

B.COM. – SKILL BASED ELECTIVE COURSES

1. CUSTOMER RELATIONSHIP MANAGEMENT

- Paper I - Communication & Office Automation Tools
- Paper II- Overview of CRM
- Paper III -CRM in Practice
- Paper IV - Services Marketing & CRM Tools Overview
- Paper V - Marketing Management
- Paper VI - E – CRM (Virtual Marketing)

2. ENTREPRENEURIAL DEVELOPMENT

- Paper I - Business Opportunities & Business Planning
- Paper II- Entrepreneurship: Concept and Significance
- Paper III - Entrepreneurship Support: Institutions and Environment
- Paper IV - Introduction to Management
- Paper V - Introduction to Finance
- Paper VI - Marketing Management

3. HUMAN RESOURCE MANAGEMENT

- Paper I – Introduction to HRM
- Paper II - Labour Management Relations
- Paper III - Labour Laws
- Paper-IV- Wage and Salary Administration
- Paper V - Organizational Behaviour
- Paper VI -Organisational Dynamics

4. OFFICE MANAGEMENT

- Paper I – Introduction to Office Management
- Paper II - Office Management Tools
- Paper III- Communication and Interpersonal Skills
- Paper IV -Principles of Management
- Paper V - Human Resource Management
- Paper VI- Organizational Behaviour

5. RETAIL MANAGEMENT

- PAPER I - Introduction to Retail Management
- PAPER II - Retail Marketing
- Paper III- Retail Communication
- Paper IV – Consumer Behaviour
- Paper V – Promotion Management
- Paper VI - Supply Chain Management

6. SALES AND MARKETING MANAGEMENT.

- Paper I - Introduction to Marketing Management
- Paper II- Advertising Management
- Paper III - Sales and Distribution Management
- Paper IV– Promotion Management
- Paper V – Marketing Research
- Paper VI – Marketing Communication

CUSTOMER RELATIONSHIP MANAGEMENT

PAPER I - COMMUNICATION & OFFICE AUTOMATION TOOLS

Unit I - BASIC COMMUNICATION

Communication as Sharing - Context & Medium of Communication - Barriers to Communication - Characteristics : Accuracy, Brevity, Clarity and Appropriateness

Unit II - LISTENING & SPEAKING

Needs & Advantages of Listening - Active & Passive Listening - Elements of Active Listening - Coherence of Listening with Reading and Speaking

Unit III - READING & WRITING

Writing Effective Sentences-Cohesive Writing - Clarity and Conciseness in Writing - Resumes & Job Applications - Writing e-mails and memos

Unit IV - Computer Fundamentals

Computer & Operating system fundamentals - MS-Word - Introduction to Ms-Word - MS-Excel - MS-Power Point - Multimedia effects – Introduction to Internet Explorer

Unit V - Accounting Packages (Theory only)

Introduction to Accounting Packages – Need & Advantages – Tally – Reports – Introduction & Overview of other Accounting Packages

TEXT BOOKS RECOMMENDED:

1. Alexis Leon, MS-Office & Internet, 2004
2. Heidi Schultz, Business Scenarios, 2005
3. Kiranmai Dutt, P., & Geetha Rajeevan, Basic Communication Skills, 2003
4. Tally Academy -Tally 9.0 , 2006
5. Kaushik Mukerjee – Customer Relationship Management – Printice Hall, India.

CUSTOMER RELATIONSHIP MANAGEMENT

PAPER II - OVERVIEW OF CRM

Unit- I - Introduction to Customer Support

Product & Customer – Overview - Importance of a Customer - Consumer behavior -

Unit –II Customer support Methodology

Customer Centric approach - External Layers Vs Internal Layers - Need of Customer Support Methodologies for Customer Support

Unit III Introduction to ERP

Introduction: ERP-An Overview - Enterprise-An Overview - Benefits of ERP - ERP and Related Technologies

Unit- IV- CRM Basics

CRM – Meaning & Definition - Dimensions of CRM - Nature of CRM - Goals of CRM - Advantages of CRM

Unit –V - Implementation of CRM

CRM Implementation – A comprehensive model - Developing CRM vision and strategy Management support

TEXT BOOKS RECOMMENDED:

1. Balasubramanian, K., Essence of Customer Relationship Management, learn Tech press
2. For Sugar-CRM & Microsoft Dynamic CRM - Refer Internet
3. Kaushik Mukerjee – CRM – PHI.

