

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024.

B.B.A. - Course Structure under CBCS

(For the candidates to be admitted from the academic year 2005-2006 onwards)

Semester	Course Title	Instru. Hours / Week	Credit	Exam Hours	Marks		Total
					Int.	Extn.	
I	Language Course – I (LC)	6	4	3	25	75	100
	English Language Course - I (ELC)	6	4	3	25	75	100
	Core Course – I (CC) – Management Principles	6	4	3	25	75	100
	Allied Course –I (AC) – Managerial Economics	5	3	3	25	75	100
	Allied Course –II (AC) – Business Communication	5	3	3	25	75	100
	General Interest Course (GIC) – History of Science / Computer Application	2	2	3	25	75	100
II	Language Course – II (LC)	6	4	3	25	75	100
	English Language Course – II (ELC)	6	4	3	25	75	100
	Core Course – II (CC) – Marketing Management	6	4	3	25	75	100
	Core Course – III (CC) – Organisational Behaviour	7	5	3	25	75	100
	Allied Course – III (AC) – Mathematics and Statistics for Managers	5	3	3	25	75	100
III	Language Course – III (LC)	6	4	3	25	75	100
	English Language Course - III (ELC)	6	4	3	25	75	100
	Core Course – IV (CC) – Financial Accounting	4	3	3	25	75	100
	Allied Course – IV (AC) – Business Law	5	3	3	25	75	100
	Allied Course – V (AC) – MIS and Computers	5	3	3	25	75	100
	Elective Course - I (EC)*	4	3	3	25	75	100
IV	Language Course –IV (LC)	6	4	3	25	75	100
	English Language Course – IV (ELC)	6	4	3	25	75	100
	Core Course – V (CC) – Personnel Management	5	3	3	25	75	100
	Core Course - VI (CC) – Cost Accounting	4	3	3	25	75	100
	Allied Course – VI (AC) – Company Law and Secretarial Practice	5	3	3	25	75	100
	Elective Course – II (EC)*	4	3	3	25	75	100

V	Core Course – VII (CC) – Production Management	6	4	3	25	75	100
	Core Course – VIII (CC) – Operation Research	6	4	3	25	75	100
	Core Course – IX (CC) – Industrial Relations	6	4	3	25	75	100
	Core Course – X (CC) – Management Accounting	8	5	3	25	75	100
	Elective Course – III (EC)**	4	3	3	25	75	100
VI	Core Course – XI (CC) – Business Policy	6	4	3	25	75	100
	Core Course – XII (CC) – Financial Management	6	4	3	25	75	100
	Core Course – XIII (CC) – Entrepreneurial Development	6	4	3	25	75	100
	Core Course – XIV (CC) – Management of Banks and Financial Institutions	8	5	3	25	75	100
	Elective Course – IV (EC)**	4	3	3	25	75	100

The Department of Management will offer the following Elective Courses (ECs)

1. Marketing Research / Sales and Distribution Management *
2. Investment Management / Computer Application Package *
3. Materials Management / International Marketing **
4. Advertising and Sales Promotion / Corporate Finance **

Note :

* Elective I & II for B.B.A. students

** Elective III & IV are for other students

Any one of the two Electives may be opted by the Department

CORE COURSE I - MANAGEMENT PRINCIPLES

To give a proper understanding of the management concepts and techniques as first step towards developing executive talents of would be managers.

UNIT – I

1. The Development Management thought – Contributions of Taylor, Henri Fayol, Elton Mayo, Gilbreth Mastow – Centralisation and Decentralisations.
2. Functions of Manager – Delegation.

UNIT – II

Planning – nature and purpose – objectives – operational and strategic planning – types – steps in planning – limitations.

UNIT – III

1. Organising – organization theory – classical theory Neo classical theory, and organizational design. Delegation of authority – line and staff.
2. Staffing – Responsibility for staffing – MPP selection process – Test – interview.

UNIT – IV

Directing – Principles – Role theory and Role analysis – Hawthorne studies – Morale and motivation.

UNIT – V

Controlling – functions – steps – budgeting – personnel observation.

TEXT BOOK

1. Principles of management – L.M. Prasad
2. Principles of management – Sherlekan
3. Business management – Dinkar and Pegare
4. Principles of management – Tripathi & Reddy
5. Essentials of management - Koontz and “O” Donnel (TMH)
6. Business Organization – Dr.S.C.Saxena.

