



**PROGRAMME**

**BACHELOR OF BUSINESS ADMINISTRATION**

**CURRICULUM AND SYLLABI**

**(For students admitted from the academic year 2015-16)**

**SRM UNIVERSITY**  
**Sikkim**

### BBA Curriculum

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
<b>SEMESTER-I</b>							
Language	LAE1511	English – I	3	1	0	4	3
Core	BBA1512	Managerial Economics	2	2	0	4	4
Core	BBA1513	Financial Accounting	3	2	0	5	4
Core	BBA1514	Organizational Behavior	2	2	0	4	4
General	GEN1515	Environmental Studies [Internal Evaluation]	2	0	2	4	4
Skill	SPD1516	Computer skills[Internal Evaluation]	1	0	2	3	3
<b>TOTAL</b>						<b>24</b>	<b>22</b>
<b>SEMESTER-II</b>							
Language	LAE1521	English – II	3	1	0	4	3
Core	BBA1522	Marketing Management	2	2	0	4	4
Core	BBA1523	Legal system in business	2	2	0	4	4
Core	BBA1524	Business Statistics	3	2	0	5	4
Supportive	BBA1525	Case Study 1 [Internal Evaluation]	0	2	2	4	4
General	GEN1526	Human Rights and Professional Ethics [Internal Evaluation]	2	0	1	3	3
Extension	EX*1527 *will be S/C/Y	NSS / NCC /Yoga [Internal Evaluation]	0	0	2	2	2
<b>TOTAL</b>						<b>26</b>	<b>24</b>
<b>SEMESTER-III</b>							
Core	BBA1531	Human Resource Management	2	2	0	4	4
Core	BBA1532	Management and Cost Accounting	3	2	0	5	4
Core	BBA1533	Management Information Systems	2	2	0	4	4
Elective	BBA1534 / BBA1535	Training and Development / Creativity and Innovation	2	2	0	4	4
General	GEN1536	Value Education [Internal Evaluation]	1	0	2	3	3
Supportive	BBA1537	Case Study 2 [Internal Evaluation]	1	0	2	3	3
Skill	SPD1538	Soft Skills& Verbal aptitude [Internal Evaluation]	0	0	2	2	2

		TOTAL			25	24			
		SEMESTER-IV			L	T	P	L+T+P	C
Core	BBA1541	Production and Operations Management	3	2	0	5	4		
Core	BBA1542	Public Relations	2	2	0	4	4		
Supportive	BBA1543	Operations Research	3	2	0	5	4		
Elective	BBA1544 / BBA1545	Sales Management / Retail Management	2	2	0	4	4		
Skill	BBA1546	Computer Applications in Accounting [Internal Evaluation]	1	0	2	3	3		
Supportive	BBA1547	Case study 3 [Internal Evaluation]	0	0	2	2	3		
Skill	SPD1548	Quantitative Aptitude and Reasoning -1 [Internal Evaluation]	0	0	2	2	2		
		TOTAL					25	24	
		SEMESTER-V			L	T	P	L+T+P	C
Core	BBA1551	Financial Management	3	2	0	5	4		
Core	BBA1552	Total Quality Management	2	2	0	4	4		
Core	BBA1553	Research Methodology	3	2	0	5	4		
Elective	BBA1554 / BBA1555	Services Marketing /Investment Management	2	2	0	4	4		
Skill	BBA1556	Internship (4 weeks)[Internal Evaluation]	0	0	3	3	3		
Skill	SPD1557	Entrepreneurial Development [Internal Evaluation]	0	0	3	3	3		
Skill	SPD1558	Quantitative Aptitude and Reasoning – II [Internal Evaluation]	0	0	2	2	2		
		TOTAL					26	24	
		SEMESTER-VI			L	T	P	L+T+P	C
Core	BBA1561	Logistics and supply chain management	2	2	0	4	4		
Core	BBA1562	Strategic Management	2	2	0	4	4		
Core	BBA1563	Industrial Law	2	2	0	4	4		
Elective	BBA1564 / BBA1565	Information Security Management / Customer Relationship Management	2	2	0	4	4		
Skill	SPD1566	Leadership and Team Management [Internal Evaluation]	0	0	2	2	2		
Skill	BBA1567	Project Work	0	0	6	6	4		
		TOTAL					24	22	

**Case study topics include (but not limited to)**

- **Banking Services**
- **E-Commerce & International Business**
- **Insurance sector**

**Total Credits: 140**

- **Total Number of Hours per week : 30 including Counseling / Library / Digital Reference / Guest Lecture / Co-Curricular Activities**

## SEMESTER I

LAE1511	ENGLISH – I	L	T	P	C
		3	1	0	3

### INSTRUCTIONAL OBJECTIVES

1. To enable students improve their lexical, grammatical and communicative competence.
2. To enhance their communicative skills in real life situations.
3. To assist students understand the role of thinking in all forms of communication.
4. To equip students with oral and appropriate written communication skills.
5. To assist students with employability and job search skills.
6. To improve the LSRW skills in the students
7. To enable the students to understand the Grammar and usage of the language.
8. To make the students culturally fit in the communicative environment.

Listening and speaking skills - Common Errors in pronunciation-Describing the process (respective fields)-Conducting Meetings-Group Discussion-JAM (Just A Minute).

Reading Skill - Reading the newspaper and highlighting the news-Reading Comprehension-Summarizing and note making-Predicting the content.

Writing Skill - Interpretation of Data (flow charts, figures and pictures)-Writing notice, agenda, and minutes of meeting-Writing letters: business letter and informal letter-Writing a Resume and Covering letter-Essay Writing.

Grammar - Tense and Concord-Preposition-Direct and Indirect Speech-Spotting and correcting the errors-Arranging the sentence in sequential order.

The Role of Marketing English for Research - Project proposal-Report Writing-Types of data-Methods of collecting Data -Presentation Techniques.

### REFERENCE BOOKS:

1. Department of English and Foreign Languages. "English for Engineers", SRM University Publications, 2013.
2. Dhanavel, S.P. "English and Communication Skills for Students of Science and Engineering", Orient Blackswan Ltd., 2009.

3. Green, David. "Contemporary English Grammar Structures and Composition." Macmillian Publishers India Ltd, Delhi,
4. Taylor, Shirley, V.Chandra. "Communication for Business. 4<sup>th</sup> Ed. Dorling Kindersly India Pvt. Ltd., 2011.

BBA1512	MANAGERIAL ECONOMICS	L	T	P	C
		2	2	0	4

### **COURSE RATIONALE**

As Economics is the bedrock of business activities, understanding the fundamentals of economics and using its knowledge in managerial decisions is important for modern managers.

### **COURSE OBJECTIVES**

To familiarize the students with the fundamental principles of economics

To make them understand the relevance of economics in business decisions

To help them be equipped with economic tools for business analysis.

**Natural & Scope of Managerial Economics – Significance of Managerial Economics. Demand Analysis – Basic Concepts and Tools for Analysis of Demand – Demand forecasting.**

**Cost Concepts and Cost Analysis – Production Function – Cost Price – Output Relations.**

**Price and Output Decisions under different Market Structures Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Pricing Policy – Pricing Methods and Approaches – Product Line Pricing – Price Forecasting.**

**National Income-definition, measurement – Factors – difficulties in measurement. GDP-NDP-Business cycle- phases – Inflation- types and control measures. Managerial Economics in the Context of Globalization.**

### **REFERENCES**

1. Dr.Sankaran.S, “*Managerial Economics*”, Margham Publications, 1999.
2. Varshney&Maheswari, “*Managerial Economics*”, Sultan Chand & Sons, 2007.
3. Victor L. Mote & Samuel Paul, “*Managerial economics*”, Tata McGraw-Hill Education, 1977

BBA1513	FINANCIAL ACCOUNTING	L	T	P	C
		3	2	0	4

### **COURSE RATIONALE**

The content of this course is designed to impart the basic knowledge of financial accounting theory, standards, principles and procedures to accounting problems and its application in business

### **COURSE OBJECTIVES**

1. Understand the basic accounting concepts and their application in business.
2. Apply the dual-entry recording framework to a series of transactions that results in a balance sheet.
3. Gain knowledge on the preparation of financial statements.
4. Develop the skills needed to analyze financial statements effectively, and
5. Students will be exposed to take decisions on depreciation method to be adopted

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions –Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

Preparation of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings

Classification of errors – Rectification of errors – Preparation of Suspense Account. - Bank Reconciliation Statement (Only simple problems).

**Depreciation – Meaning, Causes, Types – Straight Line Method – Written down Value Method (Change in Method excluded). Insurance claims – Average Clause (Loss of stock only)**

**Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method-Company Accounts-an Introduction –Issue of shares at par, at premium and at Discount - Pro-rata allotment-forfeiture and reissue of shares problems)**

## **REFERENCES**

- 1. Reddy T.S. & A. Murthy, *Financial Accounting*, Margham Publications, 2008.**
- 2. Shukla M.C., Grewal T.S., “*Advanced Accounting*”, Sultan Chand & Sons, 2001.**
- 3. Tulsian, “*Financial Accounting*”, Pearson Education, 2004.**

<b>BBA1514</b>	<b>ORGANIZATIONAL BEHAVIOUR</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>

## **COURSE RATIONALE**

The learners will be able to conceptualize the components of individual and group behaviour, understand the various work situations and apply behavioral techniques.

