

## DEPARTMENT OF BUSINESS ADMINISTRATION

Date: ~~Monday~~ 10<sup>th</sup> June 2019

**Agenda:**

- N. Anand  
10/6/2019.  
CHAIRMAN

CHAIRMAN

Dr. Janderup

Dr. Janderup

G. ULAKARAJ - (S. APPAN RAJ)

**DR.AMBEDKAR GOVT ARTS COLLEGE (AUTONOMOUS),  
VYASARPADI, CHENNAI**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Minutes of the meeting of Board of Studies in B.B.A.(Financial Management)**

Meeting of the board of studies for Bachelor of Business Administration was held on 10<sup>th</sup> June 2019 at 10.30 AM in the Department of Business Administration.

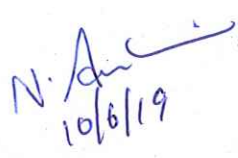
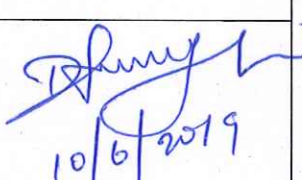
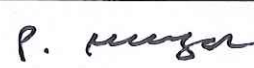
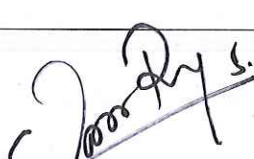
- The curriculum was revised based on the guidelines laid down by Tamilnadu State Council for Higher Education {TANSCHÉ}.
- The members of the board discussed the course syllabus in details and incorporated necessary changes.

The following are the highlights of the changes introduced in the syllabus.

- Total Credits for BBA course will be 144 credits.
- Fundamental of Event Management Paper is introduced as a core paper.
- In Semester VI, Logistics management to be offered instead of business model paper.
- The following papers can be offered as NME for other department students.
  - ✓ Basic Concepts of Management
  - ✓ Consumer Protection and Consumer Rights
  - ✓ Basics of Investment
  - ✓ Tourism Management
  - ✓ Retail Banking
  - ✓ Banking Practice.
- GST concepts to be included in Business Taxation Paper.
- IRDA concepts to be added in Insurance Principles and Practice paper (Semester VI).
- Certification courses (2 Credits) can be offered for the department/other department students.
- The board strongly recommends separate Computer Lab for the department in order to introduce Computer Practical subjects (Tally, Accounting Software, Business model and other software's) in the future.
- This syllabus is approved and decided to implement it with effect from the academic year 2019-2020 onwards.



# MEMBERS OF BOARD OF STUDIES

| S.No | Members Present                                                                                                                                           | Membership            | Signature                                                                                          |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------------------------------------------------------------------------------------|
| 1.   | <b>Dr.N.Ananthi</b><br>Assistant Professor and Head,<br>Department of Business Administration,<br>Dr.AmbedkarGovt Arts CollegeVyasarpadi<br>Chennai.      | Chairman              | <br>10/6/19     |
| 2.   | <b>Dr.J.P.Jaideep,</b><br>Associate Professor and Head,<br>Department of Management Studies<br>D.G.Vaishnav College (Autonomous)<br>Arumbakkam<br>Chennai | University<br>Nominee |                 |
| 3.   | <b>Dr.Dhamodharan</b><br>Assistant Professor & HOD<br>Department of Business Administration<br>NandanamGovt Arts College<br>Chennai                       | Subject<br>Expert     |               |
| 4.   | <b>Dr.Armstrong</b><br>Head-Dept of Business Administration<br>Madras Christian College<br>Tambaram<br>Chennai                                            | Subject<br>Expert     | <br>10/6/2019 |
| 5.   | <b>G.Ulagaraj</b><br>Administrative Officer-Chennai Division –II<br>Life Insurance Corporation of India<br>Chennai                                        | Industry<br>Nominee   |               |
| 6.   | <b>Dr.P.Murugesan</b><br>Assistant Professor<br>Department of Business Administration,<br>Dr.AmbedkarGovt Arts CollegeVyasarpadi<br>Chennai               | Member                |               |
| 7.   | <b>Mr.Appanraj</b><br>Centre Co-ordinator<br>Aarvam Institute<br>Chennai                                                                                  | Alumni                |               |

**Dr. AMBEDKAR GOVERNMENT ARTS COLLEGE  
(AUTONOMOUS)  
VYASARPADI, CHENNAI – 600 039**

(Accredited by NAAC at Level ‘B’)



**SYLLABUS**

**COURSE: BACHELOR OF BUSINESS**

**ADMINISTRATION (FINANCIAL MANAGEMENT)**

**Under Choice Based Credit System  
(With effect from 2019-2020)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Dr. AMBEDKAR GOVERNMENT ARTS COLLEGE (AUTONOMOUS)**  
VYASARPADI, CHENNAI - 600 039

**(AFFILIATED TO UNIVERSITY OF MADRAS)**

**Choice Based Credit System (CBCS)**

**B.A. / B.Sc. / B.Com. / B.B.A. DEGREE COURSE**

**(With effect from the Academic year 2019 – 2020)**

Dr. Ambedkar Government Arts college (Autonomous) offers the semester System of education with credits for UG courses. Credit is related to the number of hours a teacher teaches a particular subject as well as to the number of hours a student spends learning a subject or carrying out an activity. In the semester system of study, every academic year is divided into two semester sessions. Each semester will have a minimum of 90 working days and each day will have 5 working hours.

Differential weightage is given according to the content and duration of the course in the curriculum design. Each course is designed variously under lectures/ tutorials/ laboratory/ work/ seminar/ project work/ practical training/ viva, etc., to facilitate effective teaching and learning and the credits are assigned accordingly depending on the content and the specialization.

**Regulations**  
**(Effective from the Academic year 2019-2020 onwards)**

**1. Eligibility for Admission:**

Candidates for admission to the Degree of Bachelor of Science, Arts and Commerce shall be required to have passed the Higher Secondary Examination (Academic or Vocational stream), conducted by the Government of Tamil Nadu, or an examination accepted as equivalent thereto by the Syndicate of the University of Madras.

**2. Eligibility for the award of Degree:**

A Candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in a college affiliated to the University for a period of not less than three academic years, passed the examination of all the six semesters prescribed earning 140 credits including 2 credits for Environmental Studies, 2 credits for Value Education and 1 credit for the compulsory Extension Services prescribed.

### **3. Duration**

Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semester, the second academic year the third and the fourth semester and the third academic year the fifth and sixth semester respectively.

The odd semester shall consist of the period from June to November of each academic year and the even semester from December to April of each academic year. There shall be not less than 90 working days for each semester.

### **4. The CBCS System**

All Programmes (named after the Core subject) mentioned earlier are based on Choice Based Credit System (CBCS). It is an instructional package developed to suit the needs of students to keep pace with the developments in higher education and the quality assurance expected of it in the light of liberalization and globalization in higher education.

### **5. Course of Study**

The UG programme consists of several courses. The term ‘course’ is applied to indicate a logical part of the subject matter of the programme and is invariably equivalent to the subject matter of a “paper” in the conventional sense.

The following are the various categories of Courses suggested for the UG programmes. Language Course (LC) (Tamil), English Language Course (ELC), Core Course (CC), Allied Courses (AC), Allied Practical (ACP), Elective Courses (EC) (instead of Applied Course in the curriculum followed earlier), Non-major elective courses (NME), Skill based Elective courses (SS), Environmental studies (ES), Value Education (VE) and Extension Activity (EA).

### **6. Credits**

The term ‘Credit’ refers to the weightage given to a course, usually in relation to the instructional hours assigned to it. For instance, the course with six hour per week is assigned four credits, course with four / five hour per week is assigned three credits and course with two hour per week is given two credits. However, in no instance the credits of a course can be greater than the hours allotted to it. The total minimum credits, required for completing the UG program is 140.

The details of credits for individual components and individual courses are given below:

| Study Components                                                                                                                                                                             |  | No.of Courses | Credit per Course | Total Credits |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------|-------------------|---------------|
| Part – I                                                                                                                                                                                     |  | 02            | 03                | 06            |
| Tamil / Other Languages                                                                                                                                                                      |  |               |                   |               |
| Part – II                                                                                                                                                                                    |  | 02            | 03                | 06            |
| English                                                                                                                                                                                      |  |               |                   |               |
| Part – III                                                                                                                                                                                   |  |               |                   |               |
| Core Courses                                                                                                                                                                                 |  | 19            | 04                | 76            |
| Allied Courses                                                                                                                                                                               |  | 04            | 05                | 20            |
| Project / Electives with three Course                                                                                                                                                        |  | 03            | 05                | 15            |
| Part – IV                                                                                                                                                                                    |  |               |                   |               |
| 1. (a) Those who have not studied Tamil upto XII Standard and taken a non-Tamil Language under Part-I shall take Tamil comprising of two courses (level will be at 6 <sup>th</sup> standard) |  |               |                   |               |
| (b) Those who have studied Tamil upto XII Standard and taken a non-Tamil Language under Part-I shall take advanced Tamil comprising of two courses                                           |  |               |                   |               |
| (c) Others who do not come under a+b can choose non-major elective comprising of two courses                                                                                                 |  | 02            | 02                | 04            |
| 2. Skill based courses (Elective)                                                                                                                                                            |  | 04            | 03                | 12            |
| 3. Environmental Studies                                                                                                                                                                     |  | 01            | 02                | 02            |
| 4. Value Based Education                                                                                                                                                                     |  | 01            | 02                | 02            |
| Part – V                                                                                                                                                                                     |  |               |                   |               |
| Extension Activities                                                                                                                                                                         |  | 1             | 1                 | 1             |
| <b>Total</b>                                                                                                                                                                                 |  |               |                   | <b>144</b>    |

#### IV (3) & (4) Environmental Studies and Value Education:

All the students shall have to undergo a course on Environmental Studies during III Semester and Value education during IV Semester.

## **V Extension Activity**

All the students shall have to enroll for NSS/NCC/NSO (Sports & Games) Rotract/ Youth Red Cross or any other service organizations in the college and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the College before 31st March in a year. If a student LACKS 40 HOURS ATTENDANCE in the First Year, he/ shall have to compensate the same during the subsequent years.

Students those who complete minimum attendance of 40 hours in One year will get HALF A CREDIT and those who complete the attendance of 80 or more hours in Two Years will get ONE CREDIT.

Literacy and Population Education Field work shall be compulsory components in the above extension service activities.

## **7. Selection of candidates to Non-Major Elective Courses and Skill based Elective Courses**

The Non-Major and skill based elective Courses 2+4 in numbers for each UG degree, are open to all students irrespective of science, Arts or Commerce Programmes. A student shall choose at least two Non-Major Elective Courses and three skill based elective courses from outside his / her Department.

Selection of student to the EC (NME & SS):

- a. The Department Committee shall follow a selection procedure on a first come first served basis, fixing the maximum number of students, giving counseling to the students etc. to avoid overcrowding to particular course(s) at the expense of some other courses.
- b. The failed candidates in one EC are permitted to opt for another EC in another programme or they are permitted to continue with the same EC.
- c. The College shall provide all information relating to the ECs in each programme to all the students so as to enable them to choose their ECs.

## **8. Attendance:**

A Candidate shall be permitted to appear for the examinations only if he or she secures not less than 75% attendance in each subject / paper.

Students who have 74% to 60% of attendance shall apply for condonation in the prescribed form with the prescribed fee Rs.250/- each for Theory/Practical examination towards the condonation of shortage of attendance.



Students who have secured less than 60% but more than 50% of attendance are NOT Eligible for condonation of shortage of attendance and such candidates will not be permitted to appear for the regular examination, but will be allowed to proceed to the next year / next Semester of the course and they may be permitted to take next End Semester Examination by paying the prescribed condonation fee of Rs.250/- each for Theory/Practical separately.

Students who have below 50% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme by paying the fee for the break of study as prescribed by the academic council from time to time.

