rights- Rights Conferred By Copy Right- Registration – Ownership- Rights – Transfer – Infringement.	3
Unit :V	INDUSTRIAL DESIGNS : Introduction – Concept – Need For Protection Of A Design – Essential Requirements For The Registration – Exclusion From Scope Of Design – Procedure For Registration – Benefits – Cancellation.	3

Contd...

Text Book:

INTELLECTUAL PROPERTY RIGHTS Text and Cases

DR.R. Radhakrishnan, DR.S.Balasubramanian

Reference Books:

INTELLECTUAL PROPERTY PATENTS, TRADE MARKS,
AND COPY RIGHTS - Richard Stim

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code: 13 UBM 23 Title : INVESTMENT AND PORTFOLIO MANAGEMENT		Semester VI
Hrs/Week	6	Credit : 4
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ Investment Avenues ✂ Security Analysis, Portfolio Management	
Unit	Content	Hrs
Unit: I	Concept of investment-speculation-features of a typical investment programme-risk. Stock markets-nature & functions-statutory regulation of Indian stock market-new issues market-functions-role of primary markets.	13
Unit:II	Listing of securities : Requirements-advantages Share trading : Mechanics-features (visit to be stock exchanges) Investment companies : Concept- types-mutual funds Stock indexes : Bombay exchange index/(NSE, Etc.,)	18
Unit:III	Investment outlets : Bonds-features; Preference shares – features; Equity shares-Features. Non-commercial investment forms: Bank investment schemes-social security funds-post office time deposits-life insurance-unit trust of India-fixed deposits with companies-bullion-real estate.	16
Unit:IV	Portfolio analysis: Returns from a portfolio – Risk –capital Assets Pricing Model (CAPM) -CML and SML. Portfolio investment process-principles-The process of planning, Implementation and monitoring-Types of portfolio.	15

Unit :V	Performance evaluation: measures of return-formula-plans and its type. Risk adjusted measures of performance. Advanced computing of portfolio-options-futures-swaps.	16
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Text Book:

Investment and Portfolio Management- Preeti Singh –Himalaya Publishing House-2008

Reference Books:

1. Investment management -Bhall.V.K– Sulthan Chand Publisher
2. Fischer & Jorden - Security analysis and portfolio management.
3. Investment management — Kalyani publishing house
4. Investment management – Priyanka Singh, Swati Tiwari – Thakur Publishers-2010

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 24 Title : CONSUMER BEHAVIOR		Semester VI
Hrs/Week	6	Credit : 4
Objectives	On Successful Completion Of The Course The Students Should Have: ✂ Understood Consumer Motivation And Perception ✂ Learnt Consumer Learning And Attitude ✂ Learnt Consumer Decision Making	
Unit	Content	Hrs
Unit: I	Introduction to consumer behavior-defining consumer behavior-Diversity of consumer behavior-organizational buying behavior-Application of consumer research and market segmentation. Environmental influence on consumer behavior-culture-sub culture-social class-reference group-family.	15
Unit :II	Individual determinants of consumer behavior-personal factors-age and Life Cycle-occupation-economic characteristics-life cycle marketing-Life styles-economic characteristics. Psychological factors in consumer behavior-personality and self concept-Needs and motivation-perception-information processing-learning and Attitudes of consumers	15
Unit :III	Diffusion of information-the diffusion process-innovation-product Characteristics influencing consumer behavior-channels of communication-the adoption process-stages-limitation-innovation-decision process-profile of the consumer innovation.	15

Unit :IV	Consumer buying decision process-problems/need recognition-search-Evaluation-purchasing decisions-post purchase behavior.	15
Unit :V	Consumer and society-social responsibility of marketing-consumerism-Consumer education-advertising and sales promotion strategies-channel Mix-pricing strategies.	15

Text Books:

1. Indian consumers – S.C.Mehta
2. London Della Bilta – Consumer Behavior

Reference Books:

1. Leslie Lazer Kanak & Schiffman -consumer behavior
2. Lovelock - Segmentation
3. Philip Kotler -Marketing Management Analysis

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 25 Title : ADVERTISING AND SALES PROMOTION		Semester VI
Hrs/Week	5	Credit : 4
Objectives	On Successful Completion Of This Course, The Students Should Have Understood ✂ Advertising, Ad Media, Ad Agencies, ✂ Sales Force Management, Promotional Strategies...	
Unit	Content	Hrs
Unit: I	Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade journal-Magazines-outdoor advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme-radio and television advertising-exhibition-trade fair-transportation advertising	16
Unit :II	Advertising agencies-advertising budget-advertising appeals - advertising organization-social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks.	15
Unit :III	Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising-advertising campaign- steps in campaign planning	16
Unit : IV	Sales force Management-Importance-sales force decision-sales force size-recruitment & selection-training-methods-motivating salesman Controlling - compensation & incentives-fixing sales territories-quota - Evaluation	15

Unit :V	Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising -techniques of sale promotion-consumer and dealers promotion. After sales service-packing – guarantee - Personal selling-Objectives - Salesmanship-Process of personal selling-types of salesman.	16
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Text Book:

Advertising and Sales Promotion – Bhanu Prakash Verma and
Tripti Singh, Thakur Publishers Edition 2012

References Books:

1. Advertising - Sontakki.C.N
2. Marketing Management – Philip Kotler

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code: 13 UBM 26 Title : INTERNET AND E-COMMERCE		Semester VI
Hrs/Week	4	Credit :3
Objectives	On Successful Completion Of This Course, The Students Should Have Understood. ⌘ Internet Development, E-Commerce Concept ⌘ HTML And Its Concepts.	
Unit	Content	Hrs
Unit: I	Introduction to Internet-Electronic mail – Telnet and file transfer protocol (FTP) – Transportation control protocol/internet protocol (TCP/IP) - Growth of internet-Domain Name System (DNS)-Internet Service Providers (ISP)-internet servers-browsers-HTML-New technologies and innovations – search engines-internet advertising.	18
Unit :II	E-Commerce-introduction-How E-Commerce business operates: Employees-customers-channel-partners-suppliers-service providers-Regulatory authority-electronic data interchange (EDI)-encryption and its types.	12
Unit :III	Setting up for E-Commerce-reason for setting up an E-Commerce Enterprise-what to do on the net web development and maintenance – Static web page-dynamic website-customer transaction-merchant account online credit card frauds-steps in setting up an E-Commerce enterprise (investments)	15

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Unit :IV	Introduction to HTML: Basic components of HTML-Formatting the HTML text. Relative URL's absolute URL's-linking to other HTML documents-linking inside the same document-linking to other internet services-file transfer protocol (FTP)-Gopher-Lists in HTML-ordered lists-using order lists-using Netscape extensions-unordered lists- directing lists-definition lists-combining list types.	18
Unit :V	Graphics and web pages-image formats and browsers-graphics and HTML documents-images and hyperlink anchors-image maps HTML Tables-aligning table elements-row and column spanning- Netscape table enhancements-scrolling marquees-developing simple Websites.	12

Text Book:

Business on net – Kamalesh N. Agarwala, Amit Lal, Deeksha Agarwala

References Books:

1. HTML 4.U. source book-Granam
2. The complete reference HTML-Thomas.A.Powell
3. E-Business Dr.Ravikalakota & Marcia.

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code: 13 UBM 27 Title : PC Software(MS Office) Practical & HTML		Semester VI
Hrs/Week	2	Credit : 2

Exercise 1. HTML Document for an advertisement of a product.

Exercise 2. Web page to show the System configuration.

Exercise 3 Web page for the details about Department using link command.

Exercise 4 Web page of department details.

Exercise 5. Web page for faculty member in the department.

Exercise 6. HTML document for the semester vice paper {first year}

Exercise 7. HTML document for second year papers or details.

Exercise 8. HTML document for third year papers or details.

Exercise 9. HTML document for Coimbatore Management Association.

Exercise 10. HTML document for price list of products.

Exercise 11. HTML document showing the special tags.

Exercise 12. HTML document to show the online Registration form

Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013 - 2016
Subject Code : 13 UBM 623 Title : PROJECT WORK		Semester VI
Hrs/Week	5	Credit: 4

The final year BBA student should undergo a project work during VI – semester, (with effect from 2001 Batch onwards)

the period of study is for 4 weeks.

Project work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.

Students is divided into groups and each group is guided by a mentor.

a problem is chosen, objectives are framed, data is collected, analysed and documented in the form of a report.

Viva – voce is conducted at the end of this semester, by an external examiner and concerned mentor (internal mentor).

Project work constitutes 100 marks, out of which 30 is internal and 70 is external marks.

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Department	BUSINESS ADMINISTRATION	
Course:	BBA	Effective From the Year 2013-2016
Subject Code: 13UBMNA2-Non Major Elective -II Title : RETAIL MANAGEMENT		Semester VI
Hrs/Week	1	Credit : 2
Objectives	To Understand The Concepts And Significance Of Retail Management And To Expose Students To The Emerging Area Of Retailing As An Industry.	

Unit	Content	Hrs
Unit: I	Retail: Meaning – Functions And Special Characteristics Of A Retailer –Reasons For Studying. Retailing – Marketing – Retailer Equation – Marketing Concepts Applied To Retailing – Retailing As A Career – Trends In Retailing.	3
Unit :II	Retail Model And Theories Of Retail Development – Life Cycle And Phase In Growth Of Retail Markets – Business Models In Retail – Other Retail Models.	3
Unit :III	Strategic Planning In Retailing: Situation Analysis – Objectives – Need For Identifying Consumer Needs – Overall Strategy, Feedback And Control – Consumer Decision-Making Process.	3

Unit : IV	Retail In India: Evolution And Size Of Retail In India – Drivers Of Retail Change In India – Foreign Direct Investment In Retail – Challenges To Retail Development In India.	3
Unit :V	Global Retail Markets: Strategic Planning Process For Global Retailing – Challenges Facing Global Retailers – Challenges And Threats In Global Retailing – Factors Affecting The Success Of A Global Retailing Strategy.	3

Contd...

Text Book:

Swapna Pradhan – Retailing management – Text and cases, Tata
McGraw Hill – Second Edition, 2004.

Reference Books:

1. Barry Berman and Joel R. Evans – Retailing Management – A
Strategic Approach, Prentice Hall of India, English Edition, 2002.
2. James R. Ogden, Denise Ogden – Integrated, Retail Management –
Biztantra 2005.
3. Gibson G. Vedamani – Retail Management – Functional Principles
And Practices, Jaico Publishing House, Second Edition, 2004.

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