## **COURSE OBJECTIVES**

After completing this course, learners should be able to:

- 1. Understand the implications of individual and group behaviour in organizational context.**
- 2. Understand the concept of organizational behaviour, the social organization and the diverse environment alongside with the management of groups and teams.**
- 3. Appreciate the concept of organizational culture.**
- 4. Manage conflict amongst groups in a business environment.**
- 5. Comprehend and apply motivational theories in the workplace.**
- 6. Identify changes within organizations and power and politics in organizations.**



**Introduction To Organizational Behaviour – Various Disciplines contributing to OB – Harwthorne Experiment – Foundation Of individual Behaviour – Need And importance Of Organizational Behaviour – Nature And Scope – Framework of Organizational Behaviour**

**Personality – Types – Factors Affecting Personality – Perception – Importance – Factors influencing Perception – Learning – Types of Learning Styles – The Learning Process**

**Motivation – Theories – Importance – Types – Values And Attitudes – Characteristics – Components – Formation And Measurement – Group Dynamics – Group Behaviour – Formation – Types Of Groups – Stages of Group Development – Conflict Management – Nature of Conflict – Types of Conflict**

**Leadership – Meaning – Importance, Leadership Styles – Leaders Vs Managers; Power and Politics – Sources Of Power**

**Organizational Structure and Design – Organization Climate – Factors Affecting Organization Climate – Organization Development – Organization culture – Organization Change – Current Trend in OB**

#### **REFERENCES**

1. PrasadL M., Organizational Behaviour, Sultan Chand & Sons, 1994.
2. Stephen Robbins, “*OrganizationalBehaviour*”, Pearson Education, 2013
3. Bhattacharya, “*Organization Behaviour*”, Oxford University Press, 2013.

<b>GEN1515</b>	<b>ENVIRONMENTAL STUDIES</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>0</b>	<b>2</b>	<b>4</b>

#### **INSTRUCTIONAL OBJECTIVES**

**At the end of this course the learner is expected:**

1. **To gain knowledge on the importance of environmental education and ecosystem**
2. **To acquire knowledge about environmental pollution- sources, effects and control measures of environmental pollution**
3. **To understand the various energy sources, exploitation and need of alternate energy resources. Disaster management**

4. To acquire knowledge with respect to biodiversity, its threats and its conservation and appreciate the concept of interdependence
5. To be aware of the national and international concern for environment for protecting the environment

**Environmental education: Definition and objective. Structure and function of an ecosystem – ecological succession –primary and secondary succession - ecological pyramids – pyramid of number, pyramid of energy and pyramid of biomass.**

**Pollution – Air, water, soil –causes and effects and control measures. Specifically: acid rain, ozone layer depletion, greenhouse gas effect and global warming. Waste management: prevention and control measures of solid waste. (General).**

**National concern for environment: Important environmental protection Acts in India – water, air (prevention and control of pollution) act, wild life conservation and forest act .Functions of central and state pollution control boards. Issues involved in enforcement of environmental legislation.**

**Genetic, species and ecosystem diversity – bio diversity hot spots - values of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - threats to biodiversity: habitat loss, poaching of wildlife – endangered and endemic species of India, Conservation of biodiversity: in-situ and ex-situ conservations.**

**Energy resources and their exploitation. Conventional energy sources: -coal, oil, biomass and nature gas (overview) - over- utilization... Non-conventional energy sources: hydroelectric power, tidal, wind, geothermal energy, solar collectors, photovoltaic, nuclear-fission and fusion. Energy use pattern and future need projection in different parts of the world, energy conservation policies.**

**Natural and Manmade disasters -types, causes, onset, impacts. (Viz. earthquake, flood, drought, cyclone, tsunami, volcanic, landslide, industrial accidents.). Forecasting and managements**

## **REFERENCES**

1. Jeyalakshmi.R, "*Principles of Environmental Science*", 1st Edition, Devi Publications, Chennai, 2006.
2. De.A.K., "*Environmental Chemistry*", New Age International, New Delhi, 1996.
3. Sharma.B.K. and Kaur, "*Environmental Chemistry*", Goel Publishing House, Meerut, 1994.
4. Dara S.S., "*A Text Book of Environmental Chemistry and pollution control*", S.Chand& Company Ltd., New Delhi, 2004.
5. Dr.RahavanNambiar, "*Textbook of Environmental studies*. SciTech Publication (India) Pvt.Ltd.Second edition

SPD1516	COMPUTER SKILLS	L	T	P	C
		1	0	2	3

#### **INSTRUCTIONAL OBJECTIVES:**

At the end of this course the learner is expected:

1. To gain knowledge on the basic computer system
2. To understand the MS-WORD.
3. To acquire knowledge with respect to MS-EXCEL
4. To learn the basics of MS-POWERPOINT and ACCESS.

**Introduction to Computer Systems - Applications of Computers in Business – Types of Computers and Electronic devices – An overview of operation system – Single user systems – Multi user Systems – Assembler – Translator – Compiler – Different Computer Language.**

**The Word Processor - Creating a Document -Opening a Document -Laying Out the Page-Setting paper size, margins, and orientation -Creating headers and footers -Numbering pages -Entering and Editing Text-Modifying text-Moving and copying text -Finding and replacing text -Correcting mistakes automatically-Printing -Adding character to your characters -Planning Your Paragraphs-Aligning paragraphs -Spacing your lines -Making Lists -Bulleting lists-Numbering lists-Using a style -Creating a style - tables and columns**

**The Spreadsheet- Creating a Spreadsheet -Inputting Your Data -Entering your data -Editing your data -Filling cells automatically -Managing Columns and Rows-Copying, pasting, cutting, dragging, and dropping your cells -Adding the**

**Art -Formula Basics-Adding, Subtracting, and More -Adding and other arithmetic -Adding with the Sum function -Rocketing into Orbit with Functions Using the AutoPilot: Functions dialog box -Editing functions -Entering functions manually -Copying and pasting formulas -Creating formula arrays - Recalculating formulas -Creating Magic Formula-Nesting functions -Creating conditional formulas**

**The Power Point Presentation - Creating a Presentation -Opening an existing presentation -Adding Slides -Adding text to a slide -Saving Your Presentation for Posterity - Making Presentations Picture Perfect -Adding Images -Clipping art -Drawing objects -Coloring Backgrounds -Creating a plain-colored background -Creating a gradient background -Hatching a background -Using a bitmap image as a background -Creating 3-D text-Inserting 3-D objects - Animating Impressively -Using Text Effects Effectively -Creating Animation Effects -Creating Animated GIF files -Adding Slide Transition Effects - Showing a Presentation -Setting slide timing -Hiding slides -Specifying slide show settings -Delivering a Slide Show .**

**Ms-Access - Database development-Creating Access tables-Setting the primary key-Manipulating tables-Entering data with access forms-Selecting data with queries-Creating a multiple queries-Presenting data with access reports.**

**Operating system and fundamentals  
Computer Networks and Internet**

#### **REFERENCE BOOKS:**

- 1. Sinha P.K. & Sinha Priti, Computer Fundamentals, BPB Publications, 2007**
- 2. Vishnu P. Singh, “Ms Office 2007”, BPB Publications, 2007.**
- 3. Ananthi Sheshasaayee, Sheshasaayee G., “Computer Applications in Business & Management”, Margham publishers, 2004.**
- 4. Lisa A.Bucki, John Walkenbach, Faithe Wempen Michael Alexander and Dick Kusleika, “Mirosoft office 2013 Bible”, Wiley India Pvt. Ltd., 2013**

## **SEMESTER II**

LAE1521	ENGLISH – II	L	T	P	C
		3	1	0	3

**INSTRUCTIONAL OBJECTIVES:**

1. To cater to the essential aspects of communication skills thereby creating a congenial class room atmosphere, leaving enough scope for confident interactions and free flow of individual thoughts.
2. To enable the students understand the various modes of communication.
3. To make students aware about the etiquettes of communication.
4. To enhance communicative competence among the students.
5. To help the students to survive in culturally different environment by using apt communicative skills.
6. To assist students understand the role of thinking in all forms of communication.

**Understanding Communication - Communication: Its importance- Cross-Cultural Communication- Effective Listening- Corporate Communication- Business Communication Aids- Building Communicative Competence.**

**verbal and non verbal communication - Face to face Communication- Communicating with the group- Communicating during business meetings- Job interview- Team Presentation- Body Language and eye contact- Dress Code- Personal Grooming.**

**Use Of Language - Formal usage of language- Usage of jargons- Correct choice of words- Tones, intonations, stress.**

**Electronic Communication - Use of internet- Writing e-mails and e-mail etiquette-Communicating over the telephone and Telephone Etiquette-Fax - The Impact of e-mails on business.**

**Surviving In the Work place through Communication - Balancing work life through communication-The impact of different people on work life balance- Life demands-Strategies of balance.**

**REFERENCE BOOKS:**

1. Quintanilla, Kelly M., Shawn T. Wahl. "Business and Professional Communication." SAGE Publication India Pvt Ltd, Delhi, 2011.
2. Raman, Meenakshi, Prakash Singh. "Business Communication." 2<sup>nd</sup> Ed. Oxford University Press, Delhi, 2012.
3. Taylor, Shirley, V.Chandra. "Communication for Business. 4<sup>th</sup> Ed. Dorling Kindersly India Pvt. Ltd., 2011.

BBA1522	MARKETING MANAGEMENT	L	T	P	C
		2	2	0	4

### **COURSE RATIONALE**

Marketing is the process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing contributes to the fundamental objectives of Businesses namely survival, profits and growth. This course will empower students with the Marketing skills.

