

**Manonamiam Sundaranar University , Tirunelveli – 12**

**B.B.A. (CBCS) – 2017 – 2018**

Part III	Principles of Management	Core 5	6	4
	Business Law	Core 6	5	4
	Financial Accounting	Core 7	5	4
	Organisational Behaviour	Core 8	5	4
	Advertising	Allied – III	3	3
Part IV	Introduction to Banking	Skill Based core-I	4	4
	1. Banking and Finance  (OR)  2. Introduction to Consumer Behaviour  (CHOOSE ANY ONE)	Non- Major Elective I	2	2
	YOGA *  (* -Hours Excluding from 30hrs)	Common	2	2
	<b>Total</b>		<b>30</b>	<b>25</b>

IV SEMESTER				
Part III	Cost Accounting	Core 9	6	4
	Industrial Law	Core 10	5	4
	Financial Services	Core 11	5	4
	Salesmanship	Core 12	5	4
	Secretarial Practice	Allied- IV	3	3
Part IV	Managerial Skill Development	Skill Based core -II	4	4
	1. Entrepreneurial Development (OR) 2. Service Marketing (CHOOSE ANY ONE)	Non- Major Elective II	2	2
Part V	Extension Activity (NCC, NSS, YRC, YWF)		-	1
Part IV	Computers for Digital Era*  (* -Hours Excluding from 30hrs)	Common paper	2	2
	<b>Total</b>		<b>30</b>	<b>26</b>

V SEMESTER				
Part III	Case Analysis	Core 13	4	4
	Marketing Management	Core 14	5	4
	Management Accounting	Core 15	5	4
	Research Methodology	Core 16	4	4
	1. Production Management(OR) 2. Consumer Behaviour  (CHOOSE ANY ONE)	Major Elective-I	4	4
Part IV	Personality Development	Skill Based Subject (Common)	2	2
	Mini Project		6	3
	<b>Total</b>		<b>30</b>	<b>25</b>
VI SEMESTER				
Part III	Retail Management	Core 17	4	4
	Financial Management	Core 18	4	4
	Human Resource Management	Core 19	4	4
Part IV	1. Entrepreneurship (OR) 2. International Business  (CHOOSE ANY ONE)	Major Elective-II	4	4
	Major Project	-	14	7
	<b>Total</b>		<b>30</b>	<b>23</b>

•For problem papers : **50% theory and 50% problems.**

- **Proportion of marks between internal evaluation and external evaluation for subjects - 25:75.**
- **Internal – 20 marks for theory and 5 marks for Assignment.**

**Total Hours: 180**

**Total Credits: 141 (Excluding YOGA and COMPUTER FOR DIGITAL ERA)**

**Core Subjects: 19**

**Non-Major Elective: 02**

**Skill Based Core: 02**

**Skill Based Subject (Common): 01**

**Major Elective: 02**

**Allied: 04**

## III SEMESTER

### CORE 5 – PRINCIPLES OF MANAGEMENT

**No. of Credits : 4**

**No. of instructional Hours : 6 Hours per week**

**Course Objectives :**

- The objective is to familiarize the students with concepts and principles of Management
- To develop an understanding of terms, facts, concepts pertaining to functions of management
- To acquaint the student with principles of business decisions in Managerial Decision-making
- To help them acquire the skills needed to become a successful manager
- To enable them to understand the various processes of the management.

#### **UNIT – I**

Definition – Nature, Principles Functions And Levels – Features Of Management – Administration Vs. Management – Management: A Science Or An Art Or A Profession - Pioneers Of Modern Management - F.W.Taylor – Hendry Fayol – Elton Mayo –M.P.Follet.

#### **UNIT – II**

Planning – Meaning- Characteristics – Planning Process – Types Of Plans – Forecasting – Elements – Techniques – Decision Making- Definition – Nature - Type Of Decisions – Process.

#### **UNIT – III**

Organising- Meaning –Principles Of Organising – Forms Of Organisational Structure- Departmentation - Factors Determining Departmentation – Methods –Span Of Management .

#### **UNIT – IV**

Directing – Definition – Characteristics - Importance - Principles and Techniques - Communication - Types and Methods – Controlling – Steps In Controlling – Essentials – Techniques.

#### **UNIT – V**

Co-ordination – Need and Importance – Process – Authority And Responsibility - Concepts – Delegation Of Authority – Centralisation Vs. Decentralisation.

#### **Reference books:**

1. Principles of Management- T.Ramasamy.
2. Principles and Practices of Management- L.M. Prasad.
3. Essentials of Management – KOONTZ AND O'DONNEL
4. Principles of Management – SHERLEKAR S. A.
5. Business Management – DINKAR PAGARE
6. Principles of Management – TRIPATHI AND REDDY

## **CORE 6 - BUSINESS LAW**

**No. of Credits : 4**

**No. of instructional Hours : 5 per week**

**Course Objective :**

- To acquaint the students with the legal framework influencing Business Operations
- To enlighten the students on the basic principles and legal aspects of business laws
- To promote the understanding of various legislations relating to business
- To make them acquire knowledge on the legal aspects in the business environment.

**UNIT – I:**

Contracts – Offer – Acceptance, Consideration, Capacity to Contract.

**UNIT – II:**

Mistake, Misrepresentation, Coercion, Undue Influence – Fraud.

**UNIT – III:**

Legalisation of Consideration- Performance Of Contract, Discharge of Contract - Quasi Contract – Remedies For Breach Of Contract.

**UNIT – IV:**

Law of Indemnity – Guarantee - Bailment

**UNIT – V:**

Sale of Goods - Agency and Partnership.

**REFERENCE BOOKS:**

1. Kucchal, M.C., “Business Law”, Vikas Publishing, House (P) Ltd., New Delhi,.
2. Singh, Avtar, “The Principles of Mercantile Law”, Eastern Book Company, Lucknow.
3. Maheshwari & Maheshwari, “Business Law”, National Publishing House, New Delhi.
4. Kapoor, N. D., “Business Law”, Sultan Chand & Sons, New Delhi.

## **CORE 7 - FINANCIAL ACCOUNTING**

**No. of Credits : 4**

**No. of instructional Hours : 5 Hours per week**

**Course Objective :**

- The objective of this subject is to acquaint students with the accounting concepts, tools and techniques influencing business organizations
- To develop the skill required for the preparation of Financial statements and accounts of various business areas.
- To provide basic accounting knowledge as applicable to business and to equip students to maintain various types of ledgers and to prepare final accounting
- To facilitate them to prepare final Accounts of business and non-trading concerns

**UNIT – I:**

Definition of Account – Nature and Objectives of Accounting – Accounting Concepts and Conventions - Double Entry System Vs. Single Entry System –Books of Accounts.

**UNIT – II:**

Trial Balance - Rectification Of Errors (Theory only) - Final Accounts.