CUSTOMER RELATIONSHIP MANAGEMENT

PAPER III -CRM IN PRACTICE

UNIT - I - CRM in Banking

Introduction to Banking - Multiple Bank Accounts – Transaction handling – Deposits and Payments

UNIT II

Customized reports handling – CRM in Banking

UNIT-III - CRM in Insurance Services

Introduction to Insurance – Role & importance of insurance CRM in insurance

UNIT- IV- CRM in Hospital Industry

Introduction – Objectives & functions of hospitals – patient handling

UNIT-V

Record creation and Maintenance – CRM in Hospital Industry

TEXT BOOKS RECOMMENDED:

1. CRM in Banking – By V.V.Gopal, 2005
2. CRM in Insurance – By V.V.Gopal, 2004
3. Kaushik Mukerjee – CRM – PHI.

CUSTOMER RELATIONSHIP MANAGEMENT

PAPER IV - SERVICES MARKETING & CRM TOOLS OVERVIEW

Unit-I Introduction

Services – definition – Role of service sector – Difference between Services and goods – services characteristics – services marketing and Relationship marketing

Unit –II Services Marketing & Delivery

Services Market Segmentation – positioning and differentiation of services – Marketing mix decisions – 7 P's of service marketing –Service Delivery - role

UNIT III – Total quality Control

TQM – Need – measures - Recent Trends

Unit –IV - RELATIONSHIP MARKETING

Relationship marketing in Mass markets - marketing strategy, distribution channels - Role of Information Technology in building, maintaining and enhancing relationships

Unit- V - CRM Tools

CRM tools – overall modules – lead management – introduction – lead to sales life cycle – Communication methodologies – relationship management – complaint handling

TEXT BOOKS RECOMMENDED:

1. Adrian Payne, Services Marketing
2. Balasubramanian, K., Essence of Customer Relationship Management
3. Helen Woodruffe, Services Marketing
4. Handbook of Relationship Marketing-Jagdish Sheth,Atul Parvatiyar
5. Leading Through Relationship Marketing-Richard Batterley
6. Service Marketing and Management – Balaji – S.Chand
7. R.Srinivasan – Services marketing – PHI.
8. Kaushik Mukerjee – CRM – PHI.
9. Bharat Wakhlu _ Total Quality – S.Chand.

CUSTOMER RELATIONSHIP MANAGEMENT

PAPER – V MARKETING MANAGEMENT

UNIT – I

Meaning of marketing Management – Functions of Marketing Management –
Difference between Marketing Management and Sales Management

UNIT – II

Marketing manager's responsibility – marketing planning – need, importance and
process of planning

UNIT – III

Marketing organization – types of organization – committee type, product type,
line, staff and staff organization – marketing decision making

UNIT – IV

Marketing control and marketing audit – types and methods of conducting
marketing audit – marketing risks – methods of dealing with marketing risks.

UNIT V

Government and Marketing in India – product policy – control over prices and
distribution.

TEXT BOOKS RECOMMENDED:

1. Dr. N. Rajan Nair – Marketing.
2. RNS Pillai and Bagavathi – Modern marketing.
3. V.S. Ramasamy – Marketing Management.
4. C.B. Memoria – Marketing Management.

CUSTOMER RELATIONSHIP MANAGEMENT

PAPER VI - E – CRM (VIRTUAL MARKETING)

Unit – I Introduction

E - Business Fundamentals: Internet Basics: Internet, Intranet, Extranet

Unit – II B2B Marketing

B2B Marketing – focus, scope - different forms of B2B organizational process

Unit – III Online - Marketing

On-line marketing – On-line retail – On-line sales promotion – Web enabled advertisements – Web based Marketing research.

Unit – IV e-Customer Relationship Management

The Economics of e-Loyalty – The importance of trust - The importance of focusing on the "right" Customers - Relationship Capital

Unit – V

E - CRM - Internet strategies facilitating CRM – including personalization, collaborative filtering, data mining, data warehousing and real-time profiling.

TEXT BOOKS RECOMMENDED:

1. Internet Marketing - By Rafia. Mohammed, 2003
2. Building an Intelligent E-Business – By David Ferris and Larry Whipple, 2005
3. eCRM-Concepts & Cases: Madhavi Garikaparthi
4. Kaushik Mukerjee – CRM – PHI.
5. Dr.S.V. Srinivasa Vallabhan – E- Commerce – Learntech press – Trichy.
6. P.T.Jpseph, S.J. – E.Commerce – PHI.