### **COURSE OBJECTIVES**

The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices and develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans.

**Defining Marketing in 21<sup>st</sup> Century-Fundamentals of marketing- Role of Marketing – Relationship of Marketing with other functional areas – concept of marketing mix – Marketing approaches – Various Environmental factors affecting the marketing functions – E- Marketing – Direct Marketing**

**Buyer Behavior – Consumer goods and Industrial goods – Buying motives – Factors influencing buyer Behavior – Market segmentation – Need and basis of Segmentation – Targeting – Positioning.**

**Sales Forecasting – Various methods of sales forecasting**

**The Product – Characteristics – Benefits – classifications – consumer goods – industrial goods – New Product Development process – Product Life Cycle – Branding – Packaging – Labeling – Warranties & Guarantees**

**Pricing – Factors influencing pricing decisions – pricing objectives – pricing policies and procedures – Types of Pricing Strategy**

**Physical Distribution: Importance – Various kinds of marketing channels – distribution problems – Sales management: Motivation, Compensation and Control of salesman.**

**A brief overview of: Advertising – Publicity – Public Relations – Personal Selling – Direct selling and Sales promotion.**

**REFERENCES**

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, MithileshwarJha, Marketing Management: A South Asian Perspective, Pearson Prentice Hall, 2008
2. RajanSaxena, “Marketing Management”, Tata McGraw-Hill Publishing, 2002.
3. Ramaswamy&Nmakumary-Marketing Management-Global Perspective-Indian Context-Mac Millon India Ltd

<b>BBA1523</b>	<b>LEGAL SYSTEM IN BUSINESS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>

**COURSE RATIONALE**

Students will gain an understanding of basic business legal vocabulary. The course will include an understanding of the legal system related to business administration. Students will gain an understanding of contract law, their rights and responsibilities as citizens, utilization of financial transactions, employment and agency relationships, and the regulations governing different types of business organizations.

**COURSE OBJECTIVES**

1. To impart basic knowledge of the Indian Industrial legislations.
2. To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals.
3. To familiarize with the different concepts and practices of the Public Relations in organizations.

**Introduction and Meaning – Law of contract –Elements of contract: Offer and Acceptance-Capacity of parties-Consideration-Free Consent-Legality of Object-Discharge of Contract- Quasi contract – Special Contracts-indemnity and guarantee – Bailment & Pledge**

**Sale of Goods Act –Transfer of Property Act.**

**Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Debentures- Winding up.**

**The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.**

**Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – Reserve Bank of India – Information Technology Agreement ITA . Competition act.**

**REFERENCES**

1. Sumathi S & SaravaneI P, *Legal Aspects of Business*, Himalaya Publishing House, 2003.
2. Kapoor N.D., *“Business Law”*, Sultan Chand & Sons, 2005.
3. Kapoor N.D., *“Elements of Law”*, Sultan Chand & Sons, 2006.

BBA1524	BUSINESS STATISTICS	L	T	P	C
		3	2	0	5

**INSTRUCTIONAL OBJECTIVES**

To understand quantitative methods and statistical tools to business problems which would enable to take decisions and quantify various business plans.

**MATRICES**

Definition and types of matrices – algebra of matrices – multiplication of two matrices – inverse of a matrix – solution of simultaneous equations using matrix method – Cramer’s rule.

**COMMERCIAL MATHS AND PROBABILITY**

Percentage – ratio and proportion – simple interest and compound interest – profit and loss, Mark price-Discounts(simple problems only)-Index numbers-Chain Base and Fixed based index numbers-Methods of Constructing cost of



living index-Probability-concepts-Addition and Multiplication theorems-Conditional Probability-Bayes Theorem.

### FREQUENCY DISTRIBUTION and MEASURES OF CENTRAL TENDENCY & DISPERSION

Introduction of statistics – meaning of data – discrete variates – continuous variates – formation of frequency distribution – charts & graphs- Arithmetic mean – median – mode – definition – calculations – quartile – decile – percentile – range – Q.D – S.D – variance and coefficient of variation.

### TIME SERIES

Time Series – Components of Time series-Fitting straight line trend-Demand Forecasting

### CORRELATION & REGRESSION

Simple correlation analysis – Karl Pearson’s coefficient of correlation – spearman’s rank correlation coefficient – simple regression analysis.

### REFERENCES

1. Sancheti D.C.and KapoorV.K., Business Mathematics, Sultan Chand & Sons, 1993.
2. Gupta M.P. & GuptaS.P., “*Business Statistics*”, 16th Edition, Sultan Chand Publications, 2008.
3. Vittal P.R., “*Business Mathematics*”, Margam Publishers, 2003.

BBA1525	Case Study 1	L	T	P	C
		0	2	2	4

### INSTRUCTIONAL OBJECTIVES

After undergoing the practices of the skills learners will be able to:

1. Understand the practical applications of the given topic
2. Know the methods of operation of given topic

GEN1526	HUMAN RIGHTS AND PROFESSIONAL ETHICS	L	T	P	C
		2	0	1	3

**INSTRUCTIONAL OBJECTIVES:**

**At the end of this course the learner is expected:**

- 1. To gain knowledge on ethical practices around the world.**
- 2. To understand and imbibe ethical values which are important in furthering one's professional life in workplaces**

**Human Values - Types- morals- ethics- integrity- work ethics- service learning- virtues- respect for others- honesty- courage- commitment- empathy- challenges in the workplaces- character- spirituality- corporate excellence.**

**Variety Of Moral Issues - Types of inquiry- Moral dilemmas- Moral autonomy- Kohlberg's theory- Gilligan's theory- consensus and controversy- Models of professional roles- Theories about right action.**

**Self Interest - Customs and religion- Use of ethical theories- Valuing time- Cooperation codes of ethics- Outlook on law- The challenger case study.**

**Safety and Risk - Assessment- Responsibility and rights- Risk benefit analysis- Reducing risk- The three mile island and Chernobyl case studies.**

**Global Issues- Multinational corporations- Environmental ethics- Computer ethics- Weapons development and ethics- Moral leadership.**

**REFERENCE BOOKS:**

- 1. Naagarajan R S A "Textbook on Professional Ethics and Human Values, New Age International", New Delhi 2006.**
- 2. Mike Martin. Ethics in Engineering, McGraw Hill, New York 1996.**

<b>EX1527</b>	<b>NSS/NCC</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>

**To imbibe in the minds of students the concepts and benefits of NSS /NCC and make them practice the same**

## SEMESTER III

BBA1531	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		2	2	0	4

### **COURSE RATIONALE**

The course aims at equipping learners with the analytical and conceptual skills necessary to interpret the nature, forms and incidences of human resources management (HRM) and the key issues facing organizations in their attempts to develop and implement HRM policies.

### **COURSE OBJECTIVE**

After completing this course, learners should be able to:

1. Understand the concept of Managing Human Resources and work
2. Identify effective Human Resources practices
3. Understand the importance of HPR, Training, and performance appraisal

**Meaning, Nature and Scope of HRM – Personnel Management Verses HRM-Importance of HRM-Functions of HRM-Classification of HRM Functions**

**Basis for HRP – Meaning and Objectives of HRP – Benefits of HRP – Factors affecting HRP – Process of HRP – Problems of HRP**

**Recruitment – Job Analysis – Purpose – Job Description – Job Specification – Recruitment policy – Centralized /decentralized recruitment – Sources of-Factors affecting Recruitment – Recruitment Process – Recruitment Vs Selection – Selection Procedure – Placement – Induction – Objectives – Advantages**

**Training & Development – Purpose – Need – Importance – Techniques (on the job & off the job) – Evaluation – Benefits – Management Development Programme – Job Enlargement – Job Enrichment – Job Evaluation – Meaning – Purpose – Techniques.**

**Performance Appraisal – Need – Importance – Techniques – Benefits – Career Planning –Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Advantages**

### **REFERENCES**

1. Aswathappa K, Human Resource Management, Tata McGraw Hill, New Delhi, 2013
2. Rao, V. S. P. “*Human Resource Management*”, Pearson, New Delhi, 2005.
3. Cascio, W. F., “*Managing Human Resources*”, Tata McGraw Hill, New Delhi, 2010

BBA1532	MANAGEMENT AND COST ACCOUNTING	L	T	P	C
		3	2	0	4

### **COURSE RATIONALE**

This course is designed to equip you with the knowledge of concepts and the ability to apply techniques of cost and management accounting, in order to be able to contribute to the success of a firm. Cost and Management accounting has evolved from being purely concerned with the recording and measurement of costs, to supporting decision makers in their daily and strategic decisions.