**UNIT – III:**

Depreciation - Meaning – Need – Causes - Methods of Depreciation (Straight Line Method, Written Down Value Method and Annuity Method).

**UNIT – IV:**

Capital and Revenue – Accounts of Non-trading organizations - Income and Expenditure Account – Receipts and Payments Account.

**UNIT – V:**

Single Entry – Definition And Defects – Net worth method – Conversion method (Simple Problems).

**REFERENCE BOOKS:**

1. Advanced Accountancy – M.C. Shukla, T.S. Grewal
2. Advanced Accountancy – R.L.Gupta
3. Financial Accounting and Managerial perspective- Narayanasamy.
4. Financial Accounting for business managers – Bhattacharyya.
5. Financial Accounting – S.N.Maheswari, S.K.Maheswari.

## **CORE 8 - ORGANISATIONAL BEHAVIOUR**

**No. of Credits : 4**

**No. of instructional Hours : 5 Hours per week**

### **Course Objective :**

- The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario
- To enable the students to understand the Organizational culture and defensive behaviour.
- To study the reason for Organizational Change and dynamic of groups .
- To expose them to the concepts of motivation and acquire interpersonal skills

### **UNIT –I**

Organisational Behaviour – Nature And Importance – Process of OB –Organisational Behaviour And Management – Hawthorne studies - System Approach To Management.

### **UNIT –II**

Individual Behaviour – Process and Causes of Human Behaviour -Learning - Process – Attitudes And Values - Morale – Importance – Steps to improve Morale in an organization.

### **UNIT –III**

Perception – Implications - Motivation Theories (Maslow’s Hierarchy Theory, Herzberg Two Factor Theory, Vrooms Theory) – Groups – Characteristics And Processes – Group Dynamics – Group Cohesiveness- Decision Making In Groups.

### **UNIT –IV**

Leadership styles and Theories (Trait Theory, Behavioural Theory, Managerial Grid) – Change Management – Nature – Causes – Process - Counselling .

### **UNIT –V**

Organisational Culture – Levels of Culture – Strategies for Sustaining Organisational Culture- Organisational Development – Objectives and Characteristics – Defensive Behaviour .

### **REFERENCE BOOKS:**

1. Concepts and Contrivances And Applications – Robbins S.P
2. Organisational Behaviour - Umasekaran
3. Organisational Behaviour – Luthans . F
4. Organisational Behaviour - Schemerhorn
5. Organisational Behaviour – Text and cases – K. Aswathappa.
6. Organisational Behaviour – R.D. Agarwal
7. Organisational Behaviour – V.S.P.Rao.

## ALLIED – III ADVERTISING

**No. of Credits : 3**

**No. of instructional Hours : 3 Hour per week**

**Course objective :**

- To acquaint the students with the basic knowledge of advertising and sales promotion
- To enable the students to understand the importance of media planning
- To provide basic knowledge on types of media available
- To equip students to prepare advertising budget and copywriting

**UNIT – I** Advertising - Meaning -Objectives - Functions.

**UNIT – II** Types Of Advertising.

**UNIT – III** Advertisement Plan -Meaning- Planning Process - Advertising Budget – Process.

**UNIT- IV** Advertising Media - Role of media - Types of media - Advantages and Disadvantages - Media Planning and Selection.

**UNIT – V** Advertising Creative Approaches :The art of copywriting - Advertising Copy Testing .

**BOOKS FOR REFERENCE:**

1. Advertising Management - Rajeev Batra, John. G.Myers. T. David.A. Aaker
2. Advertising & Sales promotion - Kazmi/Batra
3. Advertising and Media Management - Ghouse Basha
4. Advertising – Jefkins &Yadin
5. Advertising Management - Concepts & Cases - Manendra Mohan
6. Advertising & Media Management - K. Venkataraman
7. Foundations of Advertising - Theory & Practice - S.A.Chunnawalia &K.C.Sethia
8. Media and Communication Management - Rayudu

## **SKILL BASED – CORE - I**

### **INTRODUCTION TO BANKING**

**No. of Credits : 4**

**No. of instructional Hours : 4 Hour per week**

**Course objective :**

- To provide the students with the basic knowledge of the theory and practice of banking and to provide skill in operating banking transactions
- To enable the students to understand the working of the Indian Banking System.
- To acquaint learners with the theoretical and legal concepts of banking in India
- To help them to attain the competencies required for a career in banking services.

#### **UNIT –I**

Banker and Customer : Meaning – Definition – General and Special relationship between Banker and Customer – Functions of Bank.

#### **UNIT –II**

Types of Deposits –Pass Book – Negotiable Instruments – Cheque - Definition – Difference Between Cheque And Bill Of Exchange, Endorsement, Crossing, Marking , Material Alteration.

#### **UNIT –III**

Loans and Advances – Principles of Sound Lending – Secured and Unsecured Advance – Forms of Advances.

#### **UNIT –IV**

Modes of Charging Security – Lien – Pledge – Mortgage – Assignment – Hypothecation.

#### **UNIT –V**

Electronic Banking – Traditional Vs E-Banking – Types of E-Banking – Advantages – Constraints.

#### **REFERENCE BOOKS:**

1. Banking Law and Practice – Gordon and Natarajan
2. Banking Law and Practice – Davar.
3. Banking Law and Practice - Varshney
4. Banking Law and Practice- Tandon.



## NON-MAJOR ELECTIVE – I

### 1.BANKING AND FINANCE

**No. of Credits : 2**

**No. of instructional Hours : 2 Hour per week**

**Course objective :**

- To provide the students with the basic knowledge of the theory and practice of banking and to provide skill in operating banking transactions
- To promote an understanding of the basic concepts in banking
- To acquaint learners with the theoretical and legal concepts of banking in India
- To help them to attain the competencies required for a career in banking services.

#### **UNIT –I**

Loans and Advances – Principles of Sound Lending – Secured and Unsecured advance – Forms of Advances.

#### **UNIT –II**

Modes of Charging Security – Lien – Pledge – Mortgage – Assignment – Hypothecation.

#### **UNIT – III**

Electronic Banking – Traditional Vs E-Banking– Facts of E- Banking

#### **UNIT –IV**

E-Banking Transactions– Models for E-Banking.

#### **UNIT – V**

Advantages of E-Banking – Constraints in E-Banking – Security measures.

#### **REFERENCE BOOKS:**

1. Banking Law and Practice – Gordon and Natarajan
2. Banking Law and Practice – Davar.
3. Banking Law and Practice - Varshney
4. Banking Law and Practice- Tandon.

(OR)

**NON-MAJOR ELECTIVE – I**

**2. INTRODUCTION TO CONSUMER BEHAVIOUR**

**No. of Credits : 2**

**No. of instructional Hours : 2 Hour per week**

**Course objective :**

- To provide the students with the basic knowledge of the theory and practice of consumer behaviour
- To promote an understanding of the determinants of consumer behaviour
- To acquaint learners with the theoretical and legal concepts of consumer rights
- To help them to solve their problems regarding dissatisfaction.