### **9. Conduct of Examination:**

Examination will be conducted by the college at the end of each semester. A candidate who does not pass the examination in any paper(s) shall be permitted to appear in such failed paper(s) in the subsequent examinations.

### **10. College Day Proficiency Price:**

Candidates who pass all the examinations prescribed for the course in the first appearance only are eligible for price.

### **11. Scheme of Examinations: Theory:**

|                          |            |
|--------------------------|------------|
| Continuous Assessment    | : 25 Marks |
| End semester Examination | : 75 Marks |
| -----                    |            |
| Total                    | :100 Marks |
| -----                    |            |

The break up for continuous Assessment is as follows:

|                      |                     |
|----------------------|---------------------|
| a) Test              | (1 x 10) : 10 Marks |
| b) Assignment        | (1 x 10) : 10 Marks |
| c) Model Examination | (1 x 25) : 25 Marks |
| d) Attendance        | : 5 Marks           |
| -----                |                     |
| Total                | : 50 Marks          |
| -----                |                     |

50 Marks for continuous assessment can be converted to 25 Marks.

**For Major and Allied Practicals:**

The breakup of marks for continuous assessment year end practical examination is as follows:

|                       |             |
|-----------------------|-------------|
| Continuous Assessment | : 40 Marks  |
| Practical             | : 60 Marks  |
| -----                 |             |
| Total                 | : 100 Marks |
| -----                 |             |

The break up for continuous assessment for major and Allied Practical's are

|                                     |                                |
|-------------------------------------|--------------------------------|
| a. Submission of Record/Observation | : 25 Marks                     |
| b. Practical Tests (2 x 15)         | : 30 Marks                     |
| c. Model Practical Examination      | : 20 Marks                     |
| d. Attendance                       | : 5 Marks                      |
| -----                               |                                |
| Total                               | : 80 Marks (scaled down to 40) |
| -----                               |                                |

The total marks will be converted to 25 Marks.

The duration of the academic year end practical examinations for each paper shall be 3 hours carrying 60 Marks.

**12. Requirements for proceeding to subsequent Semester**

- Candidates shall register their names for the First Semester Examinations after the admission in the UG Courses.
- Candidates shall be permitted to proceed from the First Semester up to Final semester irrespective of their failure in any of the semester Examinations subject to the condition that the candidate should register for all the arrear papers of earlier semester along with current (subsequent) semester papers.
- Candidates shall be eligible to go to subsequent semester, only if they earn sufficient attendance as prescribed, from time to time, by the University of Madras.

Provided in case of a candidate earning less than 50% of attendance in any one of the semester due to any extraordinary circumstance such as medical grounds, such candidate who shall produce medical certificate issued by the Authorized Medical Attendant (AMA), duly certified by the Principal of the College, shall be permitted to proceed to the next semester and to complete the Course of study. Such candidates shall have to repeat the missed Semester by rejoining after completion of Final Semester of the Course, after paying the fee for the break of study as prescribed from time to time.

### 13. Valuation of Answer Papers:

For undergraduate courses, only single valuation is permissible. Re-totaling and revaluation of theory papers are allowed. The fee prescribed for Re-totaling is Rs.250/- per paper and for revaluation Rs.500/- per script. Photo copy of the Answer scripts will be supplied to the candidate applying for revaluation.

### 14. Passing Minimum

- There shall be no Passing Minimum for Internal.
- For External Examination, Passing Minimum shall be of 40% (Forty Percentage) of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva voce.
- In the aggregate (External + Internal) the passing minimum shall be of 40%.
- He / She shall be declared to have passed the whole examination, if he/she passes in all the papers and practicals wherever prescribed / as per the scheme of examinations by earning 140 CREDITS in Parts-I, II, III, IV & V. He/she shall also fulfill the activities prescribed earning a minimum of 1 Credit to qualify for the Degree.

### 15. Classification of successful candidates:

#### Grading system:

The following table gives the marks, grade points, letter grades and classification to indicate the performance of the candidate.

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

| RANGE OF MARKS | GRADE PONTs | 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          | 0.0         | RA           | Re-appear    |
| ABSENT         | 0.0         | AAA          | ABSENT       |

‘C<sub>i</sub>’ is the credit earned for the course *i* in any semester;

‘G<sub>i</sub>’ is the Grade Point obtained by the student for the Course *i* and ‘*n*’ is the number of Courses **passed** in that semester.

**For a Semester:**

$$\text{Grade Point Average [GPA]} = \frac{\text{Sum of the multiplication of the grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

$$\text{GPA} = \sum_i C_i G_i / \sum_i C_i$$

## 16. Classification of Final Results

$$\text{Cumulative Grade Point Average [CGPA]} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$$

$$\text{CGPA} = \sum_n \sum_i C_{ni} G_i / \sum_n \sum_i C_{ni}$$

| CGPA                        | GRADE | Classification of Final Result |
|-----------------------------|-------|--------------------------------|
| 9.5-10.0                    | O+    | First Class Exemplary          |
| 9.0 and above but below 9.5 | O     |                                |
| 8.5 and above but below 9.0 | D++   | First Class with Distinction   |
| 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++   | First Class                    |
| 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+    | Second Class                   |
| 5.0 and above but below 5.5 | B     |                                |
| 4.5 and above but below 5.0 | C+    | Third Class                    |
| 4.0 and above but below 4.5 | C     |                                |
| 0.0 and above but below 4.0 | RA    | Re-appear                      |

**Note:** The GPA and CGPA shall be calculated separately for the following three parts:

Part I: Language

Part II: English and

Part III Core, Allied and Elective.

**(i)** Candidates who pass all the examinations prescribed for the Course in the FIRST APPEARANCE ITSELF ALONE are eligible for classification/ Ranking/Distinction.

Provided in the case of Candidates who pass all the Examinations prescribed for the Courses with a break in the First Appearance due to the reasons as furnished in the Regulations 12c supra are only eligible for Classification/ Distinction.

**(ii)** For each of the three parts, there shall be separate classification on the basis of CGPA as indicated in the above Table.

**(iii)** For purposes of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/ Commerce/Management/Literature in the First class/Second class/Third class or First class with Distinction / Exemplary, the marks and the corresponding CGPA earned by the candidate in Part III alone will be the criterion, provided he/she has secured the prescribed passing minimum in LCs and ELCs.

**(iv)** Grade in Part IV and Part V shall be shown separately and it shall not be taken into account for classification.

### 17. Pattern of Question Paper:

**SECTION – A (30 words)**

To Answer 10 out of 12 Questions  $10 \times 2 = 20$  marks

### SECTION – B (200 words)

To Answer 5 out of 8 Questions      5 x 5 = 25 marks

### SECTION – C (500 words)

To Answer 3 out of 5 Questions      3 x 10 = 30 marks

**TOTAL = 75 marks**



**Dr. AMBEDKAR GOVERNMENT ARTS COLLEGE, (AUTONOMOUS)**

**VYASARPADI, CHENNAI – 600 039.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**COURSE: BBA (FINANCIAL MANAGEMENT)**

**CBCS Course Pattern – UG**

**(For students admitted from the year 2019-20 onwards)**

| Sem | Course    | Part | Sub.<br>Code | Course Title                                  | Inst.<br>Hrs. /<br>Week | Credit    | Exam<br>Hrs | Marks |     | TOTAL<br>MARKS |
|-----|-----------|------|--------------|-----------------------------------------------|-------------------------|-----------|-------------|-------|-----|----------------|
|     |           |      |              |                                               |                         |           |             | Int.  | Ext |                |
| I   | LC I      | I    | 19UAFTA1     | Tamil Paper– I                                | 6                       | 3         | 3           | 25    | 75  | 100            |
|     | ELC I     | II   | 19UAFEN1     | English Paper – I                             | 4                       | 3         | 3           | 25    | 75  | 100            |
|     | CORE I    | III  | 19UABBC1     | Fundamentals of<br>Management                 | 5                       | 4         | 3           | 25    | 75  | 100            |
|     | CORE II   | III  | 19UABBC2     | Financial<br>Accounting                       | 5                       | 4         | 3           | 25    | 75  | 100            |
|     | ALLIED-I  | III  | 19UAECA1     | Managerial<br>Economics                       | 6                       | 5         | 3           | 25    | 75  | 100            |
|     | NME I     | IV 1 | 19UABBN1     | Basic Concepts of<br>Management               | 2                       | 2         | 3           | 25    | 75  | 100            |
|     | SS I      | IV 2 | 19UASBE1     | Essential of<br>Language and<br>Communication | 2                       | 3         | --          | 40    | 60  | 100            |
|     |           |      |              |                                               | <b>30</b>               | <b>24</b> |             |       |     | <b>700</b>     |
| II  | LC II     | I    | 19UBFTA2     | Tamil Paper – II                              | 6                       | 3         | 3           | 25    | 75  | 100            |
|     | ELC II    | II   | 19UBFEN2     | English Paper – II                            | 4                       | 3         | 3           | 25    | 75  | 100            |
|     | CORE III  | III  | 19UBBBC1     | Business<br>Communication                     | 5                       | 4         | 3           | 25    | 75  | 100            |
|     | CORE IV   | III  | 19UBBBC2     | Business<br>Environment                       | 5                       | 4         | 3           | 25    | 75  | 100            |
|     | ALLIED-II | III  | 19UBECA2     | International<br>Economics                    | 6                       | 5         | 3           | 25    | 75  | 100            |
|     | NME-II    | IV 1 | 19UBBBN2     | Consumer Protection<br>and Consumer Rights    | 2                       | 2         | 3           | 25    | 75  | 100            |
|     | SS II     | IV2  | 19UBSBE2     | Spoken and<br>Presentation skill              | 2                       | 3         | -           | 40    | 60  | 100            |
|     |           |      |              |                                               | <b>30</b>               | <b>24</b> |             |       |     | <b>700</b>     |

| Sem | Course     | Part | Sub. Code | Course Title                              | Inst. Hrs. / Week | Credit    | Exam Hrs | Marks |     | TOTAL MARKS |
|-----|------------|------|-----------|-------------------------------------------|-------------------|-----------|----------|-------|-----|-------------|
|     |            |      |           |                                           |                   |           |          | Int.  | Ext |             |
| III | CORE V     | III  | 19UCBBC1  | Production & Quality Assurance Management | 5                 | 4         | 3        | 25    | 75  | 100         |
|     | COREVI     | III  | 19UCBBC2  | Human Resources Management                | 5                 | 4         | 3        | 25    | 75  | 100         |
|     | COREVII    | III  | 19UCBBC3  | Marketing Management                      | 5                 | 4         | 3        | 25    | 75  | 100         |
|     | COREVII I  | III  | 19UCBBC4  | Financial Management                      | 5                 | 4         | 3        | 25    | 75  | 100         |
|     | ALLIED-III | III  | 19UCSTA1  | Quantitative Methods                      | 6                 | 5         | 3        | 25    | 75  | 100         |
|     | EVS        | IV 2 | 19UCEVS1  | Environmental Studies                     | 2                 | 2         | 3        | 25    | 75  | 100         |
|     | SOFT SKILL | IV 2 | 19UCSBE3  | Personality Enrichment                    | 2                 | 3         | 3        | 40    | 60  | 100         |
|     |            |      |           |                                           | <b>30</b>         | <b>26</b> |          |       |     | <b>700</b>  |
| IV  | CORE IX    | III  | 19UDBBC1  | Computer applications in Business         | 5                 | 4         | 3        | 25    | 75  | 100         |
|     | CORE X     | III  | 19UDBBC2  | Business Taxation                         | 5                 | 4         | 3        | 25    | 75  | 100         |
|     | COREXI     | III  | 19UDBBC3  | Legal Aspects of Business                 | 5                 | 4         | 3        | 25    | 75  | 100         |
|     | COREXII    | III  | 19UDBBC4  | Advertising & Sales Promotion             | 5                 | 4         | 3        | 25    | 75  | 100         |
|     | ALLIEDI V  | III  | 19UDSTA2  | Business Statistics                       | 6                 | 5         | 3        | 25    | 75  | 100         |
|     | VBE        | IV 4 | 19UDVBE1  | Value Education                           | 2                 | 2         | 3        | 25    | 75  | 100         |
|     | SOFT SKILL | IV 2 | 19UDSBE4  | Computer Basics and office Automation     | 2                 | 3         | 3        | 40    | 60  | 100         |
|     | EA         |      | 19UDEXT1  | Extension Activity                        | -                 | 1         | -        | -     | -   |             |
|     |            |      |           |                                           | <b>30</b>         | <b>27</b> |          |       |     | <b>700</b>  |