ALLIED COURSE– I – MANAGERIAL ECONOMICS

Unit I

Utility of economics in Business management and industrial administration. Important concepts. Analysis of demand and supply – Law of Diminishing Marginal utility – Concept of consumer surplus – Elasticity of demand – indifference curve analysis. Returns to Scale importance of increasing returns in industrial activity – Concepts of cost – Concept of elasticity of supply – forces governing the supply of factors of production land, labour, capital and enterprise.

UNIT – II

Theory of firm – the problem of price fixation – the role of supply and demand.

UNIT – III

Concepts of normal profit – sales maximization principle. Monopoly – Monopolistic competition – economics of Bulk Purchase. Perfect competition – Imperfect competition, Oligopoly.

UNIT – IV

National income – circular flow of income – measurement and difficulties in the measurement.

UNIT – V

Functions of money – theories on money supply – role of commercial banks – RBI – methods of credit control monetary and fiscal

SUGGESTED READING

Text Book : M.L.Seth, Ishwar Dhingra, P.L.Mehta, Micro Economics, Indian Managerial Economics, Economy, Analysis Problems and cases.

1. Micro Economics - M.L.Seth
2. Managerial Economics
Analysis, problems and cases - P.L.Mehta
3. Managerial Economics
Concepts and cases - Mote, Paul, Gupta
4. Managerial Economics - R.L.Varshney & K.L.Maheswari
5. The Indian Economy - Ishwar C.Dhingra
6. Monetary Economics - M.L.Seth
7. Managerial Economics - Joel Dean

ALLIED COURSE – II

BUSINESS COMMUNICATION

UNIT – I

Introducing communication – types of communication (Meaning-need-importance-commercial terms and abbreviations)

UNIT – II

Media of communication – Principles of effective communication – Barriers to communication – need, function and kinds of business letters – Effective business letters.

UNIT – III

The layout of the letter – Enquiries and reply – quotations – sales letters – claims and adjustments, collection letters – circular letters – application letters.

UNIT – IV

Import – export correspondence – correspondence of a company secretary – Memos and other forms of messages.

UNIT – V

Importance of listening and communications – Principles of effective listening – telex – facsimile (fax) – tele conferencing – intercom apparatus – modern means of communication – internet – E.Mail.

SUGGESTED READING:

Text Book: Rajendrapal	- Essentials of Business J.S.Korlahall
Communications	
1. Principles and Practice of Commercial corresponding	- Stephenson, Pitman
2. Effective letters and Business law	- Shurter, TMH
3. Essentials of Business Communication	- Rajendrapal, J.S.Korlahalli Sultan Chand & Sons.
4. Business Communication	- R.C.Sharma, Krishna Mohan TMH.

CORE COURSE II – MARKETING MANAGEMENT

UNIT – I

Marketing function – the marketing concept- marketing management system, objectives its interfaces with other functions in the organization.

UNIT – II

Marketing environment – demographic, economic, physical, technological, political, legal, social, cultural environment – major actors in company's environment.

UNIT – III

Consumer markets and buying behaviour – concept of Marketing mix, Marketing strategies – concept of product life cycle.

UNIT – IV

Market segmentation – New product development process – pricing decisions.

UNIT – V

Marketing channels – Advertising decisions – sales force decisions – sales forecasting.

Text Book - Rajan Nair

Marketing management – Philip Kotler – Prentice Hall of India.

Fundamental of Marketing – William J.Stanton, Michael J.Etzel, Bruce.J.Walker – McGraw Hill, International Edition.

Modern Marketing management – Dawar – Progressive Corporation, Bombay.

Marketing management – Memoria Joshi, Kitab Mahal.

CORE COURSE III – ORGANIZATIONAL BEHAVIOUR

UNIT – I

The concept of organizational behaviour – nature of man – nature of organization – models of organizational behaviour – S.O.B.C. model – organizational behaviour and human relations.

UNIT – II

Individual behaviour – perception – personality – group dynamics – groups at work – formal and informal groups – group cohesiveness, group pressure and norms, individual group goals.

UNIT – III

Leadership – characteristics – leadership continuum – styles of leadership – manager as a leader, theories of leadership, conference leadership – power and authority.

UNIT – IV

Communication – process directions, feedback, Barriers to communication, suggestion scheme and grievance procedure.

UNIT – V

Morale and motivation in industry – Herzberg's two factor theory of motivation management of change in organization – organizational application of motivational.

Reference Books:

1. Organization theory and behaviour – V.S.P.Rao and D.S.Narayana, Konark Publishers Pvt. Ltd.,
2. Human behaviour at work – Keith Davis – Tata McGraw Hill Book Company.
3. Organization behaviour – Fred Luthans – Tata McGraw Hill
4. Organization behaviour – concepts, controversies and applications by Stephen P.Robbins, Prentice Hall Publication.