**UNIT - I**

Consumer Behaviour: Nature and Scope – Characteristics - Importance of Consumer Behaviour in marketing decisions.

**UNIT - II**

Types of Consumer - Consumer Vs. Industrial Consumer and their Buying Behaviour .

**UNIT- III**

Determinants of Consumer Behaviour - Basic models of consumer behavior.

**UNIT- IV**

Consumer Decision Making Process - Pre- purchase and Post Purchase Behaviour.

**UNIT- V**

Customer Satisfaction - Sources of consumer dissatisfaction - Methods of Problem Solving - Consumer Protection Act 1986.

**REFERENCE BOOKS:**

1. Consumer Behaviour by Leon G. Schiffman& Leslie L. Kanuk, Prentice Hall Publication
2. Consumer Behaviour – Buying, Having, and Being by M R Solomon, Pearson Prentice Hall
3. Consumer Behaviour – Building Marketing Strategy by D. I. Hawkins and J. B. Roger, Tata McGraw Hill
4. Consumer Behaviour by R.D.Blackwell, P.W. Miniard,&J.F. Engel, Cengage Learning
5. Marketing Management by Philip Kotler and K L Keller, Pearson (Global Edition)

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## IV SEMESTER

### CORE 9 - COST ACCOUNTING

**No. of Credits : 4**

**No. of instructional Hours : 6 Hour per week**

**Course objective :**

- The primary objective of the course is to familiarize the students with the basic cost allocation and control of various costs and methods of costing.
- To enable students for understand the basic concepts of cost accounting, gain knowledge on principles and procedures of cost accounting
- To practice them to apply the costing techniques in different practical situations

#### UNIT - I

Meaning and Scope of Cost Accounting – Concept and Classification of Cost – Elements and Methods of Cost –Relationship of Cost Accounting and Financial Accounting – Preparation of Cost Sheet.

#### UNIT - II

Materials – EOQ - Levels of Stock – Receipts and Issues of materials – ABC Analysis - Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average.

#### UNIT - III

Labour – Time-Keeping and Time-Booking – Methods of Remuneration and Incentive Schemes – Overtime and Idle time – Labour Turnover – Causes, Types and Measurement.

#### UNIT - IV

Overheads – Collection, Classification, Allocation, Apportionment and Absorption – Recovery Rates – Over and Under Absorption -Machine Hour Rate – Job Costing – Contract Costing.

#### UNIT - V

Operating Costing – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains (excluding Equivalent Production and Inter process).

**(Marks: Theory 50% and Problems 50%)**

#### REFERNECE BOOKS:

1. Cost Accounting – Jain Narang
2. Cost Accounting – S.P Iyengar
3. Cost Accounting – R.S.N. Pillai and Bagavathi
4. Cost Accounting – T.S.Reddy and Hari Prasad Reddy.

## **CORE 10 - INDUSTRIAL LAW**

**No. of Credits : 4**

**No. of instructional Hours : 5 Hours per week**

### **Course Objective :**

- To acquaint the students with the legal framework influencing industrial Operations
- To enlighten the students on the basic principles and legal aspects of industrial laws
- To promote the understanding of various legislations relating to industries
- To make them acquire knowledge on the legal aspects in the industrial.

### **UNIT-I**

Factories Act, 1948 - Workmen Compensation Act, 1923.

### **UNIT -II**

Payment of Wages Act 1936 - The Maternity Benefit Act, 1961.

### **UNIT -III**

Employee's Provident Fund and Miscellaneous Provisions Act, 1952 - Employee's State Insurance Act, 1948.

### **UNIT -IV**

The Industrial Disputes Act, 1947 - The payment of Gratuity Act, 1972.

### **UNIT -V**

Trade Unions Act ,1926 -The Industrial Employment ( Standing Order) Act, 1946.

### **REFERENCE BOOKS:**

1. Kucchal, M.C., "Business Law", Vikas Publishing, House (P) Ltd., New Delhi,.
2. Singh, Avtar, "The Principles of Mercantile Law", Eastern Book Company, Lucknow.
3. Maheshwari & Maheshwari, "Business Law", National Publishing House, New Delhi.
4. Kapoor, N. D., "Business Law", Sultan Chand & Sons, New Delhi.

## **CORE 11 - FINANCIAL SERVICES**

**No. of Credits : 4**

**No. of instructional Hours : 5 Hours per week**

**Course objective :**

- Providing the students with an understanding of the various financial services available in the country
- To give learners the basic understanding of the fundamental concepts of stock marketing
- To enable them to analyse stock movements
- To help them to know the role of intermediaries in the capital market

### **UNIT –I**

Financial services - Concepts – Objectives / Functions – Characteristics - Financial Services Market – Problems of Financial Services Sector - Growth of Financial Services in India.

### **UNIT –II**

Fund Based And Non- Fund Based Financial Services - Leasing, Hire Purchases – Salient Features, Guidelines – Functions.

### **UNIT –III**

Mutual funds – Benefits -Types of Mutual Funds – Mutual Funds Regulations .

### **UNIT –IV**

Factoring, Forfeiting and Venture Capital - Salient Features – Guidelines – Functions, Strategies Involved In Financing.

### **UNIT –V**

Merchant Banking and Credit Rating Services - Salient Features – Guidelines – Functions.

### **REFERENCE BOOKS:**

1. Financial Management – Dr.Prasanna Chandra.
2. Investment Management including Securities Market - Dr. Avadani.
3. Merchant Banking – Dr. Varma.
4. Financial Markets and Services – Gordon and Natrajan.
5. Financial Services – Dr. S. Gurusamy.

## **CORE 12 - SALESMANSHIP**

**No. of Credits : 4**

**No. of instructional Hours : 5 Hours per week**

**Course objective :**

- Providing the students with an understanding of the various duties and responsibilities of salesman
- To learn importance of sales presentation and sales aids
- To enable them to analyse sales forecasting and its methods
- To help them to know the factors affecting sales decision

### **UNIT – I**

Salesmanship - Functions of Salesman - Importance - Duties and Responsibilities of salesman - Qualities of a successful salesman .

### **UNIT – II**

Essentials of Sales: Knowledge of Industry and Company-Knowledge of Products-Knowledge of Customer – Study of buying motives.

### **UNIT – III**

Sales presentations - Sales Aids- Use of Technology in sales- market survey- Importance of market survey to salesman and producer.

### **UNIT – IV**

Sales Forecasting- Definition- Methods of sales forecasting- Uses - Advantages and Disadvantages of Sales forecasting – Sales Quota .

### **UNIT – V**

Sales management: Definition - Roles and techniques - Sales decisions - Factors affecting sales decision – Sales force decision- Sales Territory -Tele Marketing.