ENTREPRENEURIAL DEVELOPMENT
PAPER I - BUSINESS OPPORTUNITIES & BUSINESS PLANNING

UNIT – I

The environment (Institutions and Schemes) – importance, understanding roles – scanning of environment

UNIT –II

Market survey & Assessment – Demand, Supply and Nature of Competition

UNIT –III

Feasibility Study- Preliminary Screening and preparation of detailed feasibility plan –main features of feasibility plan

UNIT –IV

Business Planning – Importance, Levels, purpose-(Seven)Steps in Business Planning

UNIT – V

The Project report – importance – uses – characteristics of a project report –(7) Basic elements of a report- preparation of project report

TEXT BOOKS RECOMMENDED:

1. Marketing Models, Kotler.P and G.Lilien, Prentice Hall International inc., 1992
2. Starting a Success Full Business – A Step by Step guide,Rajan Chhibba, Penguin Books India (P)Ltd,1999

ENTREPRENEURIAL DEVELOPMENT

PAPER II- ENTREPRENEURSHIP: CONCEPT AND SIGNIFICANCE

UNIT – I

Evolution of the concept of entrepreneur – entrepreneurship –definition – concepts of entrepreneurship development-need –process of entrepreneurship

UNIT –II

Nature, Purpose and Pattern of Human Activities: Economic and Non-economic – Entrepreneurial pursuits and human activities

UNIT –III

Role of Entrepreneur in Indian economy with reference to self-employment development

UNIT – IV

Attitudes and Motivation –self-efficacy, creativity, risk taking, leadership, communication and influencing ability and planning action

UNIT – V

Overview of entrepreneur opportunities in contemporary business environment

TEXT BOOKS RECOMMENDED:

1. Entrepreneurship and Entrepreneurial Development, Gangadhara Rao M., Kanishha Publishing House, NewDelhi, 1992
2. Entrepreneurship and Development, Jasmer Sing Saini , Deep and Deep publications ,New Delhi,1996
3. Entrepreneurial Development – S.S.Khanka - S.Chand

ENTREPRENEURIAL DEVELOPMENT
PAPER III - ENTREPRENEURSHIP SUPPORT: INSTITUTIONS AND
ENVIRONMENT

UNIT – I

Institutions and Schemes in Tamilnadu for SSI Support – State Level
Financial Corporations (SFC's)-Schemes & Programmes

UNIT –II

DIC, DRDA: Roles, Schemes and Programmes – Local Commercial
Banks- Lead Bank

UNIT –III

Introduction to Facilitating / training / guidance organizations / institution
and its service – EDI – CED – NIESBD – Technical Consultancy organization –SISI

UNIT – IV

National Industrial Development Corporation – KVIC- Commissioner of
Cottage Industries – National Institute of Small Industry Extension and Training

UNIT – V

Industry Specific Agencies – National, State, Regional Level incentives
and Concessions – Documentation and sanction of loan application

TEXT BOOKS RECOMMENDED:

1. Youth Entrepreneurship through Continuing Education, Dr.K.Parthasarathy and Dr.V.Anandhamoorthy, SRC Publications, 2007
2. Entrepreneurship and Enterprise Development in Asia, Raymoad W.Y.Kao,Perason Education Aisa, 2001
3. Entrepreneurial Development – S.S.Khanka - S.Chand
4. Entrepreneurial Development – Ranu Arora , Kalyani Publishers
5. Entrepreneurial Development – Dr.Jayshree Suresh - Marghum

ENTREPRENEURIAL DEVELOPMENT
PAPER IV - INTRODUCTION TO MANAGEMENT

UNIT – I

Two fold management responsibility of an entrepreneur – general management – basic management – functions – organizing productions of goods and services

UNIT –II

The four stage growth model – planning – organizing, executing, controlling resource both human and material – statutory regulations & compliance

UNIT – III

Asset Management Maintenance – Inventory decisions – management of Equipment –infrastructure issues – production plan and scheduling

UNIT –IV

Production Control – Inventory Control – ABC Analysis

UNIT – V

Purchasing – Quality control – determining – cost, income, Calculations of profit / Loss

TEXT BOOKS RECOMMENDED:

1. Business management – LM Prasad
2. Business management - Dinker pagare
3. Cost Accounting – N.K Prasad
4. Production Management - LM Prasad
5. Management – R.Satya raju - PHI
6. Production Management – Martand T. Telsang – S.Chand.
7. Total Quality – Bharat Wahlu – S.Chand.

ENTREPRENEURIAL DEVELOPMENT
PAPER V - INTRODUCTION TO FINANCE

UNIT – I

Meaning of Finance – Need for financial Management – Ingredients of Financial Management

UNIT –II

Form of Business organization & Entrepreneur's function in Financial management

UNIT –III

Meaning and Process of Financial Planning

UNIT –IV

Role of Financial planning – financial planning strategies

UNIT – V

Factors affecting the Formulation of Financial Plan, Working Capital, Cash management, Inventory management

TEXT BOOKS RECOMMENDED:

1. Financial Management – DR.R.Ramachandran and Dr.R.Srinivasan – Sir Ram Publications
2. Financial Management – S.C Kuchal
3. Financial Management – Sharma and Gupta
4. Management Accounting – N.M. Singhvi – PHI.
5. Management Accounting – Dalston L.Ceil, Jenitra L.Mervin – Learntech, Trichy.