### **COURSE OBJECTIVES**

On completion of this course students would be able to demonstrate knowledge and understanding of

1. Understand contemporary developments in cost and management accounting practice
2. Understand contemporary approaches to cost and management accounting research
3. Critically evaluate different management accounting approaches

**Cost Accounting: Definition, Meaning and objectives – Distinction between Cost and Financial Accounting. Elements of cost and preparation of cost sheets. Management Accounting – Definition and objectives – Distinction between management and cost accounting**

**Materials: Stores Records – Bin Card – Stores Ledger-First in First Out(FIFO) and Last in First Out(LIFO), ABC Analysis – Economic Ordering Quantity – Maximum, Minimum and Reordering levels.**

**Labour: Importance of Labour Cost Control – Various Methods of Wage Payment –Time Rate System, Piece Rate system-premium and Bonus Plans.**

**Overheads: Classification – Allocation and Apportionment of overheads- primary Distribution of Overheads- Secondary Distribution of Overheads. Including 'Machine Hour Rate'**

**Funds Flow and Cash Flow Analysis: Schedule of changes in working capital – Preparation of 'funds flow statement'-Preparation of 'Cash Flow Statement' – Importance of funds flow and cash flow Analysis – Difference between funds flow and cash flow.**

**Ratio Analysis: Utility and limitations of Accounting Ratios – calculation of Accounting Ratios – Ratio Analysis for Liquidity, Solvency, Profitability and Leverage.**

**Marginal Costing: The Concept – Break Even Analysis – Break – Even Chart – Cost Volume Profit Analysis- Break Even Point –Margin of Safety. Budget and Budgetary Control: Preparation of different types of Budget – Production, Cash and Flexible Budget**

#### **REFERENCES**

- 1. Reddy T.S. &Y.Hariprasad Reddy, Cost Accounting, Margham publishers, 2003.**
- 2. IyengarS. P., Cost Accounting: Principles and Practice, Sultan Chand & Sons, 1980.**
- 3. Bhar B.K., Cost Accounting: Methods and problems, Academic Publishers, 1970.**

<b>BBA1533</b>	<b>MANAGEMENT INFORMATION SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>

#### **COURSE RATIONALE**

**This course is intended to give a basic idea about Information Systems and the need to study the same from the management perspective. The different units are intended to expose the students to the various aspects like the transformation of today's businesses with the advent and use of Information Systems, need for security of Information Systems, and the ethical and social issues involved in the use of Information Systems.**

#### **COURSE OBJECTIVES**

After studying this course learners will be able to:

1. To learn the design, development and security of Management Information Systems
2. To understand the various ethical and social issues in using Information Systems
3. To gain knowledge in various Decision Support Systems
4. To learn the major importance of Information Systems in doing Business effectively
5. To employ TALLY for effective accounting and financing performance in the organization.

Definition of Management Information System – MIS support for planning, organizing and controlling – Structure of MIS – Information for decision – making.

Concept of System – Characteristics of System – Systems classification – Categories of Information Systems – Strategic information system and competitive advantage

Computers and Information Processing – Classification of Computer – Input Devices – Output devices – Storage devices – Batch and online processing. Hardware – Software. - Database Management Systems.

Decision Support Systems – Definition. Group Decision Support Systems – Business Process Outsourcing – Definition and function.

Fundamentals of Accounting – Creating Masters in TALLY – Vouchers entry and generation of reports – Tally vault and security controls

## REFERENCES

1. Dr. Rajagopalan S.P, Management Information System, Margham Publishing, 1998.
2. Mudrick & Ross, “*Management Information Systems*”, Prentice-Hall of India, 2007.
3. Gordon B. Davis, Margrethe H. Olson, “*Management Information Systems*”, Mcgraw-hill, 1976.

BBA1534	TRAINING AND DEVELOPMENT	L	T	P	C
		2	2	0	4

## **COURSE RATIONALE**

This course, Training and Development reflects on the blended approaches to training delivery, team task analysis, just-in-time learning, rapid e-learning, new approaches to training evaluation and improving the transfer of training.

## **COURSE OBJECTIVES**

By the end of this course learners will be able to:

1. Understand the concepts, principles and process of training and development
2. Develop an understanding of how to assess training needs and design training programmes in an Organisational setting
3. Familiarize with the levels, tools and techniques involved in evaluation of training effectiveness.

**Introduction to Employee Training and Development – Designing Training – Needs Assessment – Training Process – Conceptual Models**

**Pre Training- Expectations and Motivations -Training – Exposure to opportunities for learning Training Process for the Participant’s Organization – Pre Training-objectives, and Motivation, Training Post Training Support and organizational, Adjustments**

**Training Strategy – External – Establishing Training Goals – Defining Training specifications. Internal – Organizing Training Inputs – Pre Training Phase – Organizational collaboration through clarifying needs – Individual Motivation**

**Training methods training requirements, business, game lab training, Training for Personnel and OD, Incidents Cases, Seminars and Lectures, Sampling Real Life, Role Playing Sensitivity Training, In Basket, Designing the Programme-Building Training Groups.**

**Training phase – Developing the Group – Social Process – Standards of Behaviour – Indicators of Group Development, Post Training Phase – Support and Evaluation – Input Overload – Unrealistic Goals – Linkage Failure – E-Learning and Use of Technology in Training – Employee Development**

## **REFERENCES**

1. Raymond Noe, *Employee Training & Development*, Tata McGraw Hill, 2011.
2. Dr. Ratan Reddy, *“Effective HR Training Development Strategy”*, HPH, 2005.
3. Mathews. S. *“Designing and Managing a Training and Development Strategy”*, Pearson, 2005.

BBA1535	CREATIVITY AND INNOVATION	L	T	P	C
		2	2	0	4

### **COURSE RATIONALE**

The course introduces students to areas of business management. It provides a wealth of creative and innovative ideas and resources for business owners and managers essential to keep business running smoothly and further take it to the next level.

### **COURSE OBJECTIVES**

The course aims at enabling students to:

1. Learn a range of creative thinking tool and how to practically apply these to the innovation and entrepreneurial process.
2. Develop an appreciation of the personal and organizational factors that influence organizational creativity and innovation, and how to influence them.
3. Acquire innovation team leadership and facilitation skills that will prepare them to lead teams to achieve breakthrough creativity and problem solving.

**Introduction to Creativity and Innovation-** The process of Technological Innovation. Need for Creativity & Innovation. Organization and personal factors to promote creativity.

**Creativity-** Creativity and analytical skill-Difference between Creativity and Analytical skill-Creativity and Problem Solving – Obstacles- Brain storming – Different Techniques for Creative Intelligence.

**Collection of Ideas for new products -Ideas to Projects. Purpose & Types. National Mission Projects. Selection Criteria for Projects.**



**Analysis methods. – Project Evaluation Techniques. – Factors associated with evaluation.**

**Planning and Organization of National Projects. – Quality standards. - Marketing Research.**

### **TUTORIAL**

**01: Creative designs.**

**02: Model preparation.**

**03: Testing of models and Cost evaluation.**

**04: Patent application & Patent evaluation.**

### **INDICATIVE SOURCES**

- 1. T.Buzan, The ultimate Book of Mind Maps, Thorsons, 2005.**
- 2. E.de Bono, Six Thinking Hearts Penguin Books, 1999.**
- 3. Managing Creativity and Innovation, Harvard Business Press, 2003.**

<b>GEN1536</b>	<b>VALUE EDUCATION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>1</b>	<b>0</b>	<b>2</b>	<b>3</b>

### **INSTRUCTIONAL OBJECTIVES:**

**To define values understand its broad implications in life.**

**To demonstrate an acknowledgement and acceptance of the realities of diversity(ethnicity, culture, spirituality/religion)**

**To develop an understanding of how values influence decision making and behavior**

**To recognize the need to live together in atmosphere of peace and contributing to sustainable development**

**To familiarize the students with the concepts of “right” and “good” in individual and social context**

**To develop in them the sense of respect for the teachings and values of every Religion.**

**To understand the core value and sub value in cross-cultural context.**

**Ethics (Axiology) - To familiarize the students with the concepts of “right” and “good” in individual and social context - Help him/her determine what action or life is best to do or live - Right conduct and good life**

Explications for how a highly, or at least relatively highly, valuable action may be regarded as ethically "good", and an action of low, or at least relatively low, value may be regarded as "bad" - Value systems- Positive and negative value.

Behavioural Psychology - Perceptual,Cognitive and Emotional Development (friendships, peers, mora development) - Emotions revealed and Emotions assessed - EQ Tests.

Humanism - Cross Cultural Learning - Inclusive humanism - The inclusive sensibility of all species, planet and lives - Animalism - theory of evolution - Religious Values (Reference to World Religion).

Ethnical And Social Issues - Perspective Discussions - Movies related to ethnical and social issues will be aired - Videos related to value inculcation will be aired.

**REFERENCE BOOKS:**

1. Moral Element by Dr. Shanthichitra, Published by Department of English, FSH,SRM University, Chennai
2. Collective Learning for Transformational Change by Valerie A. Brown, Judith A.Lambert.
3. Defining the Humanities by Robert Proctor.
4. The Moral Animal by Robert Wright.

<b>BBA1537</b>	<b>CASE STUDY 2</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>1</b>	<b>0</b>	<b>2</b>	<b>3</b>

**INSTRUCTIONAL OBJECTIVES**

After undergoing the practices of the skills learners will be able to:

3. Understand the practical applications of the given topic
4. Know the methods of operation of given topic

<b>SPD1538</b>	<b>SOFT SKILL AND VERBAL APTITUDE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>

**INSTRUCTIONAL OBJECTIVES**

**To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career**

**Self-analysis - Attitude perceptions– Positive approach to challenges.**

**Change management – ideas & approach -Goal setting – vision -**

**Time management planning - Entrepreneurial skills Leadership skills -**

**People management – team work, leadership.**

**Decision making –**

**problem identification**

**Verbal communications- Synonyms - Antonyms - Idioms and phrases - Sentence completion - - Sentence correction - Reading comprehension -**

**Case studies (Topics: Current affairs across all related fields - and other such topics of the general criteria)**

### **Text Book**

**Career Development Department. “INSIGHT.” SRM University.**

### **REFERENCE BOOKS:I**

- 1. Mitra, Barun K. “Personality Development and Soft Skills.” Oxford University Press, Delhi , 2013.**
- 2. Managing Soft Skills for Personality Development. Ed. B. N. Gosh. Tata McGraw Hill Education Pvt Ltd,**
- 3. Kumar, Sujit. “The Pearson Guide to Verbal Ability for the CAT and Other MBA Examinations. Pearson Publication, 2013.**
- 4. Sharma, Arun., Meenakshi Upadhya “How to Prepare for Verbal Ability and Reading Comprehension for CAT. McGraw Hill Education (India) Private Limited; 4 edition, 2011.**

## SEMESTER IV

<b>BBA1541</b>	<b>PRODUCTION AND OPERATIONS MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>2</b>	<b>0</b>	<b>4</b>

### **COURSE RATIONALE**

Production and operations typically involves the greatest portion of the company's employees and is responsible for a large portion of the firm's capital assets. This course is aimed at introducing students with the basic concepts, theories and practices of production and operations functions. It focuses on the problems that frequently confront production/operations managers.