| Sem | Course        | Part | Sub. Code | Course Title                                                                                               | Inst. Hrs. / Week | Credit     | Exam Hrs | Marks |     | TOTAL MARKS |
|-----|---------------|------|-----------|------------------------------------------------------------------------------------------------------------|-------------------|------------|----------|-------|-----|-------------|
|     |               |      |           |                                                                                                            |                   |            |          | Int.  | Ext |             |
| V   | CORE XIII     | III  | 19UEBBC1  | Research Methods In Business                                                                               | 6                 | 4          | 3        | 25    | 75  | 100         |
|     | CORE XI V     | III  | 19UEBBC2  | Accounting for Management                                                                                  | 6                 | 4          | 3        | 25    | 75  | 100         |
|     | CORE XV       | III  | 19UEBBC3  | Entrepreneurial Development                                                                                | 6                 | 4          | 3        | 25    | 75  | 100         |
|     | COREXVI       | III  | 19UEBBC4  | Values and ethics for Business                                                                             | 6                 | 4          | 3        | 25    | 75  | 100         |
|     | ELECTIVE –I   | III  | 19UEBBE1  | Organizational Behaviour (OR)<br>Customer Relationship Management (OR)<br>Office Management.               | 6                 | 5          | 3        | 25    | 75  | 100         |
|     |               |      |           |                                                                                                            | 30                | 21         |          |       |     | 500         |
| V I | COREXVII      | III  | 19UFBBC1  | Fundamentals of Event Management                                                                           | 6                 | 4          | 3        | 25    | 75  | 100         |
|     | COREXVII I    | III  | 19UFBBC2  | Marketing of services                                                                                      | 6                 | 4          | 3        | 25    | 75  | 100         |
|     | CORE XIX      | III  | 19UFBBC3  | Logistics Management                                                                                       | 6                 | 4          | 3        | 25    | 75  | 100         |
|     | ELECTIVE -II  | III  | 19UFBBE1  | Insurance Principles and Practice<br>(or)<br>Fundamentals of Foreign Exchange (or)<br>Strategic Management | 6                 | 5          | 3        | 25    | 75  | 100         |
|     | ELECTIVE –III | III  | 19UFBBE2  | Project Work (Group )                                                                                      | 6                 | 5          | ---      | 40    | 60  | 100         |
|     |               |      |           |                                                                                                            | 30                | 22         |          |       |     | 500         |
|     |               |      |           | <b>TOTAL</b>                                                                                               | <b>180</b>        | <b>144</b> |          |       |     | <b>3800</b> |

**NON MAJOR ELECTIVE COURSE:**

| <b>I Semester</b><br>(Any one subject of the following NME Elective chosen by the candidate) |                                                                             | <b>II Semester</b><br>(Any one subject of the following NME Elective chosen by the candidate) |                                                                                               |
|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <b>Sub. Code</b>                                                                             | <b>Non Major Elective</b>                                                   | <b>Sub. Code</b>                                                                              | <b>Non Major Elective</b>                                                                     |
| 19UABBN1                                                                                     | Basic Concepts of Management<br><br>Retail Banking<br><br>Banking Practices | 19UBBBN2                                                                                      | Consumer Protection and consumer Rights<br><br>Basics of Investment<br><br>Tourism Management |

**CORE ELECTIVE COURSES:**

| <b>V Semester</b><br>(Any one subject of the following Core Elective chosen by the candidate) |                                  | <b>VI Semester</b><br>(Any one subject of the following Core Elective chosen by the candidate) |                                   |
|-----------------------------------------------------------------------------------------------|----------------------------------|------------------------------------------------------------------------------------------------|-----------------------------------|
| <b>Sub. Code</b>                                                                              | <b>Core Elective Courses</b>     | <b>Sub. Code</b>                                                                               | <b>Core Elective Courses</b>      |
| 19UEBBE1                                                                                      | Organizational Behaviour         | 19UFBBE1                                                                                       | Insurance Principles and Practice |
|                                                                                               | Customer Relationship Management |                                                                                                | Fundamentals of Foreign Exchange  |
|                                                                                               | Office Management                |                                                                                                | Strategic Management              |

**ALLIED I:** Managerial Economics**ALLIED II:** International Economics**ALLIED III:** Quantitative Methods**ALLIED IV:** Business Statistics

**SEMESTER - I**  
**CORE COURSE – I**

**FUNDAMENTALS OF MANAGEMENT**

**Hours Allotted: 5**

**Credit Allotted: 4**

**Code:19UABBC1**

**Max. Marks: 100**

**OBJECTIVE:**

- To enable the students understand the Principles of Management and how to acquire skills to become a good manager.
- To make the students to understand the principles and functions of management and the modern trends in management.

**Unit –I:**

Concept of management – nature – scope – function at various levels of management – contributions of Taylor, Fayols', hawthons – approaches – social system – decision theory – management science – human behaviour – systems situational – management vs administration

**Unit -II**

Functions of management – concept of planning – nature and importance - types of planning – mission – objectives – decision making – types – problem solving – approaches for problem solving – strategy – formulation – implementation – policy – procedures – rules – project – budget

**Unit -III**

Organising – concept – factors affecting organisation structure – forms of organisation structure – span of management – departmentation – delegation – decentralization

**Unit -IV**

Staffing – concept – job analysis – training and development – motivation – meaning and importance- Maslow's theory – leadership- meaning and types of leaders.

**Unit -V**

Directing – concept – supervision – controlling – steps in controlling – co-ordination.

**Learning outcome**

After the completion of the course, the students must be able to:

- Gain an understanding of the theoretical framework of fundamentals of management in business corporations

**TEXT BOOK RECOMMENDED:**

Principles of Management – L.M. PRASAD - Sultan Chand & Sons.

Principles of Management – C.B.Gupta-Publisher Sultan Chand & Co.

**Books for reference:**

1. Prasad.L.M., Principles and Practice of Management, Sultan Chand and sons, New Delhi
2. Gupta.R.N, Principles of Management S.Chand, New Delhi
3. Gupta C.B, Principles of Management, Sultan Chand & sons, New Delhi

**SEMESTER – I**  
**CORE COURSE – II**

**FINANCIAL ACCOUNTING**

**Hours Allotted: 6**

**Credit Allotted: 4**

**Code:19UABBC2**

**Max. Marks: 100**

**OBJECTIVE:**

- To develop an understanding of the various aspects of financial accounting.

**UNIT I:**

Meaning and scope of Accounting, Basic accounting concepts and conventions – Objectives of Accounting – Accounting transaction – Double Entry book keeping – Journals, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

**UNIT II:**

Classification of Error – Rectification of Error – Preparation of Suspense Accounts - Bank Reconciliation Statement (**simple problems**).

**UNIT III:**

Preparation of Final accounts of Sole Trading concern –Adjustments – Closing stock, Outstanding and Prepaid items, income received in advanced and accrued income – Interest on loan and interest on investment, Depreciation, Bad debts, provision on debtors, provision on discount on debtors, provision on discount on creditors. (**simple problems**).

**UNIT IV:**

Admission of a partner – Retirement of a partner – Death of a partner. (**simple problems**).

**UNIT V:**

Dissolution of a partnership – Insolvency of a partner (Application of Indian partnership Act 1932) – Insolvency of all partners –Garner VS Murray – Gradual realization of asset and piecemeal distribution (**simple problems**).

**40% Theory :60% Problems**

**Learning Outcome**

After the completion of the course, the students must be able to:

- Have a good understanding of the applicability of financial statements for decision making
- Gain knowledge of preparation, analysis and interpretation of financial statements

**RECOMMENDED TEXTS:**

1. R.L. Gupta & V.K. Gupta, Advanced Accounting – Sultan Chand & Sons, New Delhi.
2. Jain & Narang, Financial Accounting – Kalyani Publishers – New Delhi.
3. T.S. Reddy & A. Murthy, Financial Accounting – Margham Publications – Chennai – 17.
4. Shukla & Grewal, Advanced Accounting – S. Chand – New Delhi.
5. P.C. Tulsian, Financial Accounting.

**Books for Reference**

1. Financial Accounting, P.C. Tulsian, Tata McGraw – Hill Publishing Company limited. New Delhi 2012
2. Financial Accounting, R.L. Gupta & M. Radhaswamy, Sultan chand & son publishing. New Delhi 2012
3. Financial Accounting, N. Maheshwari, S.K. Maheshwari, Vikas publishing House private Limited 2011
4. Financial Accounting, S.P. Jain & K.L. Narang, Kalyani publishing. New Delhi 2010

## **SEMESTER I**

### **MANAGERIAL ECONOMICS**

**COURSE: I B.B.A**

**CREDITS: 5**

**CATEGORY: ALLIED-I**

**NO.OF HRS/WEEK: 6**

**Code:19UAECA1**

#### **OBJECTIVES:**

To relate the theoretical concepts in economic theory with business practices; and to forecast the demand, cost, price, profit and capital requirements for the firm.

#### **UNIT – I:**

Introduction: Managerial Economics – its relationship to economic theory and business decisions – alternative objectives of modern firms – basic tools in managerial economics.

#### **UNIT – II:**

Demand Analysis and Forecasting: Demand – determinants – elasticity of demand and supply. Demand Forecasting : purpose – methods of demand forecasting.

#### **UNIT – III:**

Cost and Production Analysis :Meaning and types of costs – cost and decision making – cost control and cost reduction – production function – role of cost in managerial decision making.

#### **UNIT – IV:**

Market Structure : Market – classifications of market – perfect competition – Imperfect competition : monopoly, monopolistic competition market, oligopoly – price and output determination.

#### **UNIT – V:**

Pricing and Profit Analysis: Pricing methods – objectives and control –Profit : profit policy – Break-Even analysis.

#### **BOOKS FOR REFERENCE:**

- 1.Varsney, R. L and K.L. Maheswari, 1997, Managerial Economics, Sultan Chand and sons, New Delhi.
2. Metha, P.L., Managerial Economics, Sultan Chand and sons, New Delhi.
3. Dominic Salvatore, 1993, Managerial Economics, McGraw Hill Inc, New York.
4. Dean, Joel, 1997, Managerial Economics, Prentice Hall of Inc., New Jercey.



**SEMESTER I**  
**NME-I**

**BASIC CONCEPTS OF MANAGEMENT**

**Hours Allotted: 2**

**Credit Allotted:2**

**Code:19UABBN1**

**Max. Marks: 100**

**Objectives:**

- To make the students to understand the fundamental concepts in management.

**Unit –I:**

Nature of management – Definition- Features- scope – Various levels of management- 14 Principles of Management.

**Unit –II:**

Fundamental concepts of: Planning,-Organising-Directing-Staffing-Co-ordinating-Controlling.( Meaning and importance only)

**Unit –III:**

Introduction to Human Resource Management – Features of HRM– Objectives.

**Unit –IV:**

Introduction to marketing – Nature and functions of marketing.

**Unit –V:**

Financial Management –Definition- Importance– Function of Financial Management.

**Learning outcome**

After the completion of the course, the students must be able to:

- Gain an understanding of the theoretical framework of fundamentals of management in business corporations

**TEXT BOOK RECOMMENDED:**

- Principles of Management – L.M. PRASAD - Sultan Chand & Sons.
- Human Resource Management- S.S. Khanka - Himalaya publishing House
- Philip Kotler - Marketing Management
- Maheshwari S.N., Financial Management, Sultan & Sons Publications, 2012

**SEMESTER II**  
**NME-II**

**RETAIL BANKING**

**Hours Allotted: 2**

**Credit Allotted:2**

**Code:**

**Max. Marks: 100**

**Objectives:**

- To make the students to understand the features of retailing and fundamental theories of retail trade.
- To impart knowledge on the development of retail markets in India and global markets.