ENTREPRENEURIAL DEVELOPMENT
PAPER – VI MARKETING MANAGEMENT

UNIT – I

Meaning of marketing Management – Functions of Marketing Management –
Difference between Marketing Management and Sales Management

UNIT – II

Marketing manager's responsibility – marketing planning – need, importance and
process of planning

UNIT – III

Marketing organization – types of organization – committee type, product type,
line, staff and staff organization – marketing decision making

UNIT – IV

Marketing control and marketing audit – types and methods of conducting
marketing audit – marketing risks – methods of dealing with marketing risks.

UNIT V

Government and Marketing in India – product policy – control over prices and
distribution.

TEXT BOOKS RECOMMENDED:

1. Dr. N. Rajan Nair – Marketing.
2. RNS Pillai and Bagavathi – Modern marketing. - S. Chand
3. V. S. Ramasamy – Marketing Management.
4. C. B. Memoria – Marketing Management.
5. M. Govindarajan – Marketing Management – PHI.

HUMAN RESOURCE MANAGEMENT PAPER I - INTRODUCTION TO HRM

Unit-I

Human resource management – objectives – functions – difference between HRM and Personnel management

Unit –II

Human resource planning – recruitment – selection – induction

Unit –III

Training –needs - types

Unit-IV

Organizational Development – Stress management – importance

Unit- V

Performance appraisal – Methods – incentives and benefits

TEXT BOOKS RECOMMENDED:

- 1.L.M .Prasad –Human Resources Management
- 2.Dr.P.C.Tripatti-Human Resources Management
- 3.C.B.Gupta-Human Resources Management
- 4.P.Subbha Rao-Personnel and Human Resources Development
- 5.Biswajeet Pattanayak – HRM – PHI.
- 6.S.S.Khanka – HRM – Schand.

HUMAN RESOURCE MANAGEMENT
PAPER II - LABOUR MANAGEMENT RELATIONS

Unit-I

Industrial relations – nature – importance – parties to industrial relations – industrial relations strategy

Unit –II

Trade union development and functions –leader ship and management in the trade union - white collar and managerial trade union

Unit – III

Employee welfare facilities – statutory and non statutory - approaches to labour welfare – administration of welfare facilities

Unit-IV

Worker’s participation in Management – need – methods

Unit-V

Nature and Extent of collective bargaining - Negotiable skills - issues and trends in collective bargaining

TEXT BOOKS RECOMMENDED:

1. Industrial Relations and Labour Laws—S.C.Srinivasan
2. Industrial Organisation—Amirdyasaer
3. Organisational Development—Dr.P.C.Fimpathi
4. Labour Relations – Dr.C.B.Memoria

**HUMAN RESOURCE MANAGEMENT
PAPER III - LABOUR LAWS**

Unit – I

Factories Act, 1948 – Definitions – Health, Safety, Welfare – Working hours

Unit- II

Trade Union Act 1926 - Definition –registration of union – duties , Rights and liabilities of registered union

Unit –III

Industrial disputes Act 1947-causes - union rivalry –unfair labour practices - Extent of disputes -settlement – arbitration - conciliation – adjudication - consultative machinery

Unit-IV

The Employees state Insurance Act 1948- ESIC – Management - Benefits

Unit-V

Minimum Wages Act 1948 - Payment of Wages Act 1936 – Definitions – Permissible deduction – liability for non payment

TEXT BOOKS RECOMMENDED:

1. Industrial Law by N.D.Kapoor
2. Industrial Relations and Labour law by S.C.Srivatseva
3. Labour and Industrial Laws – P.K.Padhi – PHI.
4. Business and Industrial Laws – PPS Gogne – S,chand.
5. Mercantile Law – MC Shukla – S.Chand.

**HUMAN RESOURCE MANAGEMENT
PAPER-IV - WAGE AND SALARY ADMINISTRATION**

Unit –I

Employee Remuneration – Importance-Factors influencing - Basis of Wage and Salary Fixation - Concepts of wages

Unit-II

Executive Remuneration - Special features - Extent of pay - Justification for paying more - Relevant Issues - Remedial measures

Unit-II

Incentive payments - Meaning and Definition - Prerequisites of effective incentive system - types - Group incentive plans

Unit-IV

Employee benefits and services - Meaning and Definition-Types - service programmes - Administration of benefit and services

Unit-V

Fringe benefits-Principles-future of Fringe benefits

TEXT BOOKS RECOMMENDED:

1. Human Resources Management—K.Aswathappa.
2. Biswajeet Pattanayak – HRM – PHI.
3. L.M.Prasad – HRM – Sultan Chand & sons.