ALLIED COURSE – III

MATHEMATICS AND STATISTICS FOR MANAGERS

UNIT – I

Nature and scope of statistics : Uses of statistics in business; statistical data – primary and secondary classification of data – frequency distribution – Histogram, frequency polygon and curve; Graphs and diagrams – Bar diagrams, Pic diagram and Lorenz curve.

UNIT – II

Measures of central tendency – Mean, Median, Mode, Geometric mean and Harmonic mean – uses of averages in Business; Measures of dispersion – Range QD, MD and SD – co-efficient of variation – uses in Business' Skewness – Bowley's and Pearson's co-efficient of skewness.

UNIT – III

Simple correlation – person and spearman's; regression lines; index numbers – weighted, unweighted cost of living index.

UNIT – IV

Elements of differential calculus – Maxima and Minima applications of these concepts to business, Economics.

UNIT – V

MATRICES & DETERMINANTS:

Definition - different types of matrices : Addition and subtraction of matrices; Multiplication on of martices Transpose of matrix; elementary Operations, consistency and inverse of a matrix, determinants of order one, two and three properties of determinants, simple problems.

SUGGESTED READINGS:

Text Book : Mathematics for business and economics – J.D. Gupta P.K.Gupta, Man Mohan (TMH)

1. Quantitative technique for Managerial decisions.- U.K.Srivastava G.V.Shenoy, S.C.Sharma (Wiley Eastern)
2. Statistical method – S.B.Gupta (Sultan Chand & Sons.)
3. Practical statistics – R.S.N.Pallui Bhagawathi (Sultan & Chand)

CORE COURSE IV FINANCIAL ACCOUNTING

(Focus should be 60% problems and 40% theory)

UNIT – I

Definition of account – the nature, objects and utility of accounting in industrial and business enterprise – books of accounts – accounting concepts and postulates.

UNIT – II

The theory of double entry-book keeping. Journal-subsiary books – ledger – trial balance.

UNIT – III

Statement of accounts – manufacturing account – trading account – profit and loss account.

UNIT – IV

The balance sheet and various forms it may take. Capital and revenue – income and expenditure account. Receipts and payments. Depreciation, reserves and provisions.

UNIT – V

Internal auditing. Planning of the audit. Functions and objectives.

Text Book :

1. Advanced Accounting – S.P.Jain and K.L.Narang Kalyani Publishers
2. Auditing – Tandon
3. Advanced Accounts – M.C.Shukla, T.S.Grewal, S.C.Gupta, S.Chand & Co.,
4. Principles of Accounting – Finney H.A, Miller H.E, Prentice Hall.
5. Practical Auditing – Spicer and Pegler – Allied Publishers Pvt. Ltd.

ALLIED COURSE – IV – BUSINESS LAW

UNIT – I

Contract Act – Definition, classification – essentials of a contract, mistake, misrepresentation and fraud – rights and obligations of parties to contract not enforceable – assignment, breach, performance and discharge.

UNIT – II

Law of Agency – nature appointment, termination, rights and duties, liabilities – relation with third parties – types of agents.

UNIT – III

Partnership – Definition, creation, essential relation with partner interest and to third party liabilities of partner – dissolution, goodwill

UNIT – IV

Sale of Goods Act – Definition, price, conditions and warranties – rights and remedies in case of breach – stoppage in transit transfer of property.

UNIT – V

Law of Insurance – Life Insurance – Fire Insurance – Marine Insurance.

Text Book:

1. Elements of Merchantile law - N.D.Kapoor
2. Company law - N.D.Kapoor
3. Merchantile law - Davar
Indian Merchantile law - S.R.Davar
4. Merchantile law - Venkatesan .E.
5. Merchantile Law - Shukla
6. Principles of Merchantile law – Tandon B.N.

ALLIED COURSE – V - MIS AND COMPUTER

UNIT – I

Introduction to the basic concepts of MIS Evolution of computers and their role in MIS.

UNIT – II

Hardware features – Software features.

UNIT – III

Information concepts for MIS Data – information identification of Decision making and information needs.

UNIT – IV

Mechanics of systems analysis – flow charting. Examples of MIS Design – concepts and case studies.

UNIT – V

System concepts and system approach to management total system approach – Miscellaneous for MIS.

Reference:

1. Computer information an Introduction – Lawrence S.Orilla.
2. Management information system – James O’Brier.
3. Management information system – Raymond Mcleoulir.