**UNIT I:**

Introduction -Retail: Meaning - Functions and special characteristics of a Retailing - Types of retailers.

**UNIT II :**

Retail location -location site—Types of retail location and shopping areas –Location strategies. Foreign Direct Investment in retail

**UNIT III:**

Retail Banking- An introduction-Open market conditions and role of Banks and Financial Institutions, Retail Banking-Concept and Importance. Retail Banking Products-housing Loan, Conveyance Loan, Personal Loan Educational Loan, Loan for Retail Traders, Plastic Money

**Unit-IV**

e-Banking- An Overview- Concept of ATMs and 24 hrs Banking Online banking and e-Banking .

**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

**Learning Outcome**

After the completion of the course, the students must be able to:

- On successful completion of the course the students should have: understood the features of retailing learnt the theories of retail trade and development in India and global retail markets

**REFERENCE BOOKS:**

1. SwapnaPradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2<sup>nd</sup> edition, 2004
2. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach,
3. Prentice Hall of India, 8th Edition, 2002.
4. James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005

**SEMESTER - I**  
**Non Major Elective – I**

**BANKING PRACTICES**

**Hours Allotted: 2**

**Credit Allotted: 2**

**Code:**

**Max. Marks: 100**

**OBJECTIVE:**

- To acquaint the students with the theoretical and legal concepts of banking in India

**UNIT I**

Banking – Meaning - Definition – Function of banking - Classification of Banks

**UNIT II**

Definition of term Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

**UNIT III**

Cheques: Definition of a Cheque – Characteristics of Cheques – Marking – Honor and Dishonor of Cheques.

**UNIT IV**

Crossing of Cheques – significance –Endorsement –Types.

**UNIT V**

Recent trends in Banking services – Modern services of Banks – ATM, Credit Card, Debit Card, Green Card.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge the theoretical and legal concepts of banking in India.

**TEXT BOOK RECOMMENDED:**

Banking Theory, Law and Practice – SUNDARAM & VARSHNEY, Sultan Chand & Sons, New Delhi.

**BOOKS FOR REFERENCE:**

- Banking Theory, Law and Practice – E. GORDON & K. NATARAJAN, Himalaya Publishing House
- Banking Law and Practice – P.N. VARSHNEY, Sultan Chand & Sons, New Delhi.
- Money, Banking, Trade and Public Finance – M.C. VAISH, New Age International (P) Limited, New Delhi.
- Indian Banking – K. PARAMESWARAN & S. NATARAJAN, S.Chand& Company Ltd, New Delhi.
- Banking Theory, Law and Practice – S.M. SUNDARAM, Sri Meenakshi Publication, Karaikudi.
- Banking Theory – VASUDEVAN, Sultan Chand & Sons, New Delhi

**SEMESTER II  
CORE COURSE III**

**BUSINESS COMMUNICATION**

**Hours Allotted: 6**

**Credit Allotted: 4**

**Code:19UBBBC1**

**Max. Marks: 100**

**Objectives:**

- To understand the concept, process and importance of communication and to help students to acquaint with application of communication skills in the business world.

**UNIT-I**

Introduction- Communication- Meaning- Definition- Objectives- Functions- Principles of communication- Importance of business communication- Importance of feedback.

**UNIT-II :**Types of communication- Verbal- Non-verbal- Formal- Informal- Channels of communication- Merits- Demerits- Barriers to communication- Steps to overcome barriers.

**UNIT-III**

Fundamentals of business writing- Layout of a business letter- Types of business letters- Job applications- reference letters- Enquiry and reply letters- Complaints and claims- Sales letters- Collection letters.

**UNIT-IV**

Report writing- Types of report- Characteristics of good report- Agenda- Specimen agenda- Minutes- types of minutes.

**UNIT-V**

Speeches and Presentation- Characteristics of a good speech- Specimen speech- Making preparation for speech- Finding out about the environment- preparing the text- Visual aids- Appearance and personality.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge about the concepts and application of communication skills in the business world.

**TEXT BOOK RECOMMENDED:**

- Business Communication - K. K. Sinha - Galgotia Publishing Company.
- Essentials of Business Communication - Rajendra Pal and J. S. Korlahalli - Sultan Chand & Sons.

**Books for reference:**

1. Essentials of Business Communication- Rajendra Pal and J.S.Korlahalli- Sultan Chand & sons.
2. Business Correspondence and Report writing- R.C.Sharma, Krishna Mohan- Tata McGraw Hill Publishing Co.
3. Modern Business Correspondence- L.Gartside- The English Language
4. Book Society & McDonald Evans Ltd.

**SEMESTER II  
CORE COURSE –IV  
SEMESTER II  
CORE COURSE –IV**

**BUSINESS ENVIRONMENT**

**Hours Allotted: 5**

**Credit Allotted:4**

**Code:19UBBBC2**

**Max. Marks: 100**

**OBJECTIVE:**

- To enable the students to have an overview of Business Environment.
- To provide opportunities to analyze and appreciate the need for business environment.
- To relate the relevance of business environment components and its impact on business and society.

**UNIT-I** Importance of a business – in terms of its size (tiny, small, medium, large, international) and its range of activities (production of goods and services), business as an intermediary between consumers and producers. Importance of agricultural environment.

**UNIT-II** Role of the Government and Nature of state intervention in promoting a conducive environment to do business –, Granting license under the LPG 1991, Public-Private Partnerships (PPP); reason for government intervention.

**UNIT-III.** The macro-level and micro level conditions: Age group skill levels, economically weaker sections, and the possible ways to assist them .

**UNIT-IV** The natural, economic, legal, political, cultural and social environment relevant to a business – Role of Climate (weather conditions) –, transport, communication in business and role of banking in economic environment etc. –

**UNIT-V** International business environment: Understanding the impact of world level organizations like the WTO and their role in promoting free trade – Foreign direct investment.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge about the relevance of business environment components and its impact on business and society.

**TEXT BOOK RECOMMENDED**

1. C.B.Gupta, *Business Environment*, Sultan & Chand Publications, New Delhi, 2013
2. Dr. Francis Cherunilam, *Business Environment*, Himalaya publishing House, Mumbai, 2000
3. Sankaran, *Business Environment*, Margham Publications, Chennai, 2013.

**Books for reference:**

1. Economic Survey 2014-15, Government of India.
2. India 2015, Publications Division, Government of India

## **INTERNATIONAL ECONOMICS**

**COURSE: I B.B.A**

**CREDITS: 5**

**CATEGORY: ALLIED-II**

**NO.OF HRS/WEEK:6**

**Code: 19UBECA2**

### **OBJECTIVE:**

- i. To understand the theories governing international trade; and
- ii. To evaluate the policies pursued by various economic bodies in international economic transactions

### **UNIT – I: Introduction**

International Trade – Meaning and importance of International trade – Interdependence of International and Domestic trade.

### **UNIT – II: Theories of International Trade**

Classical theories by Adam Smith, David Ricardo and Haberler's Opportunity cost theory – Modern theory by Heckscher-Ohlin.

### **UNIT – III: Terms of Trade**

Terms of trade: Types of terms of trade – Factors affecting terms of trade – Gains arising out of international trade.

### **UNIT – IV: Foreign Exchange Rates**

Exchange rates: Determinants - Fixed and Flexible exchange rates – Balance of Trade – Balance of Payments - concepts – causes of dis-equilibrium – Methods to correct dis-equilibrium.

### **UNIT – V: International Economic Organisation and Its Functions**

IMF, IBRD, WTO, ADB and UNCTAD.

### **BOOKS FOR REFERENCE:**

1. Jhinga, M.L., 1999, International Economics, Konark Publications, Delhi.
2. Cherunilam, Francis, 1998, International Business, Wheeler Publishers, New Delhi.
3. Sodersten, B.O. and Geoffery Reed, 1998, International Economics, (3<sup>rd</sup> Edition), Macmillan Educational Ltd., Honk Kong

**SEMESTER - II**  
**Non Major Elective – I**

**CONSUMER PROTECTION AND CONSUMER RIGHTS**

**Hours Allotted: 2**  
**Credit Allotted: 2**  
**Code:19UBBBN2**  
**Max. Marks: 100**

**OBJECTIVE:**

- To acquaint the students with the theoretical and legal concepts of consumer protection act and consumer rights.

**UNIT - I**

Introduction of consumer protection act 1986-other amendments-salient features

**UNIT – II**

Definitions of the terms- : consumer - appropriate laboratory - complainant - consumer dispute -complaint-restrictive trade practice.

**UNIT - III**

The various consumer rights:-right to safety, Right to information, Right to choose, - right to be heard -Right against exploitation -Right to consumer education

**UNIT - IV**

Consumer protection councils:-Central and State council

**UNIT - V**

Consumer disputes redressal agencies:-Direct forum-state commission-national commission

**Learning Outcome**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on the theoretical and legal concepts of consumer protection act and consumer rights.

**REFERENCE BOOKS:**

1. LECTURES ON TORTS AND CONSUMER PROTECTION LAWS BY

DR.REGA SURYA RAO--ASIA LAW HOUSE. HYDRABAD.

**SEMESTER II**  
**NON –MAJOR ELECTIVE -II**

**BASICS OF INVESTMENT**

**Hours Allotted: 2**

**Credit Allotted:2**

**Code:**

**Max. Marks: 100**

**OBJECTIVE:**

- To develop a basic understanding on Investment and avenues to the students.

**Unit I :**

Investment : Objectives and Risks -Introduction; investment; speculation; Gambling;  
Investment - speculation - Risks of Investment; Finance vs. Investment:.

**Unit II :**

The Stock Markets in India :Introduction, Nature and Function of Stock exchange; the Indian stock markets .

**Unit III :**

Statutory regulation of Stock Exchanges; Over the counter Exchange of India (OTCEI)- functions ; National Stock Exchange of India:- Functions ; Secondary Market Developments.

**Unit IV :**

New Issue Market :Introduction- underwriting, Distribution; Role of the New Issue Market;

**Unit V :**

Listing of Securities: Introduction; Advantages of Listing.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on the fundamental concepts of investments.

**RECOMMENDED TEXTBOOK**

- V.K. BHALLA, Investment Management



**SEMESTER II**  
**NON –MAJOR ELECTIVE –II**

**TOURISM MANAGEMENT**

**Hours Allotted: 2**

**Credit Allotted:2**

**Code:**

**Max. Marks: 100**

**Objective:**

- The module will expose the students about the Tourism policy of India and of a few tourism states of the country.

**Unit I:**

Tourism – Introduction – concepts – significance – contribution of Tourism to the National economy.

**Unit II:**

Tourist spots in India – Tamil Nadu – Brief History of the tourism spots – of tourist spots in promoting tourism.

**Unit III:**

Forms of tourism – Role of Government in promoting Tourism – Public Private Partnership in tourism – Travel industry services network – Land (rail and road) Air – Water – Travel Agency .

**Unit IV:**

Travel Guide – features – requirements – role as a guide – income and employability requirement for a professional Guide.

**Unit V:**

Tourism – a product – How to sell – Planning and Development – Involvement of local people – barriers – remedial measures for promoting tourism – Effects of tourism – social, economic and environmental aspect.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on tourism policy of India.

**REFERENCE BOOKS:**

- Bhatia, A.K. : Tourism Development Principles and Practice.
- Ananand M.M : Tourism and Hotel Industry in India.
- Jha, S.M. : Tourism Marketing
- Ashworth, G.J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford.
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- Sharma, J.K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.
- Maclean, Hunter: Marketing Management (Tourism in your business).