**HUMAN RESOURCE MANAGEMENT
PAPER-V ORGANIZATIONAL BEHAVIOUR**

Unit I

Meaning - Definition of Organisational behaviour – Nature - Scope - Importance -
Models of Organizational behaviour

Unit-II

Human behaviour - Nature - Process - Personality - Meaning - characteristics -
Types – Perception – Process - Factor influencing perception.

Unit-III

Learning - components - Principles – Steps- attitude - attitude formation -
Methods of Measurement of attitude

Unit-IV

Group behaviour – Characteristics - Formal and Informal groups -Group
dynamics

Unit-V

Communication -Levels of Communication - Significance - Barriers to effective
communication – effective communication

TEXT BOOKS RECOMMENDED:

1. Organisational behaviour—Kevith Devis
2. Organisational behaviour—Fredluthers.
3. Human Behaviour at work—Kevith Devis.
4. Organisational Behaviour – S.S. Khanka – S.Chand.

**HUMAN RESOURCE MANAGEMENT
PAPER-VI- ORGANISATIONAL DYNAMICS**

Unit-I

Organisational dynamics – meaning – definitions – importance - factors

Unit-II

Organisational Climate- Need and Importance – Measurement

Unit-III

Organisational conflict - Levels of conflict- Role conflict - Group conflict -
Managing the conflict

Unit-IV

Organisational change - Meaning - importance - Management of change -
Resistance to change - Implementing the changes- Action and Evaluation

Unit-V

Organisational Development—Issues and process - Advantages – Intervention -
Types of Intervention -process - Team Intervention

TEXT BOOKS RECOMMENDED:

1. Human behaviour at work-Kevith Devis.
2. Organisational behaviour—John W. New stor and Kevith De3vis
3. Organisational behaviour—Fred lathers.
4. Organizational Behaviour – S.S.Khanka – S.Chand.

OFFICE MANAGEMENT
PAPER I - INTRODUCTION TO OFFICE MANAGEMENT

UNIT –I

Office management – Meaning – Elements of office management – Functions of office management.

UNIT – II

Office organization – Definition, Characteristics and Steps – Types of Organization – Functions of an Office administrator

UNIT – III

Office record management – Importance – Filing essentials –Classification and arrangement of files-Modern methods of filing-Modern filing devices

UNIT – IV

Office Communication – Correspondence and Report writing –Meaning of office communication & mailing

UNIT-V

Form letters –Meaning, Principles, and Factors to be considered in designing office forms – Types of report writing

TEXT BOOKS RECOMMENDED:

1. Fundamentals of office management – by J.P.Mahajan, OfficeManagement by S.P.Arrora

Office Management – R.S.N.Pillai & Bagavathi- S.Chand

OFFICE MANAGEMENT
PAPER II - OFFICE MANAGEMENT TOOLS

UNIT –I Computer Fundamentals

Computer and Operating system Fundamentals – Components of a computer system –Input and Output devices – Memory Handling –Storage Devices

UNIT – II MS -Word

Introduction to MS-Word and User Utilities – Exploring Template and Formation of Documents – Table handling –Mail Merge and Print Process

UNIT – III MS – Excel

Spreadsheet –workbook window –Formatting Cells / Worksheet – Working with Formula, Function and Charts – Filtering data and Printing a Presentation

UNIT – IV MS – Power Point

Introduction to MS –Power Point –Creating Templates – Font and color editing – Adding – Multimedia effects – Consolidating using MS-Power Point

UNIT-V Accounting Packages (Theory only)

Introduction to accounting Packages – Need and Advantages

TEXT BOOKS RECOMMENDED:

1. Computer Application in Business –Dr.S.V.Srinivasa Vallabhan, Sultan Chand and Sons, New Delhi
2. MS-Office and Internet by Alexis Leon
3. Tally Graduate, Tally Solutions Private Limited, Chennai (www.tallysolutions.com)
4. Computer Application in Business – K.Mohan Kumar, Vijay Nicole imprints Private Limited Dr.S.Rajkumar –Chennai
5. Computer Basics – V.Rajaraman – PHI.