### **COURSE OBJECTIVES**

To enable students understand the principles, practices and areas of application in shop floor management.

### **INTRODUCTION**

Nature of Production – Production as a system, organizational function – Decision making in production – Characteristics of modern production and operations functions -organization of production function – Recent trends in Production and Operation function-Methods of Manufacturing – Intermittent, Continuous, Flexible Manufacturing systems – Comparison of various manufacturing system – Characteristics of Modern Manufacturing – Operations in the Service sector- Manufacturing Vs Service operations

### **FACILITIES LOCATION AND LAYOUT**

Introduction to plant location – Location need analysis – Factors affecting plant Location decision – Comparison of site location area – Introduction to Plant layout – Essentials of good plant Layout – Types of Layout – Process, Product, Fixed Position, Group and Cell Layout.

### **MATERIALS HANDLING SYSTEM AND DESIGN OF WORK SYSTEM**

Introduction -Elements of Material Handling System – Principles of Material Handling System, Unit Load Concept – Selection of Material Handling System – Types of Material Handling Equipment – Work study – Method study and Work Measurement- Numerical Problems

## **MAINTENANCE MANAGEMENT AND STATISTICAL QUALITY CONTROL**

**Introduction – Areas of Maintenance – Types of Maintenances – Planning and scheduling of Maintenance – Control of Maintenance – Introduction to SQC – Inspection and Quality Control – Statistical Quality Control – Types of Control Charts for Variables and Attributes – Numerical Problems**

## **PURCHASE AND STORES MANAGEMENT**

**Introduction – Objectives, Functions, Purchasing cycle and Purchase Policies – Vendor rating – Vendor Rating Methods – Numerical Problems in Vendor Rating – Introduction to stores management – Stores Location – Stores Layout – Stock Verification and Documents pertaining to purchase and stores management.**

## **REFERENCES**

- 1. K.Aswathappa,K.ShridharaBhat ., Production and Operations Management, Himalaya Publishing House, 2014**
- 2. PaneerselvamR., “Production and Operations Management”, PHI Learning Private limited, 2013.**
- 3. SaravanaVelP., “Production and Operations Management”, Margam publishers, 2010**

<b>BBA1542</b>	<b>PUBLIC RELATIONS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>

## **COURSE RATIONALE**

**The course aims a comprehensive study of public relations including identifying and reaching internal and external publics; dealing with print and electronic media; advertising, printing, direct mail; and preparing a public relations plan and budget.**

## **COURSE OBJECTIVES**

**Upon successful completion of this course, learners will be able to:**

- 1. Understand the distinction between public relations and advertising as well as between publicity/press agencies.**
- 2. Evaluate and analyse the ethical and legal responsibilities of the PR writer**
- 3. Analyse and evaluate the use of specific language to bring about desired results, e.g., the language of news writing, advertising copy, and direct mail appeals.**

**Public Relations – definition – essentials of good public relations – public relations for commercial organization.**

**Public Relations officer’s (PRO’S) role – responsibilities –press relation – preparation of material for the media – news and news reporting – editorial reviews – articles – public relations department.**

**Training of public relations officers – PR society of India – Indian Institute of mass communication – Indian press – Trade fair authority of India.**

**Book Publications in India – Role of publishers, distributors and booksellers – electronic media – radio – television – house journals – documentary films – mobile film shows – film censorship – guidelines – Exhibition and trade fair – consumer and marketing fair – photography – folk dance – sponsorship programme – music festivals – Crisis Management.**

**Ethics and challenges of public relations - international public relations association (IPRA) – code of conduct – the European code of professional conduct**

**REFERENCES**

- 1. SengupthaS., Management of Public Relations, Vikas Publishing House, 2011.**
- 2. “Public Relations Problems and Prospects with Case Studies”, Anil baby, Space Age Publications, 2010.**
- 3. Frason P. Seital, E Charler, “The Practice of Public Relations”, Merial Publishing Company, Columbus, 2012.**

<b>BBA1543</b>	<b>OPERATIONS RESEARCH</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>2</b>	<b>0</b>	<b>4</b>

**COURSE RATIONALE**

- 1. Operations Research is the study of scientific approaches to decision-making. Through mathematical modeling, it seeks to design, improve and operate complex systems in the best possible way.**

2. The module covers topics that include: linear programming, transportation, assignment, dynamic programming and integer programming.

### **COURSE OBJECTIVES**

1. To introduce the students how to use variables for formulating complex mathematical models in management
2. To provide the students with opportunity of using various software package for solving linear programming and integer programming models
3. To introduce the students to the use of basic methodology for the solution of linear programs and integer programs.

**Operations Research – Meaning, Scope, Nature, Role Characteristics and Modelling.**

**Linear Programming – Formulating a linear programming model – graphical solutions – standard form – simplex method – Big “m” Method (Simple Problems Only)**

**Transportation and Assignment Problems – Unbalanced Unlearned – Degeneracy Maximizing of Profits – Difference between Transportation and Assignment Problems.**

**Theory of Games – Characteristics – Pure Strategies – Saddle Point – Value of the game – Mixed Strategies – Rules of Dominance – Two Persons Game – 3 x 3 persons game – Graphical Solutions of 2 x M and N x 2 game (excluding (LPP) – Limitations.**

**Queuing Theory – Meaning – Elements of Queuing System – Single Channel model only. Network Analysis – PERT/CPM – Objectives, Advantages and limitations, Similarities and dissimilarities (excluding crash cost method).**

### **REFERENCES**

1. Kothari C R, *Quantitative Techniques*, Vikas Publishing House, 2009.
2. Sharma J.K., *“Operations Research”*, Macmillan India Limited, 2012
3. Pannerselvam R., *“Operations Research”*, Prentice Hall India Private Limited, 2011.

<b>BBA1544</b>	<b>SALES MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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### **COURSE RATIONALE**

This course aims to introduce the fundamental concepts in Sales management from an organizations viewpoint.

### **COURSE OBJECTIVES**

1. After this course the learner will be able
2. To understand selling, setting achievable selling objectives.
3. To estimate market and sales potential
4. To set up a sales organization and lead sales personnel in implementing selling plans
5. To achieve three general objectives of any organization namely sales volume, Contribution to profits and continuing growth.

**Sales Management – Objectives – Types of Personal Selling objectives – Market Potential – Sales potential – Sales Forecast – Analyzing Market Potential – Market Indexes – Sales Forecasting Methods**

**Nature of Sales Management Positions – Functions of the Sales Executive – Qualities of Effective Sales Executives –Sales Organization – Purpose -Setting up a Sales Organization – Basic types of Sales Organizational Structures – Organization of the sales department – Schemes for dividing Line Authority in the Sales Organization**

**Sales Force Management – Job Analysis – Job Description – Organization for Recruiting and Selection –Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .Training, Motivation And Compensation Of Sales Force :Building Sales Training Programs –Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs**

**Motivation – Motivational Help from Management – Requirements of a Good Sales Compensation Plan – Devising a Sales Compensation Plan – Types of Compensation Plans – Fringe Benefits.**

**The Sales Budget: Purpose of the Sales Budget – Form and Content – Budgetary Procedure – Quotas: Objectives in using Quotas – Types of Quotas and Quota-Setting Procedures – Sales Territories: Sales Territory Concept –**



## Reasons for Establishing Sales Territories – Procedures for Setting up Sales Territories – Routing and Scheduling Sales Personnel.

### REFERENCES

1. Richard R. Still, Edward W.Cundiff& Norman A.P.Govoni, “*Sales Management*”, Prentice Hall of India, 2001.
2. Ramneek Kapoor, “*Fundamentals of Sales Management*”, Macmillan, 2008.
3. Inagram, LaForge, Avila,Schwepker Jr., Williams, “*Sales Management*”.

BBA1545	RETAIL MANAGEMENT	L	T	P	C
		2	2	0	4

### COURSE RATIONALE

Retail industry is one of the largest sectors worldwide that has a tremendous impact on economy. This course is structured to empower students by the right kind of wisdom, Nuances and confidence that the industry demands in the Global Retail business operations.

### COURSE OBJECTIVES:

1. To introduce the Scope and significance of Retail industry, Trends and Challenges.
2. To enlighten on Retail Strategies, Opportunities and Competitive advantage.
3. To comprehend knowledge on all areas of Retail business operations.

Introduction to Retail: Functions of a Retailer, Characteristics of Retailing, Categorizing Retailers-Types of retailers-Multichannel Retailing,The rise of Consumerism and the rise of retailer, Social and Economic Significance of retailing, The global Retail market: Issues and challenges-Retail as a Career: Buying and Merchandising, Marketing, Store Operations, Sales, Finance, Human Resources, Technology and E-commerce, Visual Merchandising, Supply chain Management and Logistics-Retail in India: Challenges to Retail development in India.