### **Reference Books:**

1. Sales Management - Richard Rstill, Edward W. Cundiff
2. SALESMANSHIP - Prof. Bholanath Dutta & Dr. Girish C.
3. Advertising and Salesmanship- P.Saravanel and S. Sumathi
4. Salesmanship and Sales Management - P.K. Sahu , K.C. Raut
5. Salesmanship – William Maxwell
6. Professional Sales Management – Anderson, Hair and Bush
7. Sales management and Personal Selling - Prof. Anil Keskar &Dr. Suresh Abhyankar
8. Sales Management – Thomas

## **ALLIED –IV SECRETARIAL PRACTICE**

**No. of Credits : 3**

**No. of instructional Hours : 3 Hours per week**

**Course Objectives :**

- To provide an understanding of the administration and management of corporate form of business.
- To help learners understand the concept of company law and secretarial practice comprehend important elements of company documents
- To get enlightened on the role of company secretary and the procedures of meetings.

**UNIT – I** Secretary-Definition-Types-company secretary-Legal position-Qualification-

**UNIT – II** Appointment-Rights, Duties and Liabilities-Termination.

**UNIT – III** Prospectus – Contents - Shares-Kinds-Allotment and Forfeiture of shares - Secretary's Duties.

**UNIT – IV** Debentures-Types- Dividend – Secretary's Duties .

**UNIT – V** Notice – Quorum - Resolution – Types – Secretary's Duties.

**TEXT BOOK RECOMMENDED:**

1. Company Law and Secretarial Practice –N.D. KAPOOR, S.Chand& Co.
2. Company Law and Secretarial Practice – TANDON.
3. Company Law and Secretarial Practice – P.K. GHOSH, S.Chand& Sons.

## **SKILL BASED SUBJECT – CORE -II**

### **MANAGERIAL SKILL DEVELOPMENT**

**No. of Credits : 4**

**No. of instructional Hours : 4 Hours per week**

#### **Course objective :**

- The primary objective of the course is to familiarize the students with the basic Conceptual skills and Applicative domains of Managerial skills
- To enable students for understand the basic concepts of Emotional intelligence and Public relations
- To practice them for good Speeches and Presentation.

#### **UNIT – I**

Managerial skills – Technical, Human relations, Conceptual skills – Managing environment – Human and Non-Human factors – Applicative domains of Managerial skills.

#### **UNIT – II**

Communication Management: Verbal and Non-verbal communication – Meta communication – Non-verbal behaviour – Body language of Kinesics behaviour – Touching Behaviour – Physical characteristics, paralanguage and proxemics.

#### **UNIT-III**

Expressions and Emotions – Managing emotions – Types – Face and expressions of emotions- Emotional intelligence – Public relations – Objectives of Public relations – Internal and External Public relations – Use of mass media for PR.

#### **UNIT-IV**

Stress Management: Stress – Types – Stressors – Coping strategies or techniques – Role conflict – Conflict management styles – Role play – Johari window – Transaction analysis (TA).

#### **UNIT –V**

Speeches and Presentation – Finding out about the environment - Preparing the Text – Composition of presentation – Speaker’s appearance and Personality – Profile of a good speaker.

#### **REFERENCE BOOKS:**

1. Organisational Behaviour – Stephen p. Robbins
2. Business Communication – UrmilaRai, S.M. Rai
3. Non-verbal Communication – K. L. Knapp
4. Commercial correspondence and Office management – R.S.N.Pillai and Baghavathi
5. Organisational Behaviour – Fred Luthans
6. Organisational Behaviour – K. Aswathappa



## NON-MAJOR ELECTIVE – II

### 1.ENTREPRENEURIAL DEVELOPMENT

**No. of Credits : 2**

**No. of instructional Hours : 2 Hours per week**

**Course Objectives :**

- To make the student understand the concept & importance of Entrepreneurship and facilitate generation of young entrepreneur
- To help students to understand the concepts of entrepreneurship development
- To acquire requisite knowledge and skills for becoming successful entrepreneurs
- To formulate and develop business projects.

#### **UNIT –I**

Entrepreneurship – Entrepreneurship and Economic Growth – Qualities of an Entrepreneur.

#### **UNIT –II**

Identification of opportunities – Steps in setting up of a Business – Setting up a small scale unit.

#### **UNIT –III**

Institutional arrangement for Entrepreneurship Development – DIC, ITCOT, SIDCO, NSIC, SISI, TIIC, SIDBI, Commercial Banks.

#### **UNIT –IV**

Project report – Project Identification – Contents of Project report.

#### **UNIT –V**

Women Entrepreneurship.

#### **REFERENCE BOOKS:**

1. Entrepreneurship Development in India – Dr. C.B.Gupta , Dr. N.P. Srinivasan.
2. Entrepreneurship Development Principles, Policies and Programmes – P.Saravanvel.
3. Dynamics of Entrepreneurship Development in India – Vasant Desai.
4. Fundamentals of Entrepreneurship – Mohanty (PHI).

(OR)

## NON -MAJOR ELECTIVE-II

### 3. SERVICES MARKETING

**No. of Credits : 2**

**No. of instructional Hours : 2 Hours per week**

**Course Objectives :**

- To familiarise the students with the basic concept of Services marketing.
- To enable students to know the various concepts of services marketing
- To understand the strategies for managing and marketing of services and devise strategies for marketing services in the liberalized business environment.

#### **UNIT - I**

Services Marketing: Meaning and Nature of Services - Differentiating goods from services - Importance of services marketing.

#### **UNIT- II**

Importance of Services Sector - Classification of Services - Market Segmentation and positioning of services.

#### **UNIT- III**

Services Design and Development: Creating new service -Identifying and classifying supplementary services -Service blue printing.

#### **UNIT- IV**

Pricing of services - Objectives and foundations for setting prices -Value based pricing.

#### **UNIT- V**

Distributing services - Options for Service delivery - Measuring Service Quality - The GAP Model - Customer Feedback and Service Recovery.

#### **REFERENCE BOOKS:**

1. Services Marketing -by Dr. L.Natarajan
  2. Services Marketing - Zeithaml V. A. ,Bitner M. J. and Pandit, A.
  3. Services Marketing - Verma H.V.
  4. Marketing of Services - Hoffman, K. D. & Bateson, J. E.G.
  5. Services Marketing - Kurtz D. L. and Clow K. E.
  - 6., Services Marketing - Text and Cases - Nargundkar, Rajendran
  7. Services Marketing - P.K. Sinha &S.C. Sahoo
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## V SEMESTER

### CORE 13 - CASE ANALYSIS

**No. of Credits : 4**

**No. of instructional Hours : 4 Hours per week**

#### Course Objective :

- To analyse the different functional areas of management.
- To discuss the 'case' in groups for identifying the problems
- To develop leadership and communication skills of the students
- To know the decision making capacity of the students and solving methods of the problems.