OFFICE MANAGEMENT

PAPER III - COMMUNICATION AND INTERPERSONAL SKILLS

UNIT – I Basic Communication

Communication – Meaning and Definition – Medium of Communication –
Barriers to Communication

UNIT – II Listening

Needs and Advantages of Listening – Active – Elements of active
listening with reading - coherence of listening with reading and Speaking

UNIT – III Speaking

Features of effective speech – Role play-Conversation building –Topic
presentation – Group Discussions

UNIT – IV Reading

Comprehensive of Technical and Non- Technical Material – Skimming
Scanning – inferring Guessing

UNIT – V Writing

Writing Effective Sentences – Cohesive writing – Clarity and Conciseness
in writing –Resumes and job applications

TEXT BOOKS RECOMMENDED:

1. Basic Communication Skills by p.Kiranmani Dutt and Geetha Rajeevan
2. Business Scenarios by Heidi Schuttz Ph.D
3. Business Communication –Asha Kaul – PHI.
4. Business Communication – Sathya Swaroop Debasish & Bhagaban Das – PHI
5. Business Communication – NS Raghunathan & Santhanam – Marghum.

OFFICE MANAGEMENT
PAPER IV - PRINCIPLES OF MANAGEMENT

UNIT- I

Principles of management – Nature of managerial job – Managers Vs
Entrepreneurs – Managers Vs Leaders

UNIT- II

Planning – Meaning, Process, Types

UNIT –III

Planning – Implementation- Merits, Demerits, MBO, MBE

UNIT –IV

Organizational Structure and types – Authority and Responsibility –
Delegation –Decentralization

UNIT – V

Decision making – Types of Decision Making – Conflict management

TEXT BOOKS RECOMMENDED:

1. Fundamentals of Management by Stephen P.Robbins and David A.Decenzo
2. Management Concepts and Strategies by J.S Chandan
3. Business Organization and Management by Sharma Gupta , Kalyani Publishers
4. Principles of management by J.Jayasangar, Margham Publishers.
5. Management by R.Satya Raju – PHI.
6. Principles of Management by J.Jayasankar - Marghum

OFFICE MANAGEMENT
PAPER V - HUMAN RESOURCE MANAGEMENT

Unit-I

Human resource management – objectives – functions – difference between HRM and Personnel management

Unit –II

Human resource planning – recruitment – selection – induction

Unit –III

Training –needs - types

Unit-IV

Organizational Development – Stress management – importance

Unit- V

Performance appraisal – Methods – incentives and benefits

TEXT BOOKS RECOMMENDED:

- 1.L.M .Prasad –Human Resources Management
- 2.Dr.P.C.Tripatti-Human Resources Management
- 3.C.B.Gupta-Human Resources Management
- 4.P.Subbha Rao-Personnel and Human Resources Development
- 5.Biswajeet Pattanayak- HRM – PHI.
- 6.L.M.Prasad – HRM – Sultan chand & Sons.
- 7.S.S.Khanka – HRM – S.Chand.

OFFICE MANAGEMENT
PAPERVI - ORGANIZATIONAL BEHAVIOUR

Unit I

Meaning - Definition of Organisational behaviour – Nature - Scope - Importance -
Models of Organizational behaviour

Unit-II

Human behaviour - Nature - Process - Personality - Meaning - characteristics -
Types – Perception – Process - Factor influencing perception.

Unit-III

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Methods of Measurement of attitude

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Group behaviour – Characteristics - Formal and Informal groups -Group
dynamics

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Communication -Levels of Communication - Significance - Barriers to effective
communication – effective communication

TEXT BOOKS RECOMMENDED:

5. Organisational behaviour—Kevith Devis
6. Organisational behaviour—Fredluthers.
7. Human Behaviour at work—Kevith Devis.
8. Organisational Behaviour – S.S.Khanka – S.chand.

RETAIL MANAGEMENT

PAPER –I INTRODUCTION TO RETAIL MANAGEMENT

UNIT I

Retail Management – Process – Retail Marketing Segmentation – Key Retail Segments

UNIT II

Strategic Planning in Retailing – Financial Strategy in Retailing – Retail Strategic Profit Model

UNIT III

Inventory Management in Retailing - Material Handling – Principles and purpose of material handling – Symptoms of poor material handling

UNIT IV

Stores layout and design – objectives – factors - display

UNIT V

Retail formats – Store Based Retail format – Non store board retail format – other emerging retail formats.

TEXT BOOKS RECOMMENDED:

1. Retail Management – Dr.Harjit Singh – S,Chand & Co.
2. Retail Management – Balraj Tuli Srivatsava.
3. Retail Marketing – Dr.L.Natarajan –Marghum
4. Retailing Management – Ansuya Angadi – S.chand & Co.