**SEMESTER III  
CORE COURSE V**

**PRODUCTION AND QUALITY ASSURANCE MANAGEMENT**

**Hours Allotted: 5**

**Credit Allotted:4**

**Code:19UCBBC1**

**Max. Marks: 100**

**OBJECTIVE:**

- To help the students understand the nature and importance of production management and to acquaint them with the various aspects of production management.

**UNIT-I**

Production planning and control – Material requirement – Forecasting Inventory – Scheduling and control of production – Just-in-time production – PERT – Production, Continuous processing.

**UNIT-II**

Different dimension of Quality – Control to quality assurance – SQC – Deming theory – Sampling inspection plans – Quality improvement teams.

**UNIT-III**

TQM – Quality audit – Standards – ISO-9000 – Reliability and Maintainability – The 80-20 principle applicable.

**UNIT-IV**

Quality standards for services – Quality audit – Total quality and safety – Six sigma.

**UNIT-V**

Quality assurance- Productivity – Continuous improvement.

**(100% Theory)**

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on fundamental concepts of production management and understanding on TQM concepts.

**TEXT BOOK RECOMMENDED:**

- Production and Materials Management – K.ASWATHAPPA, Himalaya Publishing House.

**Books for reference:**

- 1.Burbidge John L., Principles of Production Control, London: Donald and Evans 1981
- 2.Greene, James H., Production and Inventory Control Handbook, McGraw-Hill N.Y.
- 3.SubbrajRamaswamy, Total Quality Management, Tata McGraw Hill 2005.

**SEMESTER III**  
**CORE COURSE VI**

**HUMAN RESOURCE MANAGEMENT**

**Hours Allotted: 5**

**Credit Allotted:4**

**Code:19UCBBC2**

**Max. Marks: 100**

**OBJECTIVE:**

- To develop an understanding of the management of human Resources with reference to various aspects of HRM.

**UNIT-I:**Introduction to Human Resource Management – Features of HRM – Characteristics – Objectives – Importance – Scope of HRM – Functions of HRM – Human Resource Manager – Qualities required.

**UNIT-II:**Human Resource Planning – Steps in human resource planning – Recruitment and selection – Importance of recruitment – Recruitment process – Sources of recruitment – Factors affecting recruitment – Process of selection – Tests – Interviews.

**UNIT-III:**Training and development – Features of training – Principles – Objectives – Benefits – Methods of training – On the job – off the job.

**UNIT-IV:**Compensation – Objectives – Determinants – Methods of wage payment – Financial – Non-financial – Incentives – Features, Types of incentive plans/benefits.

**UNIT-V :**Performance appraisal – Features of performance appraisal – Objectives – Need for performance appraisal – Methods of performance appraisal – Merits – Demerits.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on various aspects of Human resource management.

**RECOMMENDED TEXTBOOK:**

- Human Resource Management- S.S. Khanka - Himalaya publishing House

**BOOKS FOR REFERENCE:**

1. Personnel Management – C.B. MAMORIA, Himalaya Publishing House.
2. Personnel Management – ARUN MONAPPA, MIRZA SAIYADAIN, Tata McGraw Hill.
3. Personnel Management – K.K. AHUJA, Kalyani Publishers.
4. Personnel Management and Industrial Relations – K.K. AHUJA, Kalyani Publishers.
5. Personnel Management and Industrial Relations – P.C. TRIPATHI, Sultan Chand

**SEMESTER III  
CORE COURSE VII**

**MARKETING MANAGEMENT**

**Hours Allotted: 5**

**Credit Allotted: 4**

**Code:19UCBBC3**

**Max. Marks: 100**

**OBJECTIVE:**

To enable the students to acquire knowledge on various Marketing aspects of Business.

**UNIT-I**

Introduction to marketing – Nature and functions of marketing – Scope of marketing – Modern concept of marketing – Importance of marketing – Market segmentation.

**UNIT-II**

Product – Concept of product – Classification of products – Product policy – Product mix – product life cycle – Product planning and development – Branding, Packaging, Labeling.

**UNIT-III**

Pricing – Objectives of pricing – Factors affecting price of a product/service – Methods of pricing – Price discrimination.

**UNIT-IV**

Promotion – Nature and importance of promotion – Types of promotion – promotion mix – Factors affecting promotion mix decisions.

**UNIT-V**

Distribution – Channels of distribution – Meaning, importance – Types of distribution channels – Choice of distribution channels – Wholesaling and retailing – Middlemen and their functions – Types of retailing – Retailing in India.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on fundamental concepts of marketing management.

**TEXT BOOK RECOMMENDED**

- Philip Kotler - Marketing Management
- Rajan Nair - Marketing Management

**Books for reference:**

1. Marketing- Philip Kotler, Gary Armstrong, Prafulla Y Agnihotri, EhsanulHaque.
2. Marketing Management- Global Perspective, Indian Context- V.S.Ramasamy and S.Namakumari.

**SEMESTER III  
CORE COURSE VIII**

**FINANCIAL MANAGEMENT**

**Hours Allotted: 6**

**Credit Allotted:4**

**Code:19UCBBC4**

**Max. Marks: 100**

**OBJECTIVES:**

To inculcate knowledge on financial aspect and its inner concept for day today financial management.

**UNIT-I**

Finance – Nature – Scope – Importance – Financial Management – Scope – Function of Financial Manager – Objectives of Financial Management – Financial control – Tools of Financial control – Role of Financial controller.(**Theory**)

**UNIT-II**

Capital structure – Meaning and Definition – Capital gearing – Factors Influencing the pattern of Capital structure – Trading on Equity – Essentials of Capital structure – Estimating Total capital requirements – Determination of the optimal capital structure (**Theory**).

**UNIT-III**

Cost of Capital – Meaning and Definition – Basic assumptions – Importance – Classification – Approaches to calculate Cost of Equity Capital, Preference share and Debts – Computation of overall Cost of Capital .(**Both theory and Simple problems**)

**UNIT-IV**

Dividend Policies – The Walter’s Approach – Gordon’s Model – Dividend Capitalization Model – Modigliani and Miller (MM) Hypothesis – Dividend practices – Determinants of Dividend Policy(**Theory**).

**UNIT-V**

Working Capital Management – Working Capital – Concepts and Definition – Need – Types the Cash conversion cycle – Managing the Components of Working Capital – Sources of Working Capital – Estimating Working Capital requirements. (**Both theory and Simple problems**)

**60% Theory 40% Problems**

**Learning Outcome:**

After the completion of the course, the students must be able to:

- Gain an understanding of the theoretical framework of financial management in business corporations
- Understand various sources of financing and financial planning

**TEXT BOOK RECOMMENDED:**

- Maheshwari S.N., Financial Management, Sultan & Sons Publications, 2012.

**Books for reference:**

1. Financial Analysis and Financial Management – R.P. Rastogi., Sultan Chand & Sons New Delhi
2. Financial Management – Dr. V.R. Palanivelu., S. Chand & Company Ltd-New Delhi.

**SEMESTER III**  
**ALLIED – III**

**QUANTATIVE METHODS**

**Hours Allotted: 6**  
**Credit Allotted: 5**  
**Code: 19UCSTA1**  
**Max. Marks: 100**

**Objective:** To promote the skill of applying statistical techniques in business

To enable the students to apply the statistical tools in analysis and interpretation of data

**Unit – I**

Nature and scope of statistical methods – Limitations – Preparation of Questionnaire and schedule – Collection of data – primary and secondary data – sources – methods of collection of primary and secondary data. Observational studies and sample surveys.

**Unit – II**

Diagrammatic representation of data – one and two dimensional – Bars – Types of Bar diagrams. Graphical representation of data – Frequency curve – frequency polygon – Histogram and Ogive curve.

**Unit – III**

Measures of central tendency – Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean – Merits and Demerits.

**Unit – IV**

Measures of Dispersion – Absolute and Relative measures – Range, Quartile deviation, Mean deviation, Standard deviation and its Coefficients – Merits and Demerits. Measure of Skewness and Kurtosis.

**Unit – V:**

Fundamental sets of frequencies – Consistency of Data – Conditions for consistency – Contingency table – Association of attributes.

**Note: The proportion of theory and problems is 20:80**

Books for study and reference:

1. Statistical methods – S. P. Gupta, Sultan Chand & sons
2. Comprehensive Statistical Methods – P.N. Arora, Sumeet Arora and S. Arora, S. Chand
3. Business Statistics -P.R. Vittal

**SEMESTER IV  
CORE COURSE IX**

**COMPUTERS APPLICATIONS IN BUSINESS**

**Hours Allotted: 5**

**Credit Allotted:4**

**Code:19UDBBC1**

**Max. Marks: 100**

**OBJECTIVES:**

To inculcate basic knowledge in computer and its application in business activities.

**Unit – I**

Introduction of Computer – Computer Characteristics – Evolution of Computer – Generation of Computer – Types of Computers – Input Devices – Output Devices.

**Unit – II**

Personal Computers – PC and its main Components – Hardware configuration – Computer memory – Concept – Internal and External – memory – Internal memory – Types – RAM, SRAM, DRAM, ROM, PROM, EEPROM – External memory – Floppy Disk, Hard Disk, CD, DVD, ZIP DRIVE – Factors influencing on PC performance.

**Unit – III**

Software – System and Application – Operating System – Functions and Types.

**Unit –IV**

Computer Languages – Lower level Languages and Higher Level Languages– Compiler and Interpreter – Characteristics of good Language – Introduction to Windows – Basic commands in Windows.

**Unit – V**

Word processing – Introduction to MS Office – Components – Working with MS Word – Word basic commands – Formatting Text and Documents – Sorting and Tables – Introduction to Mail-merge.

**Learning Outcome:**

After the completion of the course,

- The students would have gained knowledge on basic concepts of computer applications.

**RECOMMENDED TEXT BOOKS**

1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Microsoft Office in Easy steps, Stephen Copestake, Comdex Computer Publishing
3. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, BPB Publication.

**SEMESTER IV  
CORE COURSE X**

**BUSINESS TAXATION**

**Hours Allotted: 5**

**Credit Allotted:4**

**Code:19UDBBC2**

**Max. Marks: 100**

**Objectives:**

- To impart knowledge on the canons of taxation, Excise Duty and GST.

**UNIT I:**

Objectives of Taxation – Canons of Taxation – Tax System in India – Direct and Indirect Taxes – Meaning and Types.

**UNIT II:**

Meaning of Permanent Account Number, Return of Income, TDS, Advance Tax, Rates of Taxation, Assessment Procedure.

**UNIT III:**

Excise Duty – Customs Duty – Advalorem and Specific Duties – Entry Tax – Service Tax.

**UNIT IV:**

GST - Definitions – Importance– Levy and collection of tax- GST Registration .

**UNIT V:**

An overview of Tax Audit – Tax Incentives and Export Promotions, deductions and exemptions.(100% Theory)

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on the important provisions of business Taxation.

**REFERENCE BOOKS:**

1. T.S.Reddy and Y.Hari Prasad Reddy-Business Taxation –Margham Publication
2. DinagarePagre- Business Taxation. Sultan Chand publication



**SEMESTER IV  
CORE COURSE XI**

**LEGAL ASPECTS OF BUSINESS**

**Hours Allotted: 5**

**Credit Allotted: 4**

**Code: 19UDBBC3**

**Max. Marks: 100**

**OBJECTIVE:**

- To develop a fundamental understanding on various fundamental laws among the students.

**UNIT I:**

Law of Contract: Types of contracts - Essentials of Contract - Agreements - Offer - Legal rules - Acceptance - Consideration - Consent - Coercion - undue influence - misrepresentation.

**UNIT II:**

Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions - void agreements - Restitution - Quasi-contracts.

**UNIT III:**

Discharge of contract - Breach of contract - Remedies for breach of Contract.

**UNIT IV:**

Law Of Sale Of Goods: Formation of contract of sale - Sale and agreement to sell - Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale - Documents of title to goods - conditions and warranties.

**UNIT V:**

Creation of agency - Classification of agents - relations of principal and agent - Duties and rights of agent and principal.