One case per week is to be discussed by the students. The cases could be from different functional areas of management.

The students would be provided with the case lets. They would discuss the 'case' in groups. The teacher would guide and facilitate group discussions so as to impart, develop and hone the GD Skills.

Since, this subject focuses on developing GD Skills, the scheme of examination has two main components' and respective sub – components and marks. The marks are to be distributed as follows:

Components	External	Internal (25 Marks)			Test
	(3 Hours Examination)	Skill Components			
		Communication Skill	Leadership Skill	Inter – Personal Skill	
Marks	75	5	5	5	10
Total	75	15			10

## **CORE 14 - MARKETING MANAGEMENT**

**No. of Credits : 4**

**No. of instructional Hours : 5 Hours per week**

**Course Objective :**

- The aim of the course is to develop an overview regarding concepts underlying in the marketing management process
- To expose students to marketing concepts and trends in the market.
- To promote the ability to relate consumer behaviour and market trends
- To make students realize the relationship between marketing channels and corresponding strategies.

### **UNIT –I**

Market and Marketing - Distinction between marketing and selling - Types of market –  
– Functions - Marketing management – Objectives – Importance – Marketing Information System.

### **UNIT –II**

Market Segmentation: Criteria of effective segmentation – Benefits – Bases for market segmentation - Factors influencing consumer behavior – Buyer motives – Buying process.

### **UNIT –III**

Product – Product Classification –New Product Development- Product Modification- Product diversification and Product Elimination – Branding and Packaging-Product Life Cycle- Product positioning.

### **UNIT –IV**

Pricing – Meaning –Influencing factors – Objectives – Pricing methods.

### **UNIT –V**

Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics).

### **Reference books:**

1. Fundamentals of Marketing – Willam J. Stanton
2. Marketing Management – Philip Kotler
3. Marketing Management (In the Indian context) – V.S. Ramasamy and S. Namakumari.
4. Marketing - Rajan Nair
5. Marketing Management - Saxena, Tata McGraw Hill Pub
6. Modern Marketing - Pillai & Bhagavathi,
7. Marketing Management - Sherlekar,
8. Marketing Management - Varshney R.L. and Gupta S.L.

## CORE 15 - MANAGEMENT ACCOUNTING

**No. of Credits : 4**

**No. of instructional Hours : 5 Hours per week**

**Course Objectives :**

- The objective of the course is to acquaint the students with the basic Concepts and tools of cost and Management Accounting
- To help students understand the nature and scope of management accounting gain knowledge in the preparation of financial statement analysis, marginal costing, budget, working capital and standard costing
- To utilize the management tools and techniques to take appropriate financial decisions.

### UNIT - I

Management Accounting – Definition – Objectives – Merits and Limitations – Financial Statement Analysis – Comparative Statements – Common Size Statements – Ratio Analysis - Construction of Balance sheet (simple problems).

### UNIT - II

Fund Flow Statement – Cash Flow Analysis – Uses and Construction – Distinction.

### UNIT - III

Marginal Costing – Objectives and Limitations – Cost Volume Profit (CVP) Analysis – Break Even Analysis – Merits and Demerits - Margin of Safety.

### UNIT - IV

Budget and Budgetary Control – Characteristics and Limitations – Preparation of Sales, Production, Raw material Cost, Cash, Master Budgets and Flexible Budgets.

### UNIT - V

Working Capital – Types – Factors Determining Working Capital - Estimate of Working Capital Requirements – Standard Costing – Material and Labour Variance only.  
(Marks: Theory 40% and Problems 60%)

**Note: Question 50% from Theory and 50% from Problem.**

### REFERENCE BOOKS:

1. Management Accounting – Manmohan and S.N. GoyalS
2. Management Accounting and Financial Control – S.N. Maheswari
3. Cost Accounting – Banerjee
4. Management Accounting – T.S. Reddy and Y. Hari Prasad Reddy
5. Management Accounting -R.S.N. PILLAI & BHAGAVATHI, Sultan Chand & Sons.
6. Management Accounting – Principles and Practice – R.K. SHARMA & JHOSHI K. GUPTA.
7. Principles of Management Accounting– MANMOHAN & S.N. GOYAL
8. Management Accounting – Tools and Techniques – N.VINAYAKAM, I.B. SINHA,
9. Himalaya Publishing House.

## CORE 16 -RESEARCH METHODOLOGY

**No. of Credits : 4**

**No. of instructional Hours : 4 Hours per week**

**Course Objectives :**

- To provide an insight into the fundamentals of social science Research and to acquire practical knowledge and required skills in carrying out research
- To help students understand the basic theoretical ideas and logic of research know about various aspects of research problems
- To gain thorough knowledge on the development of research projects

**UNIT –I** Research – Concept - Business research – Features – Types: Basic and applied, exploratory, descriptive – Phases of business research - Process and formulation of Research problem – Sources.

**UNIT –II** Sampling - Nature -Types of sampling - Probability and Non-probability - Merits and Demerits - Sampling Errors – Hypothesis —Characteristics of good Hypothesis.

**UNIT – III** Data collection: Sources and Collection of data - Primary and Secondary sources - Methods of data Collection – Merits and Demerits - Scaling Techniques.

**UNIT – IV** Data Analysis : Coding - Data entry -Analysis Interpretation of data -Tabulation – Types - – Tools for analysis ( Percentage and Chi-square analysis only ).

**UNIT – V** Report Writing : Research Report – Concept – Types - –Significance of Report Writing– Contents of a report – Drafting of reports.

### **REFERENCE BOOKS:**

1. Research Methodology for Social Sciences - Kothari, C.R.
2. Research Methods - Trochim, W.M.K.
3. Research Methodology - D.K. Bhattacharjee
4. Project Work – Guidelines - Kumar, M.S. & Prakash, M.
5. Research Methodology - Taylor, Bill, Sinha, G and Ghoshal, Taposh Prentice Hall of India.

**MAJOR ELECTIVE – I**  
**PRODUCTION MANAGEMENT**

**No. of Credits : 4**

**No. of instructional Hours : 4 Hours per week**

**Course Objectives :**

- To enable students understand the nature and importance of production management
- To comprehend the principles and areas of application of shop floor management
- To know the operations and skills needed for major decisions in material management

**UNIT - I**

Production Management– Scope and Significance –Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its kinds.

**UNIT - II**

Work Study - Time Study - Motion Study – Work Measurement– Principles and factors - Maintenance of Plant – Types.

**UNIT - III**

Production Planning and Control – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

**UNIT - IV**

Quality Control and Inspection – Objectives and Significance – SQC – AGMARK, ISI and ISO – Certification Marks.

**UNIT - V**

Material Management – Objectives and importance – Purchasing – Procedure – Store Keeping – Objectives – Functions - JIT.