RETAIL MANAGEMENT PAPER II - RETAIL MARKETING

UNIT I

Definition and scope of retailing – Characteristics of retailing – Functions of retailers – Classification of retailers

UNIT II:

Retail Marketing – Developing and managing the retail marketing mix – Segmenting, Targeting

UNIT III

Merchandising Management, Planning in Retailing

UNIT IV

Retail Pricing – Objectives – External influence on retail pricing

UNIT V

Retail Promotion – Selection of Promotion Mix – Advertising - Media Selection – Promotion – Personal Selling

TEXT BOOKS RECOMMENDED:

1. Retail Management – Balraj Tuli Srivatasava
2. Retail Management – Dr. Harjit Singh - S.Chand & Co
3. Retailing Management - Ansuya Angadi – S,Chand & Co.
4. Retail Marketting – Dr.L.natarajan - Marghum

RETAIL MANAGEMENT

PAPER III - RETAIL COMMUNICATION

UNIT I

Retail Communication – Meaning – importance – factors to be considered in retail communication

UNIT II

Consumer response to product quality – prices – promotional methods and distribution channels

UNIT III

Retail Communication Mix – Role of Communication in retailing – Retail Communication process

UNIT IV

SMARTRT Objectives (Specific, Measurable, Achievable, Realistic, Relevant, Targeted Results, Time Frame) – Window Display

UNIT V

Retailing through Internet – Traditional retailing Vs Cyber Retailing – Reasons for Popularity of Cyber retailing

TEXT BOOKS RECOMMENDED:

1. Retail Management – Dr. Harjit Singh – Sultan Chand & Co.
2. Retail Management – Ansuya Angadi – S, Chand & Co.

RETAIL MANAGEMENT

PAPER IV – CONSUMER BEHAVIOUR

UNIT I

Consumer Behaviour – Meaning – Definitions – The buying process – Buying roles

UNIT II

Buying motives - internal – external – rationale – emotional

UNIT III

Consumer needs – Maslow’s need hierarchy – consumer perception

UNIT IV

External buying motives – family and household influence – reference group – others

UNIT V

Cross-cultural behaviour – international scene –opinion leadership- adaptation process

TEXT BOOKS RECOMMENDED:

1. Consumer behaviour – Bennet – Printice hall
2. Consumer Behaviour - Laudon – Tata McGraw hill
3. Consumer Behaviour – Leon G.Schiffman – Pearson Education
4. Consumer Behaviour in Indian Context – P>C>Jain & Monika Bhatt. – S,Chand.

RETAIL MANAGEMENT
PAPER V – PROMOTION MANAGEMENT

UNIT I

Promotion mix – promotion process – promotion strategy – Sales promotion planning, budgeting and evaluation

UNIT II

Sales promotion – importance – Dealers' and customer sales promotion tools

UNIT III

Personal selling – prospecting approaches – presentation and demonstration – sales display- sales forecasting

UNIT IV

Sales promotion through selling skills – sales meeting and training – sales force management – functions and role of sales manager

UNIT V

Relationship marketing – meaning – application of relationship marketing – customer relationship marketing

TEXT BOOKS RECOMMEND:

1. Advertising and Sales Promotion – SL Gupta and VV ratna.
2. Marketing management – RL Varshney and SL Gupta. Sulthan Chand and Sons
3. Marketing management – SB Gupta and Nrajan nair.
4. Marketing Management – Philip Kotler –McGraw Hill

RETAIL MANAGEMENT

PAPER VI - SUPPLY CHAIN MANAGEMENT

UNIT I

Supply chain management – Meaning, Need and importance – Components of Supply chain management

UNIT II

Planning Demand and Supply in a Supply Chain – Demand forecasting in a supply chain – Planning supply and demand in a supply chain.

UNIT III

Planning and managing Inventories in a Supply chain - Managing economies of Scale in a Supply chain

UNIT IV

Cycle Inventory – Managing uncertainty in a supply chain – Safety Inventory – Determining optimum level of product availability

UNIT V

Financial evaluation of supply chain decisions – Co-ordination in a supply chain – Recent Developments in a supply chain management

TEXT BOOKS RECOMMENDED:

1. Supply chain Management Strategies, Planning and Operation – Sunil Chop and Peter Meindi
2. Retail Management – Dr.Harjit Singh – S.chand & Co.

**SALES AND MARKETING MANAGEMENT
PAPER – I INTRODUCTION TO MARKETING MANAGEMENT**

UNIT – I

Meaning of marketing Management – Functions of Marketing Management –
Difference between Marketing Management and Sales Management

UNIT – II

Marketing manager's responsibility – marketing planning – need, importance and
process of planning

UNIT – III

Marketing organization – types of organization – committee type, product type,
line, staff and staff organization – marketing decision making

UNIT – IV

Marketing control and marketing audit – types and methods of conducting
marketing audit – marketing risks – methods of dealing with marketing risks.