Retailing Strategy: Retail Market Strategy, Target Market and Retail Format-Building Sustainable Competitive Advantage-Growth strategies-Global Growth

**opportunities-The strategic Retailing Planning Process-Retail locations-Information Systems.**

**Merchandise Management: Process Overview-The Buying organization, Merchandise Category, Evaluating Merchandise Management Performance, Types of Merchandise Management Planning Processes, Forecasting Sales, Developing an Assortment Plan, Setting Inventory And Product Availability Levels-Merchandise Planning Systems-Methods of Merchandise procurement: Merchandise Sourcing, Strategic Relationships.**

**Retail Pricing: Concept and considerations in setting Retail prices, Pricing Strategies, Pricing Techniques, The Internet and Price Competition. Retail Communication Mix: Communication programs, Methods of Communicating with Customers, Planning, Implementing and Evaluating Retail Communication Programs**

**Store Management: Recruiting, Orientation and Training, Motivating, Evaluating, Compensating and Rewarding Store employees, Controlling Costs and Inventory Shrinkage-Store Layout, Design and Visual Merchandising: store Design and Retail strategy, Space management, Visual merchandising, Atmospherics, Web Site Design. Customer Service: Setting Service Standards, Meeting and exceeding service standards, Service recovery.**

## **REFERENCES**

- 1. ChetanBajaj,Rajnishtu li, NidiVarmaSrivastava,Retail Management, Oxford University Press, 2010.**
- 2. Swapna Pradhan, “Retailing Management Text and Cases”, McGrawHill, 2009..**
- 3. Michael Levy, Barton A Weitz& Ajay Pandit, “Retail Management, Tata” McGraw Hill, 2008.**

<b>BBA1545</b>	<b>COMPUTER APPLICATIONS IN ACCOUNTING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>1</b>	<b>0</b>	<b>2</b>	<b>3</b>

## **INSTRUCTIONAL OBJECTIVES**

**To gain proficiency in solving accounting solutions in computer**

## **TALLY**

- 1. Creating a new company**

2. **Creation of essential ledgers**
  - **Capital account**
  - **Purchase account**
  - **Sales account**
  - **Direct expenses**
  - **Cash account**
  - **Profit & Loss account**
  - **Debtors account**
  - **Creditors account**
3. **Creation of inventory**
  - **Stock group**
  - **Unit of measure**
  - **Stock item**
4. **Creation of ledgers**
  - **Single ledgers**
  - **Multiple ledgers**
  - **Voucher posting sales order**
  - **Making actual sales**
  - **Purchase order**
  - **Making actual purchase**
  - **Returns accounting for receipts and payments**
5. **Reports**

#### REFERENCES

1. **Tally Bible by V. Sundaramoorthy**
2. **Tally – V. Palanivel , Margham Publications, Chennai**

<b>BBA1547</b>	<b>CASE STUDY 3</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>2</b>	<b>3</b>

#### INSTRUCTIONAL OBJECTIVES

After undergoing the practices of the skills learners will be able to:

5. **Understand the practical applications of the given topic**
6. **Know the methods of operation of given topic**

<b>SPD1548</b>	<b>QUANTITATIVE APTITUDE AND LOGICAL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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	<b>REASONING – I</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>
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**PURPOSE/ OBJECTIVES**

This module would train the students on the quick ways to solve quantitative aptitude problems and questions applying logical reasoning, within a short time span given during the placement drives.

Mock interviews on one-on-one basis

Quantitative aptitude

Partnership

Simple Interest, Compound Interest

Profit and Loss

Problems on Clock, Calendar and Cubes

Permutation and Combination

Allegation and mixtures

Logical Reasoning

Letter and Symbol series

Number series

Analyzing arguments

Making judgments

**REFERENCES**

1. Agarwal. R.S – Quantitative Aptitude for Competitive Examinations, S. Chand Limited 2011
2. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 3rd Edition, 2011
3. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata McGraw Hill, 4th Edition, 2012
4. Other material related to quantitative aptitude

## SEMESTER V

BBA1551	FINANCIAL MANAGEMENT	L	T	P	C
		3	2	0	4

### COURSE RATIONALE

This course aims at providing students with the knowledge and skills expected of a future manager in relation to investment and financing decisions.

### COURSE OBJECTIVES

1. Understand the role and importance of a financial manager
2. Identify and evaluate the alternative sources of business finance
3. Discuss and apply working capital management techniques
4. Understand the factors influencing cost of capital and calculating cost.
5. To take decisions on capital structure.
6. Evaluate the financial viability of investments

Meaning, Objective and scope – Relationship between management accounting, Cost accounting and financial accounting – Financial statements – Tools for analysis and interpretation.

Financial planning and control – Leverage – Operating leverage, financial leverage and combined leverage -Working capital management- operating cycle- determination of Working capital.

Cost of capital – Basic concepts, rational and assumptions – Cost of equity capital – Cost of debt – Cost of preference capital – Cost of retained earnings- Weighted Average Cost of Capital.

Capital structure decision of the firm – Composition and sources of long – term funds – Factors determining funds requirements.

Financial Information systems – Capital Budgeting – Pay Back Period (PBP) – Net Present Value (NPV) – Average Rate of Return – Internal Rate of Return – Only Simple Problems

### REFERENCES

1. MurthyA., Financial Management, Margham Publications, 2010.

2. Prasanna Chandra, Financial Management: “*Theory and Practice*”, Tata McGraw-Hill Education, 2008.
3. Khan M Y & P K Jain, Financial Management: “*Text, Problems Cases*”, Tata McGraw - Hill Education, 2011.

BBA1552	TOTAL QUALITY MANAGEMENT	L	T	P	C
		2	2	0	4

### **COURSE RATIONALE**

The purpose of learning this course on TQM to make the learners understand that quality is related to the present and future needs of the customer, the candidate to manage competition

### **COURSE OBJECTIVES**

To enable the students to understand the principles, practices and application in Total Quality Management and Concepts

### **INTRODUCTION TO QUALITY**

Meaning of Quality – Definitions and other key concepts – Dimensions of Product Quality – Dimensions of Service Quality – What is Total Quality Management(TQM)?- Definition of Quality – Characteristics of TQM – Principles of TQM- Barriers to TQM Implementation- Potential benefits of TQM

### **CONTRIBUTIONS OF QUALITY GURUS**

Walter A.Shewhart – W. Edwards Deming – Joseph M.Juran – Philip Crosby – Armand V.Feigenbaum –Genichi Taguchi

### **CONTINUOUS PROCESS IMPROVEMENT TOOLS**

PDSA Cycle – 5S House Keeping –kaizen–Old QC Tools – Seven New Management tools -Basic Concepts in Six Sigma

### **BENCH MARKING AND QUALITY FUNCTION DEPLOYMENT**

What is Bench Marking – Types – Benchmarking Process – benefits – Pit falls – Quality Function deployment – Concepts – Process –House of Quality – QFD Methodology Process

### **QUALITY CIRCLES AND INTRODUCTION TO QUALITY MANAGEMENT SYSTEM**

**Introduction – Characteristics- Structure – Process – Benefits of Quality Circles – Need for ISO 9000 – ISO family of Standards – Steps in ISO 9000 Certifications – Quality Audits**

**REFERENCES**

1. Dr. Jayakumar.V.,Dr.R.Raju, Total Quality Management, Lakshmi Publications, 2005.
2. Poornima M Charantimath, “Total Quality Management”, Pearson Education, 2003.
3. KanishkaBedi, “Quality Management”, Oxford University Press, 2006.

<b>BBA1553</b>	<b>RESEARCH METHODOLOGY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>2</b>	<b>0</b>	<b>4</b>

**COURSE RATIONALE**

The course brings out the necessity to inquiry of business problems in an empirical approach. Its goal is to help students to understand research practice, research cycle in general through critical examination of methods associated with decision-making, critical thinking, and ethical judgment.

**COURSE OBJECTIVES**

The overall objectives of this course are:

1. To help students develop a thorough understanding of the fundamental theoretical ideas and logic of research. These fundamental ideas underpin the approach to research, the vast range of research methods available and the researcher’s choice of methods.
2. To help students develop a thorough understanding of the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period

**Research – Meaning, Scope and Significance – type of Research – Research process – Characteristics of good research – scientific method – Problems in research – identifying research problem- objectivity in research.**

**Hypothesis – meaning – sources – types – case study – features of good design measurement – meaning, need, errors in measurement, and tests of sound measurement techniques of measurement. Scaling techniques- meaning, types of scales, scale construction techniques – Sampling design – meaning.**

**Concepts, steps in sampling – criteria for good sample design – types of sample designs, probability and non-probability sample.**

**Data Collection – Types of data –sources – tools for data collection, methods of data collection, constructing questionnaire – pilot study – case study – data processing coding – editing and tabulation of data – data analysis.**

**Test of significance – Assumptions about parametric and nonparametric tests. Parametric tests – chi-square, T-Test, F Test and z Test. Introduction to ANOVA.**

**Interpretation – meaning, Techniques of interpretation, Report writing-significance- and steps – layout of report – types of reports – oral presentation – executive summary – mechanics of writing research report – Precautions for writing report – norms for using tables, chart and diagrams, – Appendix- norms for using Index and Bibliography.**

#### **REFERENCES**

- 1. KothariC.R., Research Methodology: Methods and Techniques, New Age International publisher, 2004.**
- 2. RaoK.V., “Research Methodology in Commerce and Management”, Sterling Publishers, 1993.**
- 3. Wilkinson Bhadarkar, “Methodology & Techniques Of Social Research”, Himalaya Publishing House, 2003.**

<b>BBA1554</b>	<b>SERVICES MARKETING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>

#### **COURSE RATIONALE**

**The purpose of learning this course is to expose the students to the evolution and growth of services marketing sector which is a dominant player besides products marketing. This course will enable students to acquire the knowledge of services market, to design service marketing strategies to be offered to major service sectors like Health care, Hospitality, Tourism, Logistics, Educational and Entertainment Industries.**

#### **COURSE OBJECTIVES**

**At the end of this course on Services Marketing the learner will be able to:**

- 1. Define service**



2. **Classify services**
3. **Project service life cycle**
4. **Develop new service**
5. **Measure service quality gap**
6. **Position, price, deliver, services**

Definition–ServiceEconomy–Evolutionandgrowthofservicesector–NatureandScope– Uniquecharacteristics – Challengesandissues.