**Learning Outcome:**

After the completion of the course,

- The students would have gained knowledge on the important fundamental business laws.

**TEXT BOOK RECOMMENDED:**

- Elements of Mercantile Law - N.D. KAPOOR.

**REFERENCE BOOKS:**

1. Principles of Mercantile Law - B.N. TANDON.
2. Mercantile Law - DAVAR.
3. Business Law - PILLAI & BHAGAVATHI.
4. Mercantile Law - M.C. SHUKLA.
5. K.P. Kandasami - Banking Law & Practice.

**SEMESTER IV  
CORE COURSE XII**

**ADVERTISING AND SALES PROMOTION**

**Hours Allotted: 5**

**Credit Allotted:4**

**Code:19UDBBC4**

**Max. Marks: 100**

**Objective:**

- To enable the students to acquire knowledge on Advertising and sales promotional measures

**UNIT - I**

Promotion- Need for communication- Promotional mix-pull and push promotions-purpose-objectives – kinds – approaches.

**UNIT II**

Advertising: Meaning-importance-Benefits and functions of advertising –Advertising VS salesmanship-. Ethical objections

**UNIT III:**

Advertising -basic steps in advertising campaign planning - advertising copy - Features of - advertising copy - Advertising layout- functions-development of layout.

**UNIT IV:**

Media of Advertisement- Definition- Forms of Media of Advertisement and features and limitations – Advertising budgets- Methods.

**UNIT V:**

Sales promotion – promotion at different levels- Dealer's – consumer – salesmen level.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on Advertising, Ad media, Ad agencies, Sales force management, promotional strategies and concepts in sales promotion.

**RECOMMENDED BOOKS:**

1. David A.Aaker, Rajeev Batra and John G.Myers, Advertising Management, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Belch, Advertising & Promotion, Tata McGraw-Hill.
3. William F.Arens, "Contemporary Advertising", Irwin Mc.Graw.Hill.
4. J.ThomasRussell,W.Ronald Lane, "Kleppners Advertising Procedure", Prentice Hall.
5. Frank Jefl kings, "Advertising", Macmillan India Ltd.
6. Well, Burnett & Moriarty, "Advertising – Principles & Practice", Prentice Hall.
7. Batra, Myer&Aaker" Adverting Management", Prentice Hall.

**SEMESTER III  
ALLIED – IV**

**BUSINESS STATISTICS**

**Hours Allotted: 6**  
**Credit Allotted: 5**  
**Code:19UDSTA2**  
**Max. Marks: 100**

**Objective: :** To promote the skill of applying statistical techniques in business

To enable the students to apply the statistical tools in analysis and interpretation of data

**Unit – I**

Correlation Analysis – Definition – Types – Scatter diagram – Karl Pearson's Correlation Coefficient – Spearman's Rank Correlation Coefficient – Its properties – problem.

**Unit – II**

Regression Analysis – Definition – methods – Regression equations – Regression lines – properties – Related simple problem.

**Unit – III**

Time Series – Definition – Components – Measurement of Trend – Graphical method, Semi average method, Moving average method and method of Least squares – Measurement of Seasonal Variations.

**Unit – IV**

Index Numbers – Definition – Methods – Test for Index Numbers – Cost of living Index Number – Chain base method – Uses of Index Numbers – Simple problems.

**Unit – V**

Concept of Sampling – Methods of Sampling – Random Sampling – Stratified Sampling – Systematic Sampling – Sampling Error – Non sampling Error.

**Note: The proportion of theory and problems is 20:80**

**Books for study and reference:**

1. Statistical methods – S. P. Gupta, Sultan Chand & sons
2. Comprehensive Statistical Methods – P.N. Arora, Sumeet Arora and S. Arora, S. Chand
3. Business Statistics -P.R. Vittal
4. Practical Statistics – R.S.N Pillai and Bagavathi, S. Chand
5. Statistics - R.S.N Pillai and Bagavathi, S. Chand

**SEMESTER V**  
**CORE COURSE XIII**

**RESEARCH METHODS IN BUSINESS**

**Hours Allotted: 6**

**Credit Allotted:4**

**Code:19UEBBC1**

**Max. Marks: 100**

**OBJECTIVES:**

- To enable students to develop an understanding of research, research design, sources of data collection, and analysis and preparation of research report. .

**UNIT I:**

Meaning of research – Objectives of research – Types of research – Research approaches – Scope and significance of research – Research process.

**UNIT II:**

Research Problem – Problem definition – Need – Technique in defining problem – Formulation of hypothesis –Research Design – Meaning – Purpose – Types of Sampling Techniques – Meaning – Probabilistic and non-probabilistic sample designs

**UNIT III:**

Data Collection Methods – Primary and secondary sources of data collection – Observation methods, Interview methods, Questionnaires, Schedules - Guidelines for Questionnaire design and interviewing –Advantages and disadvantages of various data collection methods.

**UNIT IV:**

Processing and Analysis of Data – Editing, coding and classification of data .

**UNIT V:**

Presentation and Research Report – Purpose of the written report – Basics of written reports – Layout of research report.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- Understand the Concepts Relating to Business Research, Types and Process.
- Identify the Research Problem and Draw the Design.

**RECOMMENDED BOOKS**

- Research Methodology: Methods & Techniques- C.R.Kothari New- Age International (P) Ltd.,
- Business Research Methods- Donald R. Cooper and Pamela S. Schindler- Tata McGraw-Hill Publishing Company Limited.

**REFERENCEBOOKS:**

1. Research Methodology - R.Panneerselvam - Prentice Hall of India Private Limited.

**SEMESTER V**  
**CORE COURSE XIV**

**ACCOUNTING FOR MANAGEMENT**

**Hours Allotted: 6**

**Credit Allotted:4**

**Code:19UEBBC2**

**Max. Marks: 100**

**OBJECTIVES:**

- To enable students to develop an understanding on fundamental concepts in Management accounting.

**Unit – I**

Management Accounting – Meaning – Definition – Nature and Scope – Utility and Limitations – Management Accounting Principles – Functions of Management Accounting – Management Accounting and Financial Accounting – Cost Accounting and Management Accounting. (Theory)

**Unit – II**

Financial Statements – Meaning and types of Financial Statements – Analysis and interpretation of Financial Statements – Types of Financial Statement Analysis – Steps involved in Financial Statement Analysis – Techniques of Financial Statement Analysis – Uses and Limitations of Financial Statement Analysis. (Both Theory and Simple Problems )

**Unit – III**

Ratio Analysis – Meaning of Ratios – Classification of Ratios – Analysis and Interpretation of different Ratios – Profitability Ratios – Coverage Ratios – Turnover Ratios – Financial Ratios – Uses and Limitations of Ratio Analysis. (Both Theory and Simple Problems)

**Unit – IV**

Funds Flow Analysis – Meaning of Funds Flow Statement – Uses of Funds Flow Statement – Preparation of Funds Flow Statement – Cash Flow Analysis – Meaning – Uses – Preparation of Cash Flow Statement. (Both Theory and Simple Problems)

**Unit – V**

Marginal Costing – Meaning – Definition – Uses – Limitations – CVP Analysis – Marginal Costing Equations – Contribution – Break Even Analysis – P/V Ratio – Margin of safety. (Both Theory and Simple Problems)

**40% Theory 60% Problems**

**Learning Outcome:**

After the completion of the course, the students must be able to:

- Gain knowledge of preparation, analysis and interpretation of financial statements
- Describe the usage of management accounting tools

**REFERENCE BOOKS**

1. Dr. Maheswari S.N., Management Accounting
2. Chadwick, The Essence of Management Accounting
3. Charles T. Horngren and Gary N. Sundem, "Introduction to Management Accounting"
4. Sharma & Shashi K. Gupta, Management Accounting

**SEMESTER V**  
**CORE COURSE XV**

**ENTREPRENEURIAL DEVELOPMENT**

**Hours Allotted: 6**

**Credit Allotted:4**

**Code:19UEBBC3**

**Max. Marks: 100**

**OBJECTIVE:**

- To enable the students understand the entrepreneurial environment and to acquaint them management of projects

**Unit – I**

Entrepreneurship – Meaning and Definition –Importance – Entrepreneurship Theories – Sociological, Economic, Psychological and Managerial Theories –

**Unit – II**

Entrepreneurship – Problems and Prospects in India – Entrepreneurial Skills – Entrepreneurial -Entrepreneurship Vs Intrapreneurship.

**Unit – III**

The Entrepreneur – Characteristics and Importance – Role of an Entrepreneur – Classification of Entrepreneurs – Entrepreneurial Traits and Motivation -Success stories of some Indian Entrepreneurs.

**Unit – IV**

Rural, International, Group, Social, Corporate and Indigenous entrepreneurship- Women Entrepreneurship – Entrepreneurship in Backward Region.

**Unit – V**

Entrepreneurship development programme – Designing Entrepreneurship Awareness Programme – Designing comprehensive EDPs – Evaluation and EDPs – EDPs in India – Formulation of Project– Government, Financial and NGOs.

**Learning Outcome:**

After the completion of the course,

- The students would able to gain fundamental knowledge on entrepreneurial development
- To learn the various sources of venture capital.

**TEXT BOOK RECOMMENDED:**

- Entrepreneurial Development – C.B. GUPTA & SRINIVASAN. – Sultan Chand & Sons.
- Entrepreneurial Development - S.S.Khanka- S.Chand and Company Limited

**Books for reference:**

- 1.Desai, Vasanth – Entrepreneurial Development – Himalaya Publications, New Delhi.
- 2.Sharma, R.A. – Entrepreneurial Change in Indian Industries – Sterling Publications, NewDelhi.
3. Dr. S.S. Khanka – Entrepreneurial Development – S. Chand & Company Ltd.New Delhi.

**SEMESTER - V**  
**CORE – XVI**

**VALUES AND ETHICS FOR BUSINESS**

**Hours Allotted: 5**  
**Credit Allotted:4**  
**Code:19UECBBC4**  
**Max. Marks: 100**  
**OBJECTIVES :**

- To acquaint the students understand the importance of values in business.

**UNIT-I**

Introduction to Values – as ideals that guide one’s behavior reflecting what one perceives as good in a decision or action – Values guide behavior and could be terminal goals - Morals - Value and Vision statements in organizations.

**UNIT-II**

Ethics as the art of choosing between right and wrong – Interpreting the consequences and choosing the right- Ideas of freedom of choice, equality, justice, fairness in dealing with customers, society, environment .

**UNIT-III**

Application of Values and ethics in business – Examples from Business- Government interactions: Use and Misuse of government incentives, subsidies and licenses- Tax evasions- How to be ethical and still do good business- Cartels between sellers, misleading advertisements; Policies relating to exchange and return of goods sold.

**UNIT-IV**

Examples in Production: Poor quality, risky products, defective/un tested products, unauthorized copies/imitations, Quality Policy: Zero defect and quality of ingredients, components, ISI, AG Marks, Hall Mark, Patents, Copy rights, post-sales services.

**UNIT-V**

Consumer Protection Act 1986 and some of the best Industry Practices- Code of Conduct for professions (Professional Ethics).

**Learning Outcome:**

After the completion of the course, the students must be able to:

- Gain all essential and fundamental knowledge on the principles and practices of values and ethics in Business.

**TEXT BOOK RECOMMENDED:**

- Dr.S.Sankaran,”Business Ethics and Values”,MargamPublications,Chennai
- Baxi C.V. & Prasad Ajit, *Corporate social responsibility*, Excel Books, 2005.

**Books for reference**

1. Colin M. Fisher and Alan Lovell, ***Business Ethics and Values***, F.T. Prentice Hall. 2006.
2. Glenn Martin, ***Human Values and Ethics in the work place***, G.P. Martin 2010.
3. SantoshAjmera, and Nandkishore Reddy, *Ethics Integrity and Aptitude*, McGraw Hill Education (India) Pvt. Ltd. 2014.