**REFERENCE BOOKS:**

1. Production Management – EiwoodBuffa
2. Manufacturing Management – Frankling G. Moore
3. Effective Industrial Managment – Lundy
4. Production Management – Goel Gupta
5. Introduction to Work Study – I.LO.
6. Time and Motion Study – Barner
7. Time and Motion Study – Nadiler
8. Production and Material Management – K. SridharanBhat
9. Production and Material Management – KanishkaBadi

(OR)

**MAJOR ELECTIVE – I**  
**CONSUMER BEHAVIOUR**

**No. of Credits : 4**

**No. of instructional Hours : 4 Hour per week**

**Course objective :**

- To develop an understanding of underlying concepts and issues in Consumer behavior in marketing.
- To enable the students to learn the basics of Customer Relationship Management
- To know the factors influencing Buying Process
- To familiarise with Consumer Protection Act, 1986

**UNIT -I**

Consumer Behaviour - Definition - Nature - Scope - Need to study Consumer Behaviour - Applications Of Consumer Behaviour Knowledge - Current trends in Consumer Behaviour.

**UNIT- II**

Buying behavior - Concepts - Importance – Need and Elements Involved in Buying Process - Factors Influencing Buying Process - Behavioral factors.

**UNIT-III**

Consumer Decisions - Types Of Consumer Decisions - Consumer Decision Making Process - Purchase processes - Post-purchase behavior .

**UNIT-IV**

Consumer Satisfaction – Objectives - Importance - Working Towards Enhancing Consumer Satisfaction - Reasons Of Consumer Dissatisfaction - Consumer Research Process.

**UNIT-V**

Consumerism - Dealing With Consumer Complaint - Reasons For Growth Of Consumerism In India - Consumer Protection Act, 1986.

**BOOKS FOR REFERENCE:**

1. Consumer behavior - Leon. G. Schiffman & Leslve Lazer Kanuk
2. Consumer behaviour in Indian perspective - Suja.R.Nair
3. Consumer Behaviour - Batra/Kazmi
4. Consumer Behaviour - David. L. Loudon & Albert J. Bitta
- 5., Consumer Behaviour - K. Venkatramana
6. Consumer behaviour and marketing action - Assael Henry
7. Buyer and Consumer Behaviour - Jay D. Lindquist & M. Joseph Sirgy
8. Consumer Behaviour - Blackwell
9. Commentary on Consumer Behaviour - S.A.Chunawalla
10. Consumer Behaviour - Sontakki
11. Consumer Behaviour - Schiffman



## **SKILL BASED (COMMON) –**

### **PERSONALITY DEVELOPMENT**

**No. of Credits : 2**

**No. of instructional Hours : 2 Hours per week**

**Course objective :**

- To develop the skills of the professional undergraduate students for proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.
- The students should improve their personality, communication skills and enhance their self-confidence.
- To develop the presentation skills of the undergraduate students.
- The students should be able to act with confidence, should be clear about their own personality, character and future goals.

#### **UNIT-I:**

PERSONALITY- Definition – Determinants - Personality Traits – Theories Of Personality – Importance Of Personality Development - SELF AWARENESS – Meaning – Benefits Of Self – Awareness – Developing Self- Awareness. SWOT – Meaning – Importance – Application – Components. GOAL SETTING: Meaning – Importance – Effective Goal Setting – Principles Of Goal Setting – Goal Setting At The Right Level .

#### **UNIT-II:**

SELF MONITORING- Meaning-High Self – Monitor Vs. Low-Self Monitor-Advantages & Disadvantages of Self- Monitor- Self Monitoring And Job Performance. PERCEPTION – Definition – Factors Influencing Perception – Perception Process – Errors In Perception – Avoiding Perceptual Errors. ATTITUDE- Meaning – Formation Of Attitude – Types Of Attitude – Measurement Of Attitude – Barriers To Attitude Change- Methods To Attitude Change. ASSERTIVENESS - Meaning –Assertiveness In Communication - Assertiveness Techniques – Benefits Of Being Assertive – Improving Assertiveness.

#### **UNIT-III**

TEAM BUILDING – Meaning – Types Of Teams – Importance of Team Building - Creating Effective Team. LEADERSHIP – Definition – Leadership Style – Theories Of Leadership – Qualities Of An Effect Leader. NEGOTIATION SKILLS – Meaning – Principles Of Negotiation - Types Of Negotiation – The Negotiation Process – Common Mistakes In Negotiation Process.CONFLICT MANAGEMENT – Definition – Types Of Conflict – Levels Of Conflict – Conflict Resolution – Conflict Management.

#### **UNIT-IV**

COMMUNICATION – Definition – Importance Of Communication – Process Of Communication – Communication Symbols – Communication Network – Barriers In Communication - Overcoming Communication Barriers. TRANSACTIONAL ANALYSIS – Meaning – EGO states – Types Of Transactions – Johari Window – Life Positions. EMOTIONAL INTELLIGENCE – Meaning – Components Of Emotional Intelligence – Significance Of Managing Emotional Intelligence – How Develop Emotional Quotient. STRESS MANAGEMENT – Meaning – Sources Of Stress – Symptoms Of Stress – Consequences Of Stress – Managing Stress.

## **UNIT – V:**

**SOCIAL GRACES** – Meaning – Social Grace At Work – Acquiring Social Graces. **TABLE MANNERS** – Meaning – Table Etiquettes In Multicultural Environment – Do's And Don'ts Of Table Etiquettes. **DRESS CODE** – Meaning – Dress code for selected Occasions – Dress Code for an Interview – **GROUP DISCUSSION:** Meaning - Personality Traits Required For Group Discussion – Process Of Group Discussion – Group Discussion Topics. **INTERVIEW** – Definition – Types Of Skills – Employer Expectations – Planning For The Interview – Interview Questions – Critical Interview Questions.

## **REFERENCE BOOKS:**

1. Personality Development – Dr. S. Narayanarajan, Dr. B. Rajasekaran, G. Venkadasalpathi, V. VijeshNayaham and Herald M.Dass
2. Organisational Behaviour – Stephan P. Robbins
3. Organisational Behaviour – Jit S. Chandran
4. From campus to Corporate – Dr.K.K. Ramachandran and Dr. K.K. Karthick

## MINI PROJECT

**No. of Credits : 3**

**No. of instructional Hours : 6 Hours per week**

**Course Objectives :**

- To undergo an external field survey by choosing any industry (or) company (or) organization
- To train in drafting the formal report
- To improve the presentation skill among the students

The students may choose any industry (or) company (or) organization of their choice for doing mini-project. The data may be primary or secondary sources.