Assessing service market potential – Classification of services– Expandedmarketingmix– Environment and trends–market segmentation,targetingand positioning.

Service Life Cycle–New service development–Service Blue Printing–GAP’s mode lof service quality–Measuring service quality–SERVQUAL–Service Quality function development.

Positioningofservices–DesigningservicedeliverySystem,ServiceChannel–Pricingof services, methods–Service marketing triangle – Integrated Service marketing communication.

Services marketing for health – Hospitality – Tourism – Financial – Educational – Entertainment Sectors.

## REFERENCES

1. Services Marketing, ChristopherH .Lovelock and JochenWirtz, PearsonEducation, 2004.
2. Palmer Adrian, "*Principles of Services marketing*", McGraw Hill
3. "*Services Marketing*", Valarie Zeithamletal, 5th Edition, Tata McGraw Hill, 2012 Pvt. Ltd. 2010.

<b>BBA1555</b>	<b>INVESTMENT MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>

## COURSE RATIONALE

**This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment**

decisions.

### **COURSE OBJECTIVES**

On completion of this course, the learner should be able to

1. Identify and analyse the various investment avenues.
2. Understand the functions and importance of Indian security market
3. Understand and analyse economic, industry specific and firm specific factors.
4. Analyse and predict the trend of stock price movement
5. Able to frame portfolio of investment to reduce risk and earn profit

**Meaning of Investment- Characteristics and Objectives of investment- types investment- investment and their lives-Sources of finance**

**Financial market- types-primary market- role and importance of primary market- methods of floating new issues-stock exchange in India -BSE, NSE, OTCEI-SEBI- Regulatory Role of SEBI -listing**

**Risk –classification of risk –causes of risk return- factors influencing return,- risk and return trade off – mutual funds –types-Bond & Stock valuations**

**Fundamental and technical analysis-forecasting techniques (industry analysis –industry classification-industry life cycle) – company analysis-technique analysis-charting analysis –trend analysis-difference between fundamental and technical analysis.**

**Portfolio analysis – portfolio selection-portfolio revision-portfolio evaluation**

### **REFERENCES**

1. Security Analysis & portfolio management – Dr.PunithavathyPandian (Vikas publication)
2. *Investment analysis & portfolio management*–RastagiR.P.
3. *Stock Exchanges and Investments*–Raghu Nathan V. (Tata McGraw – Hill Publishing Co Ltd.)

<b>BBA1556</b>	<b>INTERNSHIP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>

## **INSTRUCTIONAL OBJECTIVES**

- 1. To bridge the gap between industry and institution.**
- 2. To gain 'on the field' experience and identify contemporary problems faced by the industry**
- 3. To equip students for placements.**
- 4. To gain practical exposure to become future professionals.**

## **PROJECT WORK**

**Each candidate has to undergo internship for not less than 30 days in any industry during the 5th Semester holidays and has to submit the report for the same in the 6th Semester.**

## **GUIDELINES FOR PROJECT WORK**

- 1. Candidate should submit the acceptance and completion certificate to the supervisor.**
- 2. Project can be in the field of specialization based on the topics.**
- 3. The project report should be neatly presented in not less than 60 pages.**
- 4. Paper size should be A4**
- 5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12pt for text, 14pt for sub-headings)**
- 6. The candidate should submit the periodical report of the project to the supervisor.**
- 7. TWO reviews would be conducted before the viva-voce.**
- 8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.**

<b>SPD1557</b>	<b>ENTREPRENEURIAL DEVELOPMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>

## **INSTRUCTIONAL OBJECTIVE:**

- 1. To encourage students to become entrepreneurs.**
- 2. To improve the entrepreneurial skills**
- 3. To identify entrepreneurial opportunities**

**Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur**

**Entrepreneurial Development - Agencies Commercial Banks – District Industries Centre – National small Industries Corporation – Small Industries Development organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.**

**Project Management Business Idea Generation Techniques - Identification of Business opportunities – Feasibility study – Marketing, Finance, and Technology & Legal Formalities – Preparation of Project Report – Tools of appraisal.**

**Entrepreneurial Development Programmes (Edp) - Role, relevance, and achievements – Role of Government in organizing EDPs – Critical Evaluation.**

**Economic Development And Entrepreneurial Growth - Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship.**

**REFERENCE BOOKS:**

1. Dr. Gupta C.B., Dr.Srinivasan N.P, “*Entrepreneurial Development*”, Sultan Chand & Sons, 2009.
2. Saravanavel P., “*Entrepreneurial Development*”, Ess Pee kay Publishing House, 1997.
3. Vasant Desai, “*Project Management*”, Himalaya Publishing House, 1999.
4. Jayshree Suresh, “*Entrepreneurial Development*”, Margham Publications, 2010.
5. .

SPD1558	QUANTITATIVE APTITUDE AND LOGICAL REASONING – II	L	T	P	C
		0	0	2	2

**INSTRUCTIONAL OBJECTIVES**

**At the end of this course the learner is expected:**

1. Solve quantitative and logical reasoning problems
2. Approach interviews and recruitments with confidence

## **QUANTITATIVE APTITUDE**

**Time and Distance**

**Height and Distance**

**Problems on Ages, Trains**

**Pipes and Cistern Boats and Streams**

**Probability**

## **LOGICAL REASONING**

**Direction Sense test**

**Venn diagrams**

**Seating arrangements**

**Cause and effect**

**Blood relation test**

**Dice**

**Logical verbal puzzles**

## **REFERENCES**

1. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand Limited 2011
2. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 3rd Edition, 2011
3. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata McGraw Hill, 4th Edition, 2012
4. Other material related to quantitative aptitude

## SEMESTER VI

BBA1561	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P	C
		2	2	0	4

### **COURSE RATIONALE**

The purpose of learning this course on Logistics Supply Chain Management is to understand the challenges that are useful in developing and sustaining efficient and effective supply chains required by organizations in today's dynamic market place.

### **COURSE OBJECTIVES**

To enable the students to understand the principles, practices and application in Logistics and supply Chain Management

### **INTRODUCTION TO LOGISTICS**

Logistics system – concept, objectives and scope – Logistics interface with Marketing – Logistics system elements – Importance and relevance to export management – Managing towards logistics excellence.

### **LOGISTICS DOCUMENTATION**

Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.

### **MODES OF TRANSPORTATION**

Concept of multi modal transport – Different transport modes – Modal interfaces – Intermodal systems – road/rail/sea; sea/air; road/air; road/rail, sea/rail, sea/road – Inland Container Depot (ICD) & Container Freight Station (CFS) Terminals

### **INTRODUCTION TO SCM**

Supply Chain Management – Global Optimization – importance – key issues – Inventory management – Economic lot size model. Supply contracts – centralized vs. decentralized system

### **STRATEGIES IN SCM**

Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies

**.Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement**

**REFERENCES**

1. Text book of Logistics and Supply Chain Management; D.K.Agarwal, PHI 2010
2. *“Logistics Management World Seaborne Trade”* – Dr.KrishnaveniMuthiah, PHI, 2010 Logistics and Supply Chain Management – G. Raghu ram, PHI 2010

<b>BBA1562</b>	<b>STRATEGIC MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>

**COURSE RATIONALE**

Focuses on corporate and divisional policy formulation and implementation. The knowledge and techniques learned in earlier courses will be applied in an integrated fashion to the process of strategic decision making and organizational change. Among the topics considered in the course will be the relationships of organizations to their environments, the hierarchy of organizational objectives, structured as well as informal approaches to strategic planning, the integration of business functions, organizational structure, and policy implementation and evaluation. A significant aspect of the course is devoted to assessing the competitive dynamics of firms.

**COURSE OBJECTIVES**

1. To develop an understanding of the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations
2. To learn the role that various models developed by different thinkers to improve strategic thinking.
3. To familiarize with the different concepts and practices of the strategic decision making and analysis of external environment.