**SEMESTER V  
ELECTIVE I**

**ORGANISATIONAL BEHAVIOUR**

**Hours Allotted: 6**

**Code:19UEBBE1**

**Credit Allotted: 5**

**Max. Marks: 100**

**OBJECTIVE:**

- To enable the students to acquire knowledge on fundamental behavioral aspects in organization.

**UNIT I :**

Organisational Behaviour – Concept – Nature - Organizational Behaviour Models and other similar fields of study – Disciplines contributing to Organisational Behaviour.

**UNIT II :**

Individual Behaviour – Perception – Personality – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

**UNIT III :**

Leadership – Concept – Qualities of effective Leadership – Leadership Styles. Power and Authority - Definition of Power – Types of Power.

**UNIT IV :**

Definition of Authority – Characteristics – Types of Authority . Morale – Concept – importance - Morale and Productivity – Measurement of Morale – Steps to improve Morale in an organization.

**UNIT V :**

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow's need hierarchy theory – McGregor's theory X and Theory Y – Herzberg Two Factor Theory.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on fundamental behavioral aspects in organization.

**BOOKS FOR REFERENCE :**

1. Organization Theory and Behaviour – V.S.P. RAO & D.S. Narayana
2. Organizational Behaviour – L.M. PRASAD
3. Organizational Behaviour – Dr. P.C. SEKAR
4. Organizational Behaviour – FRED LUTHER
5. Organizational Behaviors- Fillipo



**V SEMESTER  
ELECTIVE I**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Hours Allotted: 6**

**Credit Allotted: 5**

**Code:**

**Max. Marks: 100**

**OBJECTIVE:**

- To enable the students to learn the basics of Customer Relationship Management

**UNIT – I**

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

**UNIT – II**

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

**UNIT – III**

Sales Force Automation – contact management – concept – Enterprise Marketing Management –core beliefs.

**UNIT – IV**

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system.

**UNIT – V**

Database Marketing – Prospect database – Data warehouse and Data Mining.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on the basics of Customer Relationship Management

**REFERENCE BOOKS:**

- S. Shajahan – Relationship Marketing – McGraw Hill, 1997
- Paul Green Berg – CRM – Tata McGraw Hill, 2002
- Philip Kotler, Marketing Management, Prentice Hall, 2005

**SEMESTER V  
ELECTIVE I**

**OFFICE MANAGEMENT**

**Hours Allotted: 6**

**Credit Allotted:5**

**Code:**

**Max. Marks: 100**

**OBJECTIVE:**

- To provide working knowledge of office administration and functions.

**UNIT I:**

Meaning of office – principles of management office management – elements of office management functions of office management – scientific office management – office manager.

**UNIT II:**

Office Administration: - Administrative office management – Objectives of Administrative office Management – functions of administrative office manager office Accommodation: principles – location of office – office building – office layout – preparing the layout new trends in office layout.

**UNIT III:**

Records management filing – essentials of goods filing system classification and Arrangement office –Filing Equipment – methods of filing –modern filing devices – centralizedvs Decentralized filing. Indexing – types of Indexing – Selection of suitable indexing systems modern techniques in Record Making.

**UNIT IV:**

Office stationery and supplies : importance of stationary – need to control office stationary and supplies standardization of office supplies – purchasing supplies – purchasing procedure – Issue of stationery and supplies – control of consumption – office manager and stationery control

**UNIT V:**

Report writing: types of reports – report writing – specimen of reports – précis writing – Office communication importance.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on office administration and functions.

**TEXT BOOK RECOMMENDED**

R.K.Chopra –Office Management

**REFERENCE BOOKS**

- 1) J.C.Denyer – Office Management
- 2) Johnson &Savage : Administrative office Management

**SEMESTER VI  
CORE COURSE XVII**

**FUNDAMENTALS OF EVENT MANAGEMENT**

**Hours Allotted: 6**

**Credit Allotted: 4**

**Code: 19UFBBC1**

**Max. Marks: 100**

**OBJECTIVE:**

Students will be able to:

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

**UNIT-I**

Introduction to Events- Definition- categories of events- Characteristics, Scope and need for event management- Event management in India.

**UNIT-II**

Implication of events – Conceptual frame work for event Management- Scope and Skills required for event Management- Role of Event Manager.

**UNIT-III**

Ingredients of event Management- 5C's of EM- Elements of event Designing.

**UNIT-IV**

Various designations required for event management- Communication as a tool of EM- Career in EM.

**UNIT-V**

Triangles of Event management- budgeting – Comparison of budget and actual- Event publicity Management – Barriers of event management.

**LEARNING OUTCOME:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on fundamental concepts of event management.

**References:**

1. Avrigh Barry (1994), EVENT AND ENTERTAINMENT MARKETING, Vikas Delhi.
2. Bhatia A.K. (2001), EVENT MANAGEMENT, Sterling Publishers, New Delhi.
3. David C. Watt (1998), EVENT MANAGEMENT IN LEISURE AND TOURISM, Pearson, UK.
4. Joe Gold Blatt (1997), SPECIAL EVENTS- BEST PRACTICES IN MODERN EVENT MANAGEMENT, John Wiley and Sons, New York.
5. Panwar J.S. (1998), MARKETING IN THE NEW ERA, Sage, New Delhi.

**SEMESTER VI**  
**CORE COURSE XVIII**

**MARKETING OF SERVICES**

**Hours Allotted: 6**

**Credit Allotted:4**

**Code:19UFBBC2**

**Max. Marks: 100**

**Objective:**

- To acquaint the students and to make them understand overview of service market.

**Unit – I**

Introduction – Goods and services – Features of services marketing – Growth and current status – Types of services – Service marketing environment – Indian and global context.

**Unit – II**

Service design – Features – Process of service design – Types of service layout – Service benchmarking.

**Unit – III**

Service marketing mix – Characteristics – Process of service mix – Service product concept – Pricing in service – Service promotion.

**Unit – IV**

Location of service – Classification – Factors governing location – Channels of distribution – Service intermediaries – importance – Kinds of Intermediaries – Service quality.

**Unit – V**

Marketing of services with special reference to Banking services – Insurance services – Health services – Tourism.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- The students would have gained knowledge on overview of service markets.
- Understanding the concepts of service design and practices followed in various industries.

**TEXT RECOMMENDED**

- Services Marketing : People, Technology & Strategy - Christopher Lovelock
- Services Marketing – Ravi Shanker Strategic Services Management – Boyle
- Strategic Planning for Public Service and non profit organizations-Pergamon.
- Services Marketing – S M Jha

**REFERENCE BOOKS**

- 1) M.Y. Khan, "Financial Services", Tata McGraw Hill, 2001.
- 2) Machiraji, "Indian Financial System", Vikas Publishers, 1998.
- 3) Mark Grinblatt, Sheridan Titman, "Financial markets and corporate strategy", Tata McGraw Hill, New Delhi, 2003.
- 4) B.S. Bhatia, G.S. Bhatra, "Management of Capital Markets, Financial services and institutions", Deep & Deep Publishers, 2000.
- 5) Dr. S. Gurusamy, "Financial Services and Systems", Vijay Nicole Imprint, Pvt. Ltd.2004.
- 6) L.M. Bhole, Financial Institutions and Markets, Tata McGraw Hill, 2002.

**SEMESTER VI**  
**CORE COURSE XIX**

**LOGISTICS MANAGEMENT**

**Hours Allotted: 6**  
**Credit Allotted:4**  
**Code:19UFBBC3**  
**Max. Marks: 100**

**OBJECTIVE:**

The Objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.

**UNIT I:**

Introduction - Meaning –Definition-Modern logistics – Importance of Logistics- Functions of Logistics.

**UNIT II:**

Operational objectives of logistics- Importance of Logistics Management-Components of Logistics- Integration of Logistics- Logistics Management as a distribution Management– Meaning and objectives of SCM-distinction between Logistics and SCM- Inbound and outbound concepts

**UNIT III:**

International Insurance – Cargo movements – water damage – Theft – Privacy – pilferage – Other risk – perils with air shipments – Risk Retention – Risk Transfer – Marine Cargo Insurance - Elements of air freight Policy..

**UNIT IV:**

Elements of air freight Policy – Commercial Credit Insurance – Size of Vessels, Tonnage, Types of vessels- Container, Combination ships – Non vessel operating carriers

**UNIT V:**

International Air transportation – Types of aircrafts – Air cargo Regulations – Truck and Rail Transportation – Inter model – pipe lines – Packaging objectives- Non Traffic barriers- customs cleaning process

**Learning outcomes:**

The students will gain knowledge on the fundamental concepts in Logistics Management.

**Books for reference:**

1. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
2. John W Langford , “Logistics , Principles and Application”.
3. Burt, Dobbler, Starling, World Class Supply Management, TMH.
4. Donald J Bowersox, David J Closs, Logistical Management, TMH
5. Pierre David, “International Logistics”, Biztantra.
5. Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India.

**SEMESTER VI  
ELECTIVE II**

**INSURANCE PRINCIPLES AND PRACTICE**

**Hours Allotted: 6**

**Credit Allotted: 5**

**Code:19UFBBE1**

**Max. Marks: 100**

**Objective:**

- On successful completion of this course, the students should have understood Principles of Insurance Life Insurance and General Insurance business in India

**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- Role of IRDA.

**UNIT II:**

Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims- LIC - Role and functions.

**UNIT III:**

General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; nature of fire insurance ; various types of fire policy ; subrogation; double insurance.

**UNIT IV:**

Deposit and Credit Insurance - Nature, terms and Conditions, claim, recovery etc.

**UNIT V:**

Marine Insurance - Law relating to marine insurance ; scope and nature; types of policy.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- Gain knowledge on the principles of life insurance and types of policies
- Understand the nature and types of non-life insurance policies

**TEXT BOOK RECOMMENDED:**

- M.N.Mishra : Insurance Principles and Practices
- Kothari &Bahl : Principles and Practices of Insurance
- G.S.Panda : Principles and Practices of Insurance
- N.D.Kapoor : Elements of Business Law
- P.Periyasamy : Principles and Practices of Insurance

**SEMESTER VI  
ELECTIVE II**

**FUNDAMENTALS OF FOREIGN EXCHANGE**

**Hours Allotted: 6**

**Credit Allotted:5**

**Code:**

**Max. Marks: 100**

**Objective:**

- To impart knowledge on the fundamental concepts involved in foreign Exchange.

**UNIT I:**

Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates- Foreign Exchange Management Act- Administration of foreign exchange.

**UNIT II:**

Foreign exchange transactions-spot forward and swap transactions- exchange quotations- foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.

**UNIT III :**

Forward exchange contracts - features -forward margin - factors determining forward margin- calculations - Interbank deals - cover deals- trading.

**UNIT IV:**

Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques of exposure-external techniques of exposure.

**UNIT V:**

Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency - post-shipment credit finance features -categories.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- Gain knowledge on fundamental concepts involved in foreign Exchange.

**RECOMMENDED BOOKS:**

1. Foreign exchange & Risk Management : C. Jeevanandam
2. International Financial :PrakashG.Apte
3. International Financial Management : V.K. Bhalla
4. International Financial Management : V. Sharan
5. International Financial Management :Eun / Resnick
6. Global Financial Markets : Ian H. Giddy.

**SEMESTER VI  
ELECTIVE II**

**STRATEGIC MANAGEMENT**

**Hours Allotted: 6**

**Credit Allotted:5**

**Code:**

**Max. Marks: 100**

**OBJECTIVES:**

- To expose the students to the international business scenario and trading environment.
- To offer the students the strategies and strategic management in an international business scenario.

**Unit 1: INTRODUCTION TO STRATEGIC MANAGEMENT**

Definition of strategic management – meaning, elements in strategic management – model of strategic management process – the concept of strategy – levels at which strategy operates – strategic decision making, issues in strategic decision making.

**Unit 2: ESTABLISHMENT OF STRATEGIC INTENT**

Understanding strategic intent – concept of stretch, leverage and fit- vision – mission- business definition – dimensions of business definition- levels at which business could be defined- product or service concept- goals and objectives.