1. The students should undergo an external field survey or case study of a selected industry (or) company (or) organization by confining the specialisation chosen from the available clusters.
2. As like a project report, this field survey / case study report shall be prepared by starting the title as Survey/ Case study of ..... company or industry or organisation.
3. Since it is an external study report, the students should pay utmost interest in drafting the report and it should be as like formal report.
4. Field survey/ Case study chosen by the students for field investigation should be related to the course.
5. Before starting of fifth semester examinations, the student should submit the report both hard and soft copy with regard to this viva-voce shall be conducted through the Power-point presentation.
6. The report should be evaluated for 50 marks and viva-voce exam shall be conducted for 50 marks. Total marks for the paper is 100.
7. Students should attain 40 marks in both report and viva-voce to clear the paper. If the student is unable to clear or absent for the above examination, he/she should reappear with updated report after paying the examination fees to the university in the next semester.
8. After the completion of semester end examinations, the report and viva-voce exams have to be conducted by the approved examiners of the university.
9. ***Instruction for submission:***
  - a) The volume or size of the report may be about 15 to 20 pages typed with font name of Times New Roman in 1.5 paragraph space. (Excluding Content page, Certificate, Acknowledgement, Declaration certificate, Index and Appendix)
  - b) Students are required to submit the survey/case report in duplicate after duly signed by Principal/Director of the college and approved Faculty Guide before the semester end examination.
  - c) Duration for the survey/case report preparation can be fixed as per the direction of the Guide.

The report should have the following aspects and present the report in the order mentioned below.

- CHAPTER-I :** Introduction about the industry (or) company (or) organization - Form of Ownership - License or Registration - Organisation structure - Sources of Finance .
- CHAPTER-II :** Number of employees - Recruitment process – Training – Appraisal of employees .
- CHAPTER-III:** Product / Service produced or offered – Manufacturing process – Raw materials and Equipments used - Logo – Slogan.
- CHAPTER-IV:** Marketing of Products/Services – Channel of Distribution – Advertising – Sales promotion and sales management.
- CHAPTER-V :** Conclusion based on the overall observation of the study.
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## VI SEMESTER

### CORE 17 - RETAIL MANAGEMENT

**No. of Credits : 4**

**No. of instructional Hours : 4 Hours per week**

**Course objective :**

- To give an overview of the conceptual aspects of retail marketing management
- To understand the principles of retailing
- To expose learners to various factors influencing selection of location
- To know the opportunity in retail sales

#### **UNIT – I**

Retailing – Importance – Functions and Characteristics – Types of Retailers – Retailing principles - Main drives of retailing.

#### **UNIT – II**

Retailing formats: Store based and Non-store based – Advantages and Disadvantages.

#### **UNIT –III**

Retail Location – Types of Location site – Factors influencing selection of Location – Selection of Location (Urban, Rural, Sub-urban) – Merits and Demerits.

#### **UNIT – IV**

Store Layout – Importance – Steps for designing store layout – Visual merchandising – Objectives – Essentials of successful visual merchandising- Signage – Types – Characteristics of a good signage.

#### **UNIT – V**

Opportunity in retail sales: Management and Entrepreneurial opportunities - Internet Retailing – Advantages and Disadvantages – Traditional Vs. Cyber retailing.

#### **REFERENCE BOOKS:**

1. Retail Management – A Global Perspective, Text and Cases – Dr. Harjit Singh
2. Retail Marketing – S. Banumathy and M. Jayalakshmi
3. Retail Management – Arif Sheikh and Kaneez Fatima
4. Retail Management – Chetan Bajaj, RajnishTuli and Nidhi Srivastava
5. Retail Management – Dr. A. Mustafa
6. Retail Marketing – Dr. L. Natarajan

## **CORE 18 - FINANCIAL MANAGEMENT**

**No. of Credits : 4**

**No. of instructional Hours : 4 Hours per week**

### **Course Objective :**

- To familiarize the students with the conceptual frame work of Business finance with respect to raising, financing and managing finance.
- To expose learners to various concepts and principles of financial management
- To develop in them decision- making skills on various financial matters
- To acquaint them with various tools for the management and understanding of finance.

### **UNIT - I**

Financial Management - Meaning and Scope - Finance Functions – Sources of Finance - Profit Maximization and Wealth Maximization.

### **UNIT - II**

Cost of Capital – Concept, Importance – Classification – Calculation of Cost of Debt, Cost of Equity and Cost of Preference Shares - Cost of Retained Earnings – Weighted Average Cost of Capital.

### **UNIT - III**

Leverages – Meaning and Significance – Types: Operating, Financial and Combined Leverages – EBIT and EPS Analysis, Dividend– Forms of Dividend – Factors determining dividend - Dividend Theories and Dividend Policies.

### **UNIT - IV**

Capital Structure Planning – Meaning and Scope – Approaches: Net Income Approach – Net Operating Income Approach – MM Approach – Arbitrage Process – Traditional Approach – Indifference Point.

### **UNIT – V**

Capital Budgeting (Investment Decisions) – Concept and Importance – Appraisal Methods: Pay Back Method – Discounted Cash Flow Method - NPV Method, Excess Present Value Index, IRR, ARR and ROI.

**(Marks: Theory 50% and Problems 50%)**

### **REFERENCE BOOKS:**

1. Financial Management – M.Y.Khan&P.K.Jain
2. Financial Management – I.M. Pandey
3. Financial Management – James C.Van Horne
4. Financial Management – G. Sudarsana Reddy.
5. Financial Management – A.Murthy.

## **CORE 19 - HUMAN RESOURCE MANAGEMENT**

**No. of Credits : 4**

**No. of instructional Hours : 4 Hours per week**

**Course Objective :**

- The objective of this course is to familiarize students with the Principles of Human Resources Management
- To make the students familiar with the concept of Industrial Relations and the related labour legislations.
- To familiarize and acquaint the students with the knowledge of Organisational culture and to enlighten the students with the HRD Practices followed in various organizations
- To make the students understand the importance and direction of performance in the organizational context
- To acquire knowledge on the recent trends in HRM.

### **UNIT –I**

Human Resource - Definition – Characteristics and Objectives – Principles of HRM– Functions of Personnel Department – Managerial and Operative Functions.

### **UNIT –II**

HR Planning - Basics and needs – Factors - Steps in HR Planning – Job Analysis, Job Description and Job Specification .

### **UNIT-III**

Recruitment-Selection– Interviews and Tests - Placement of Personnel - Training – Objectives –Importance - Methods .

### **UNIT –IV**

Performance Evaluation- Importance – Methods – Promotion- Criteria and Types – Transfer - Types .

### **UNIT –V**

Industrial relations – Significance -Causes - Suggestion to improve industrial relations - Workers participation in Management - Collective Bargaining - Disciplinary procedure – Grievances - Steps in Grievance Handling.