**BACKGROUND AND BASICS**

**Business-Characteristics and features of Modern Business-Business as an Economic –Social and Mixed System-Types of Markets, Division of Business, Forms of growth of Business-Macro, Micro-Global view, Business Environment**

### **BASICS OF BUSINESS POLICY**

**Business Policy-Types, Basic concepts of policy3-Programs, procedures, budgets, Objectives, rules, tactics-Differences among policy, strategy, Program and tactics. Environmental Scans and Forecasts, Michael Porter’s five forces-Opportunities and Threats, Internal analysis-Strength and Weaknesses, SWOT & Competitive advantage**

### **STRATEGIC MANAGEMENT**

**Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making.**

### **STRATEGIC PLANNING & CHOICE**

**Strategic planning-Types-Components of the Planning Process, Business Philosophy, and Setting quantified corporate objectives. – MBO & MBE-Generating Strategic Alternatives –Existing Business and Diversification strategies, Strategic Choice,, Functional Strategies, Portfolio Analysis-BCG Matrix, GE Matrix, Hofer’s Matrix**

### **STRATEGIC IMPLEMENTATION, EVALUATION AND CONTROL**

**McKinsey’s seven’s’ Model- Strategy Implementation through structure, through Human Resource Management: through values and ethics. Organization Life Cycle, Strategic Information System., Directing, Evaluation and Control of Performance; Feedbacks on overall Process**

### **REFERENCES**

- 1. Dr. SankaranS., Policy & Strategic Management, Margham Publications, 2010.**
- 2. PrasadL.M., “*Strategic Management*”, Sultan Chand & Sons, 2008.**
- 3. AzharKazmi, “*Strategic Management & Business Policy*”, Tata McGraw Hill, 2008.**

<b>BBA1563</b>	<b>INDUSTRIAL LAW</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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### **COURSE RATIONALE**

This course provides the constitutional framework of Industrial legislations in India and explains the laws relating to factories, payment of wages, Industrial disputes, Trade unions and collective Bargaining

### **COURSE OBJECTIVES**

1. To impart basic knowledge of the Indian Industrial legislations.
2. To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals.
3. Provisions related to Industrial Disputes, Trade Union and Workmen Compensation.

### **FACTORIES ACT, 1948:**

Definitions – Health – Safety – Welfare – Working hours of Adults. Employment of women – Employment of young person's – Leave with wages.

### **THE PAYMENT OF WAGES ACT, 1936:**

Definitions – Responsibilities for payment – Wage periods – Time of payment – Deductions – claim for wrongful deductions. **MINIMUM WAGES ACT, 1948 :** Interpretation – Fixing minimum rates of wages – Minimum rate of wages – Procedures for fixing – Committee and Advisory boards – Payment of minimum wages – Register and Records – Inspectors – Claims – Penalties and Procedures – The schedule.

### **THE INDUSTRIAL DISPUTES ACT, 1947:**

Definitions – Authorities under the Act – Reference of disputes – Procedures and powers of authorities – Strikes and Lockouts – Layoff and Retrenchment – Special provision relating to Lay – off – Retrenchment and Lock – outs.

### **TRADE UNION ACT 1926**

Growth & Functions of Trade Union – Definitions – Agreements not affected by the Act – Regulation – Rights & Privileges, Duties & Liabilities of a Registered Trade Union – General & Special Fund – Amalgamation & Dissolution of Trade Union.

### **WORK MEN COMPENSATION ACT 1923**

**Definition – need – Scope and coverage of act – Employer liability for compensation including theory of national extension – Employer and occupational diseases – Defenses available to employer – Amount and distribution of compensation – Notice of claim – Medical examination – Obligation and rights of employer and employee – Schedule of Act**

**REFERENCES**

1. Dr.SreenivasanM.R., **Commercial and Industrial Law**, Margham Publications, 2000.
2. KapoorN.D., **“Elements of Mercantile Law”**, Sultan Chand & Sons, 2006.
3. Tripathi P.C. and Gupta C.B., **“Industrial Relations and Labour Laws”**, Sultan Chand & Sons, 1990.

<b>BBA1564</b>	<b>INFORMATION SECURITY MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>

**COURSE RATIONALE**

The purpose of learning this course is to provide an introduction to the concepts, terminologies and technologies used in modern day’s data communication, computer networking and security issues.

**COURSE OBJECTIVES**

After studying this course learners will be able to:

1. Understand the need for security
2. Identify Legal, Ethical and Professional issues in Information security
3. Learn about risk management
4. Understand the Information security maintenance

Introduction to Information Security–characteristics of information – components of information system –information security and access –security system development life cycle. –Business needs of security.

Threats, attacks, malicious code, back doors, password crack, spoofing, man-in-the-middle, spam, sniffers and timing attack –Risk Management. –risks identifications –risk control strategies

Information security policy – EISP, ISSP, SysSP, ISO27000 series, NIST security model, IETF security model. – Security in the organization –Security awareness – Business impact analysis.

Introduction to VPNs –Access control –cryptography. –Physical security – importance of ISO network management model –monitor external and internal security

Law and ethics in information security –relevant Indian laws. –International laws and legal bodies for data security –misuses of the resources in the Corporates –issues in legal, ethical and Professional

**REFERENCES**

1. Dr.MichealE.Whitman, Herbert J. Mattord, "Principles and Practices of Information Security" Cengage Learning Fourth Indian Reprint, 2010
2. Michael T. Simpson, "*Ethical Hacking and Network Defense*", course technology, Language Learning, 2009
3. Rajneesh Agarwal, Bharat Bhushan Tiwari, "*Data communication and computer networks*", VIKAS Publishing House Pvt Ltd, 2009

BBA1565	CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
		2	2	0	4

**COURSE RATIONALE**

The course provides an insight to the concepts, applications, e-CRM solutions and implementation of CRM.

**COURSE OBJECTIVES**

To enable students understand the concept of Customer Relationship Management, CRM applications in Consumer and Business Markets and application of Technological tools for e-CRM solutions.

**THE CONCEPT OF CUSTOMER RELATIONSHIP MANAGEMENT**

Introduction-explosion of CRM in marketing and IT-enablers of growth of CRM-criticality of customer relationships-Adoption and implementation of CRM-conceptual foundations of CRM-building customer relationship and economics of CRM.

## **CRM APPLICATIONS IN CONSUMER AND BUSINESS MARKETS**

**CRM in service industries- Banking, Insurance, telecom, Hospitality, HealthCare, Airlines etc.,-CRM in B2B markets.**

## **TECHNOLOGICAL TOOLS FOR CRM**

**Components of eCRM solutions-Introduction-Data Ware housing-Data mining-campaign management-sales force automation-Customer Service and Support-Role of interactive Technologies-Product offerings in the CRM Market Space-Contact Centers for CRM.**

## **CRM IMPLEMENTATION**

**Implementation road map-Developing a relationship orientation-customer centric marketing and processes-Building organizational capabilities through Internal Marketing-Issues in Implementing a Technology solution for CRM**

## **OPERATIONAL ISSUES IN IMPLEMENTING CRM**

**Process view of CRM-learning from customer defections-customer retention plans-evaluating retention programmes.**

## **REFERENCES**

1. Shainesh G. and Jagdish N. Seth, CRM, McMillan, 2006.
2. Jagdish N Sheth, Atul parvathiyar and G. Shainesh, "*CRM: Emerging concepts, Tools and applications*", Tata McGraw-Hill, 2001
3. Francis Buttle, "*CRM Concepts & Technologies*", Rout ledge, Second Edition, 2009.

<b>SPD1566</b>	<b>LEADERSHIP AND TEAM MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>

## **INSTRUCTIONAL OBJECTIVES**

**Upon successful completion of this course, learners will be able to:**

**Clearly articulate an understanding of setting vision and mission as a leader.**

**Identify and describe several theories of leadership**

**Learn to have an increased awareness of leadership skills within the context of their daily life.**

**Acquire thorough knowledge and understanding of multiple facts of team management**

**Leadership Attributes – Styles – Theories of Effective Leadership – charismatic leader, transformational leader.**

**Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors – Learning Styles – theories.**

**Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence – Cultural – formation – changing culture, Organizational and Situational Factors.**

**Description of teams in the organizations – organizational context of teams -- structure, culture, support, human resource policies – team topography – purpose of teams, types of teams, size, diversity, extent of use**

**Intra-team processes (task-related): mission, goals, objectives, action planning – intra-team processes (relationship-related): communication, conflict, trust, and decision-making – inter-team processes: conflict, coordination – team effectiveness – measures of productivity, satisfaction, etc.**

**REFERENCES**

- 1. Chandra Mohan, Leadership and Management,, Himalaya Publishing House, 2007**
- 2. Richard Hughes, Robert C. Ginnett, Gordon J Curphy, Leadership: enhancing the lessons of Experience, McGraw –Hill Publication, 6<sup>th</sup> Edition, 2011**
- 3. Uday Kumar Haldar, Leadership and Team Building, Oxford Publications, 2011**

<b>BBA1567</b>	<b>PROJECT WORK</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>6</b>	<b>4</b>

**INSTRUCTIONAL OBJECTIVES**

- 1. To bridge the gap between industry and institution.**

2. To gain 'on the field' experience and identify contemporary problems faced by the industry
3. To equip students for placements.
4. To gain practical exposure to become future professionals.

### **PROJECT WORK**

Each candidate has to undergo internship for not less than 30 days in any industry during the 5th Semester holidays and has to submit the report for the same in the 6th Semester.

### **GUIDELINES FOR PROJECT WORK**

1. Candidate should submit the acceptance and completion certificate to the supervisor.
2. Project can be in the field of specialization based on the topics.
3. The project report should be neatly presented in not less than 60 pages.
4. Paper size should be A4
5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12pt for text, 14pt for sub-headings)
6. The candidate should submit the periodical report of the project to the supervisor.
7. TWO reviews would be conducted before the viva-voce.
8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.