UNIT V

Government and Marketing in India – product policy – control over prices and
distribution.

TEXT BOOKS RECOMMENDED:

1. Dr. N. Rajan Nair – Marketing.
2. RNS Pillai and Bagavathi – Modern marketing. – S.Chand.
3. V.S. Ramasamy – Marketing Management.
4. C.B. Memoria – Marketing Management.
5. M. Govindarajan – Marketing Management – PHI.

SALES AND MARKETING MANAGEMENT

PAPER II – ADVERTISING MANAGEMENT

UNIT I

Advertisement – meaning – need for advertising – scope – objectives – advertising planning and organisation

UNIT II

Advertising media – role of media – types of media – effectiveness of advertising

UNIT III

Advertising Budget – advertising agencies – types – selection of advertising agency – Agency compensation

UNIT IV

Devising advertising strategy – planning and organizing advertising campaign – Advertising copy

UNIT V

Social and legal control of advertising – role of consumer organization – ethical issues in advertising

TEXT BOOKS RECOMMENDED:

- 1.Rathor R S, - Advertising Management.
- 2.Myres – Advertising Management.
- 3.Norms – Advertising..
4. Dr.P.Saravanavel – Advertising and Salesmanship – Marghum
- 5.R.S.Rudani – Sales and Advertising Management – S,Chand.
- 6.S.Rajkumar & V. Rajagopalan – Sales and Advertising Management – S.Chand.

SALES AND MARKETING MANAGEMENT
PAPER III - SALES AND DISTRIBUTION MANAGEMENT

UNIT I

Sales Management = meaning and scope=functions of sales management.

UNIT II

Sales policy – Sales organization- sales territories – sales quota – selling process – responsibilities of a sales manager

UNIT III

AIDA Formula- Need for sales force – recruitment and selection of sales force – training of salesman – qualities of a good salesman

UNIT IV

Sales office functions – interviews – receiving of orders – handling mails – filing – record keeping – sales bulletin.

UNIT V

Distribution functions – distribution policy – components of physical distribution – inventory management – packing and material handling systems.

TEXT BOOKS RECOMMENDED:

- 1.Salesmanship and advertising – Davar.
- 2.Salesmanship – RSN pillai and Bagavathi.
- 3.salesmanship and publicity – JSK Patel.
- 4.Sales management – Richard R. Still.

**SALES AND MARKETING MANAGEMENT
PAPER IV – PROMOTION MANAGEMENT**

UNIT I

Promotion mix – promotion process – promotion strategy – Sales promotion planning, budgeting and evaluation

UNIT II

Sales promotion – importance – Dealers’ and customer sales promotion tools

UNIT III

Personal selling – prospecting approaches – presentation and demonstration – sales display- sales forecasting

UNIT IV

Sales promotion through selling skills – sales meeting and training – sales force management – functions and role of sales manager

UNIT V

Relationship marketing – meaning – application of relationship marketing – customer relationship marketing

TEXT BOOKS RECOMMEND

:

1. Advertising and Sales Promotion – SL Gupta and VV ratna.
2. Marketing management – RL Varshney and SL Gupta.
3. Marketing management – SB Gupta and Nrajan nair.

SALES AND MARKETING MANAGEMENT
PAPER V – MARKETING RESEARCH

UNIT I

Marketing research – meaning – importance – problem discovery and formulation – marketing research process

UNIT II

Data collection – primary data, secondary data – survey method – questionnaire – design – attitude measurement – sampling techniques.

UNIT III

Data analysis – processing of data and interpretation – research report writing.

UNIT IV

Application – product research, advertising research, motivation research, sales research.

UNIT V

Ethical issues in marketing research – future of marketing research – target achievement.

TEXT BOOKS RECOMMENDED:

1. DD sharma – Marketing research.
2. Harpar Boyd – Marketing research.
3. C, B. Memoria – Marketing management.

**SALES AND MARKETING MANAGEMENT
PAPER VI – MARKETING COMMUNICATION**

UNIT I

Marketing communication – definition – purpose – integrated marketing communication – Role of communication in value creation and delivery.

UNIT II

The basis of communication strategy – the new model of communication and strategy

UNIT III

Internet marketing communication – Email advertising – website advertising – sponsorship

UNIT IV

Public relations activity – new methods of online public relations- problems and perspectives

UNIT V

Telemarketing – importance of telemarketing – changing perception of customer – the Indian scenario

TEXT BOOKS RECOMMENDED:

1. Advertising and sales promotion – SL Gupta and VV Ratnam.
2. Marketing management – Sherlekar.
3. Marketing Management – M.Govindaran – PHI.
4. Marketing = Rajan Nair- Sultan Chand & Sons