### **REFERENCE BOOKS:**

1. Personnel Management - EDWIN& FLIPPO
2. Personnel Management - C.B.MAMORIA
3. Human Resource Management – C. B. GUPTA
4. Human Resource Management- S.S. Khanka
5. Human Resource Management – P.S. SUBBORAO
6. Human Resource Management – L. NATARAJAN

**MAJOR ELECTIVE – II**  
**1. ENTREPRENEURSHIP**

**No. of Credits : 4**

**No. of instructional Hours : 4 Hours per week**

**Course Objectives :**

- To make the student understand the concept & importance of Entrepreneurship and facilitate generation of young entrepreneur
- To help students for understand the concepts of entrepreneurship development
- To acquire requisite knowledge and skills for becoming successful entrepreneurs and
- To formulate and develop business projects.

**UNIT – I**

Entrepreneurship – Meaning - Importance- Types – Role of Entrepreneur in economic development – Qualities of entrepreneur – Entrepreneurship as a career.

**UNIT – II**

How to start a business – Product Selection – Forms of Ownership – Plant location – Land , Building , Water and Power - Raw Materials – Man Power – Other Infrastructural facilities – Licensing , Registration and Local Byelaws.

**UNIT – III**

Institutional arrangement for Entrepreneurship Development- DIC, ITCOT, SIDCO, NSIC, SISI, TIIC, SIDBI, Commercial Banks- Incentives to Small Scale Industries - Sickness in Small Scale Industries And Their Remedial Measures.

**UNIT – IV**

Project report – Meaning and Importance- Project identification - Contents of project report – Formulation of the project report .

**UNIT – V**

Project appraisal- Market Feasibility- Technical feasibility- Financial feasibility- Economic feasibility - Women Entrepreneurship in India.

**REFERENCE BOOKS:**

1. Entrepreneurship Development in India – Dr. C.B.Gupta , Dr. N.P. Srinivasan.
2. Entrepreneurship Development Principles, Policies and Programmes – P.Saravanvel.
3. Dynamics of Entrepreneurship Development in India – Vasant Desai.
4. Fundamentals of Entrepreneurship – Mohanty



(OR)

**MAJOR ELECTIVE – II**

**INTERNATIONAL BUSINESS**

**No. of Credits : 4**

**No. of instructional Hours : 4 Hours per week**

**Course Objectives :**

- To help students for understand the fundamental concepts of international trade
- To know the basic principles of MNCs
- To gain broad knowledge on Global Liberalization and WTO Agreement
- To make students to understand the fundamental concepts of international trade

**Unit- I**

International Business – Nature - Distinction between Indian Companies and MNC - Advantages and disadvantages of International Trade.

**Unit- II**

Mode of Entry – Exporting – Licensing – Franchising – Contract Manufacturing – Turn Key Projects – Foreign Direct Investment – Mergers, Acquisitions and Joint Ventures.

**Unit-III**

Export Trade – Procedure - Steps – Documents related to Export Trade.

**Unit-IV**

Import Trade – Procedure - Steps - Documentations and Problems.

**Unit-V**

EXIM Policy - Balance of Payment – Disequilibrium and Measures for Rectification - Institutions connected with EXIM Trade - International Marketing Information System.

**BOOKS FOR REFERENCE**

1. Dr. Aswathappa International Business, Tata McGraw Hill.
2. P. SubbaRao – International Business – HPH
3. Shyam Shukla; International Business, Excel Books.
4. Francis Cherunilam; International Business, Prentice Hall of India
5. MahuaDutta, International Business, I.K. Intl
6. J. Maskeri- International Business
7. Rosy Joshi; International Business, Kalyani Publishers.
8. Venkataramana. K, International Business, SHBP.
9. Subhasre S – International Business, HPH.

## **MAJOR PROJECT**

**No. of Credits : 7**

**No. of instructional Hours : 14 Hours per week**

**Course Objectives :**

- To work & gain knowledge of real time business environment.
- To explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.
- To analyze best practices, system, processes, procedures and policies of a different functional areas and bring forward the deviations.
- To develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company

### **SCOPE OF THE PROJECT REPORT AND VIVA -VOCE**

The project study is to be based on the functional areas (such as Marketing, Finance, HRM,etc). Before commencement of project study, each student has to consultation with his/her guide for choosing functional area of project on which the data is proposed to be collected and analysis is to be conducted. It may be noted that the chosen functional area is not restrictive. If the student finds any other area is interesting or otherwise, they must explore it and comment on it with his /her report.

#### **Guidelines:**

- a. Every student must undertake a project work by group or individual. The maximum number of students for group based project is six.
- b. To undertake a project work at a reputed organization, the students should apply for permission through the institution formally.
- c. Students must select the topic based on specialization.
- d. Three copies of report have to be prepared and submitted.
- e. The project work must be completed within four months' duration.
- f. The students will be allocated a guide from the department.
- g. The students have to meet the guides at regular intervals to update about the progress.
- h. The format for submitting the project work report will be provided by the department.
- i. The project work report should have the following structures:

- Cover pages
- Chapter 1: Introduction
- Chapter 2: Research Design
- Chapter 3: Company Profile/ Theories related to study area
- Chapter 4: Data Analysis and Interpretation
- Chapter 5: Findings , Recommendations and conclusion

j. The student will have to undergo a viva voce on the successful completion of project work. Thesis should be evaluated by external examiner.

j. Internal marks for project is 25 and external marks is 75.

**Note:**

**To foster deep insights into the practical domains of production and management industrial visits should be arranged as a part of the curriculum.**

## SCOPE OF THE PROJECT REPORT AND VIVA VOCE

The project study is to be based on the functional area (such as Marketing, Finance, HRM) that the student opted as major in third and fourth semester. Before commencement of project study, each student is to develop a synopsis in consultation with his/her guide in the chosen functional area covering the broad aspects on which the data is proposed to be collected and analysis is to be conducted. It may be noted that the chosen functional area is not restrictive. If the student finds any other area interesting or otherwise, they must explore it and comment on it in his /her report. Each student is required to carry out the work and submit the report individually.

To undertake a project work at a reputed organization by applying the concepts of management.

### Guidelines:

- Every student must undertake an individual project at a reputed registered organisation.
- Students must select the topic based on specialization.
- Interning at the organization/ Field work has to be done by every student.
- Two copies of report have to be prepared and submitted.
- The project work must be completed within three months' duration.
- The students will be allocated a guide from the department.
- The students are expected to register the organization of undertaking the project with the guide.
- Synopsis has to be prepared by every student to the guide.
- The synopsis has to be approved by the guide.
- The students have to meet the guides at regular intervals to update about the progress.
- The format for submitting the project work report will be provided by the department.
- The project work report should have the following structures:

- Cover pages
  - Chapter1: Introduction
  - Chapter2: Research Design
  - Chapter3: Company Profile
  - Chapter4: Data Analysis and Interpretation
  - Chapter5: Findings and Recommendations
  - Chapter6: Conclusion
- The student will have to undergo a viva voce on the successful completion of project work.