**Unit 3: STRATEGY FORMULATION**

Environmental appraisal and organizational appraisal- corporate level strategies- concentration, internationalization, cooperation, digitalization, integration, diversification, stability, retrenchment, and restructuring – business level strategies – generic business strategies –strategic analysis and choice.

**Unit 4: STRATEGY IMPLEMENTATION**

Nature of strategy implementation – barriers to strategy implementation – model of strategy implementation – major themes in strategy implementation – project implementation- procedural implementation – resource allocation – structural implementation – behavioral implementation – functional and operational implementation.

**Unit 5: STRATEGIC EVALUATION AND CONTROL**

Nature and importance of strategic evaluation – participants in strategic evaluation- strategic control – Premise control- Implementation control Strategic Surveillance and special alert control – operational control – evaluation techniques for strategic control- evaluation techniques of operational control role of organizational systems in evaluation- applying strategic management.

**Learning Outcome:**

After the completion of the course, the students must be able to:

- Understand international business scenario and trading environment.



**TEXT BOOK RECOMMENDED:**

- KazmiAzar, *Business Policy and Strategic Management*, Tata McGraw Hill Publications. 2008.

**RECOMMENDED BOOKS :**

1. Thomas I, Wheelen J, Hunger David &RangarajanKrish, *Strategic Management and Business Policy*, Pearson Education, 2012.
2. David R Fred,*Strategic Management Concepts and Cases*, Pearson education, 2012.
3. Aswathappa, *International Business strategy*, Tata McGraw Hill, New Delhi, 2004

**SEMESTER – VI**  
**ELECTIVE – III**

**PROJECT WORK (GROUP)**

**Credit Allotted:5**  
**Code:19UFBBE2**  
**Max. Marks: 100**

The final year students must do their project work in the semester in any organisation and it has to be submitted for VIVA VOCE. The project work will be a group work of five students and every student should attend the VIVA VOCE. The project can be applied research or basic research. The research work should include Statement of the Problem, Research Methodology, Statistical Applications, Questionnaire construction, Data Analysis, followed by findings and suggestions. The project work shall be submitted to the college 25 days before the end of the VI Semester.

The project shall be evaluated internally and externally.

Those who fail in the project work will have to redo the project work and submit to the college for external examination.

# **COMMON PAPERS**

- SOFT SKILL PAPERS**
- EVS**
- VALUE EDUCATION**

## SEMESTER I

### **SBE I : SOFTSKILLS- ESSENTIALS OF LANGUAGE AND COMMUNICATION**

**Common for all UG Courses**

**(Effective from the Academic Year 2019-2020)**

**SUBJECT CODE: 19UASBE1**

**CREDITS 3**

#### **OBJECTIVE**

This course helps the learner to improve his / her language skills by practicing the primary skills LSRW.

#### **UNIT I : LISTENING & WRITING SKILLS**

Spelling Test [ Words selected from the prescribed Poems in Foundation English will be tested]

#### **UNIT II: READING SKILL**

Reading the passages from the Short Stories of the prescribed syllabus of Foundation English. Fluency and Reading aloud are the criteria for testing reading skill.

#### **UNIT III: SPEAKING SKILL**

Introducing oneself

#### **REFERENCE BOOK:**

*A Course in Listening and Speaking Part I – A Textbook for I Year Undergraduate(Non-Professional) General English Course – V.Sasikumar et al.*

#### **SUGGESTED YOUTUBE VIDEOS**

<https://www.youtube.com/watch?v=VCb5qfNgNro>

<https://www.youtube.com/watch?v=zKZ1Y6oH8Fc>

<https://www.youtube.com/watch?v=chWUolYBgjA>

Internal Marks :40

External Marks – 60 [PRACTICAL PAPER]

The break up is

Unit I : Listening & Writing Skills – 20 marks

Unit II : Reading Skills – 20 marks

Unit III: Speaking Skills – 20 marks

**SEMESTER II**  
**SBE II: SOFTSKILLS - ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS**  
**Common for all UG Courses**  
**(Effective from the Academic Year 2019-2020)**  
**SUBJECT CODE:19UBSBE2** **CREDITS 3**

**OBJECTIVE**

This paper helps the learner to improve his/her speaking skills in a particular situation and also prepares for seeking job.

**UNIT I**

Speaking Skills - Narrating a story or incident

**UNIT II**

Interview Skills – Role play of Interview, Dress Code for Interviews and formal occasions

**UNIT III**

Reading a passage from the prescribed texts of Foundation English II. Voice modulation for direct speech, dialogues will be tested

**STUDY AID**

Language laboratory, Computers Software- power point, Flash

**REFERENCE BOOK**

*A Course in Listening and Speaking Part I* – A Textbook for I Year Undergraduate(Non-Professional) General English Course – V.Sasikumar et al.

**SUGGESTED YOUTUBE VIDEOS**

<https://www.youtube.com/watch?v=nhTcuUvLGOE>

<https://www.youtube.com/watch?v=ncuCMZRG1wo>

<https://www.youtube.com/watch?v=AxTys2C4t68>

<https://www.youtube.com/watch?v=1mHjMNZZvFo>

Internal Marks :40

External Marks – 60 [PRACTICAL PAPER]

The break up is

Unit I : Listening & Writing Skills – 20 marks

Unit II : Reading Skills – 20 marks

Unit III: Speaking Skills – 20 marks

## **PERSONALITY ENRICHMENT**

**SUBJECT CODE: 19UCSBE3**

**SOFTSKILL:III**

**CREDITS : 2**

### **Objectives:**

To make students understand the concepts and Determinants of Personality

To enable students to keep themselves abreast of general knowledge and current information

To bring out creativity and other latent talents with proper goal setting so that self-esteem.

To sharpen memory skills and other study skills which are vital for academic excellence.

To give training for positive thinking, which will keep the students in a good stead at the time of crisis.

### **Unit I :**

Introduction

Definition of Personality

Determinants of Personality biological, psychological and socio-cultural factors.

Misconceptions and Classifications

Need for personality development

### **Unit II :**

Self-awareness and self-motivation

Definition of self, self concept and self awareness

Self analysis through SWOT and Johari window

Definition of Motivation

Types of Motivation

Techniques and strategies for self motivation

Motivation checklist and Goal setting based on the principle of SMART

Self motivation and life

### **Unit III:**

Memory and Decision making

Definition and importance of memory

Causes of forgetting

Techniques of improving memory

The decision making process

### **Unit IV:**

Study skills

Definition of study skills

Characteristics of study skills

Techniques of passing exams

### **Unit-V:**

ASSERTIVENESS

Definition and characteristics

Assertive-submissive-Aggressive differences

Assertiveness skills

### **References:**

1. Mile, D.J. 2004. Power of positive thinking. Delhi: Rohan Book Company.
2. Praveshkumar. 2005. All about self-motivation. New Delhi: Goodwill Publishing House
3. Dudley, D.A. 2004. Double your learning power. Delhi: Konark Press. Thomas Publishing Group Ltd.
4. Lorayne, H. 2004. How to develop super power memory. Delhi: Konark Press. Thomas Publishing Group Ltd.
5. Hurlock, E.B. 2006. Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.

# ENVIRONMENTAL STUDIES

Common for all U.G. Courses

(Effective from the Academic Year 2019 – 2020)

**CODE: 19UCEVS1**

**Unit 1 : Scope and importance of Environmental Science :** Definition, Multidisciplinary nature of environmental science, scope and importance; global environmental problems.

**Unit 2 : Ecosystems:** Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Food chains, food webs and ecological pyramids.

**Unit 3 : Biodiversity and its conservation :** Introduction – Definition : Value of biodiversity: consumptive use, productive use. India as a mega-diversity nation, Hot-spots of biodiversity. Brief account on biodiversity conservation.

**Unit 4 : Environmental Pollution :** Definition – Cause, effects and control measures of :-  
a) Air pollution, b) Water pollution. Solid waste Management : Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution.

**Unit 5 : Social Issues and the Environment :** Water conservation, rain water harvesting. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents. Waste land reclamation.

## Text Books:

1. Environmental Studies (UGC syllabus), Jazym Publications, Trichy.
2. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA.
3. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
4. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi
5. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad India.



## **Soft Skill for the students other than Computer Science**

IV Semester

### **SBE: COMPUTER BASICS AND OFFICE AUTOMATION**

**Code: 19UDSBE4**

#### **COURSE OBJECTIVES**

The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel and Power point. The course is highly practice oriented rather than regular class room teaching.

#### **UNIT - I**

Introductory concepts: History - Generation - Classification - Block diagram - Memory unit – CPU.

#### **UNIT - II**

Input Devices: Key board, Mouse and Scanner. Output devices: Monitor, Printer. Introduction to Operating systems & its features: UNIX – Windows. Introduction to Programming Languages: C, C++ and its features.

#### **UNIT - III**

Word Processing: Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker - Document formatting – Paragraph alignment, indentation, headers and footers, numbering; printing – Preview, options.

#### **UNIT - IV**

Spreadsheets: Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing.

#### **UNIT - V**

Power point: Introduction to Power point - Features – Understanding slide types – creating & viewing slides – creating slide shows. Applying special object – including objects & pictures – Slide transition – Animation effects.

#### **TEXT & REFERENCE BOOKS**

1. Peter Norton, “Introduction to Computers” –Tata McGraw-Hill.
2. Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, “Microsoft 2003”, Tata McGraw-Hill.

Note : All units need an approach through practical exposure

**SEMESTER IV**  
**VALUE BASED EDUCATION**  
**Common for all UG Courses**  
**(Effective from the Academic Year 2019-2020)**

**SUBJECT CODE:19UDVBE1**

**CREDITS 2**

**OBJECTIVE**

The age today is marked by vast technological changes which have wrought widespread transformations in social and cultural conditions. In such a situation Education without values becomes directionless. This paper stresses the importance of inculcating values in the young minds.

**UNIT- I**

**Values**

Definition and Meaning of Values- Human Values, Social Values, Cultural and Religious Values, Ethical Values, Global Values and Spiritual Values

**UNIT-II**

**The Power of Positive Thinking**

‘Building Self-Confidence’-Norman Vincent Peale (From Touchstone: Synergy of Values)

**UNIT-III**

**Leadership: The Challenge of Excellence**

Living Excellence –Anthony Robbins (From Touchstone: Synergy of Values)

**UNIT-IV**

**The Personal Value of Truth and Its Importance**

The Story of My Experiments with Truth - M.K. Gandhi (Chapter 2)

**UNIT V**

**Human Rights**

Human Rights – Universal Declaration of Human Rights – Human Rights violations (From Touchstone: Synergy of Values)

**REFERENCE BOOKS**

- 1) *Touchstone : Synergy of Values* ( Madras University Publication - 2003)
- 2) Swami Vivekananda- *Youth and Modern India*, Ramakrishna Mission, Chennai.
- 3) M.K.Gandhi- *The Story of My Experiments with Truth*, Maple Classic

- 4) Norman Vincent Peale-*The Power of Positive Thinking*
- 5) Martin Meadows- *How to Build Self-Discipline: Resist Temptations and Reach Your Long-Term Goals*
- 6) M.G.Chitakra- *Education and Human Values*, A.P.H Publishing Corporation, New Delhi, 2003.
- 7) Anthony Jay Robbins - *Unlimited Power: The New Science of Personal Achievement*, Free Press New York, 1986 (Pages 408 – 410)
- 8) Ed. Dr. N.Venkataiah. *Value Education*. APH Publishing Corporation, New Delhi, 2007. (Pages 1- 8)

Question Paper Pattern

3 HOURS

75 MARKS

SECTION A - 2x10=20: Answers in one or two sentences

Choice: 10 out of 12

SECTION B - 5x05=25: Answers in 100 words.

Choice: 05 out of 07

SECTION C - 3X10=30: Answers in 500 words.

Choice: 03 out of 05

Questions should be chosen from each unit