CORE COURSE V – PERSONNEL MANAGEMENT

UNIT – I

Introduction – processes and functions of personnel management – personnel Department organization – place of personnel manager in the organization.

UNIT – II

Manpower planning – concepts, methods – Job analysis – Job description, job specification selection process – Employment tests and interviews.

UNIT – III

Introduction programme – different training methods in company – performance appraisal and review organization development.

UNIT – IV

Job evaluation methods. Wages – different patterns of wage payments time rate – piece rate-wage incentives – cost living index – bonus.

UNIT – V

Concept of industrial relations – trade unions – collective bargaining – discipline and disciplinary actions – Grievance procedure.

Different kinds of separation – retirement and retirement benefits – Gratuity, provident fund and pension scheme.

Text Book:

1. Personnel management – Memoria – Himalaya Publishing House.
2. personnel management – Fillippo – Mc Graw Hill
3. personnel management – Monappa - McGraw Hill
4. personnel management – Ahuja – Kalyani Publishing
5. personnel management – P.C.Tripathi.

CORE COURSE VI – COST ACCOUNTING

UNIT – I

Meaning and scope of Cost Accounting – relationship of Cost Accounting and financial accounts – cost analysis – concept and classification – elements of cost – cost methods – preparation of cost sheet, tender and quotation.

UNIT – II

Purchasing of materials – procedure and documentation involved in purchasing – requisition for store – maximum stock level – minimum level re-order level economic ordering quantity – perpetual inventory – Bin card – ABC analysis – Control over wages, scrap and spoilage. Inventory records – methods of valuing material issue.

Labour – system of wage payments – idle time, control over idle time – labour turn over.

UNIT – III

Overhead – classification of overhead – allocation and absorption of overhead.

UNIT – IV

Process costing – losses – normal process loss – abnormal loss – abnormal gain –job costing – contract costing

UNIT – V

Reconciliation of costs and financial accounts – Budgetary control.

Text Book :

Advanced cost accounting – Jain and Narang – Kalyani Publishers

Reference:

1. Cost Accounting – S.P.Iyengar – Sultan Chand & Sons.
2. Lecturers on costing – L.Swaminathan Sultan Chand & Sons.
3. Principles and practice of Cost Accounting – N.K.Prasad Book Syndicate Pvt. Ltd.,

ALLIED COURSE – III

COMPANY LAW AND SECRETARIAL PRACTICE

UNIT – I

Companies act – formation – kinds of companies – memorandum of articles of associations – rights and liabilities of member – prospectus – shares and debentures – winding up.

UNIT – II

Appointment of directors – right to increase their numbers – share qualifications of directors – disqualification of director - removal of directors.

UNIT – III

Managerial remuneration – directors remuneration. Meeting of directors – duties of directors – disability of directors.

UNIT – IV

Communication – pertaining to business meetings – preparation of notices, Agenda, proxies, motions. Resolution and minutes (with special reference companies Act 1956)

UNIT – V

Problem solving conferences – duties of the Chairman in a Committee. Filing and (indexing) office equipment.

Suggested Readings:

1. Secretarial Practices – Tripathi
2. Secretarial Practices – Prasanth Gosh.

CORE COURSE – VII – PRODUCTION MANAGEMENT**UNIT – I**

An overall view of production management – relationship of production management with Marketing, finance, personnel and material management – factors for plant location – plant layout – different types of layouts and their suitability.

UNIT – II

Work study, time and motion study, work measurement normal time, standard time, various charts used in production management.

UNIT – III

Production planning and scheduling – kinds of production plans, capacity planning, aggregate scheduling, monthly and weekly scheduling.

UNIT – IV

Quality control and inspection – acceptance sampling technique – statistical quality control – control charts.

UNIT – V

Inventory control of raw materials – inventory store management – material handling and equipments required – value analysis – ABC analysis.

Text Book Recommended:

1. Modern production Operation management by E.S.Buffa 7th Edition.
2. Production and Operation management by RAYMOND R. MAYOR.
3. Production management by KEITH LOCKYEER.
4. Production Operation management by B.S.GOYEL.
5. Production inventory system – Planning & Control by BUFFS & MILLER.

CORE COURSE – VIII – OPERATIONS RESEARCH**UNIT – I**

Scientific method – O.R.Models and model building. Resource allocation – Linear programming – graphic method – simplex method, M-technique. (Duality in linear programming problem excluded).

UNIT – II

Transportation & Assignment models.

Sequential decision making – sequencing problems.

UNIT – III

Inventory management – deterministic and elementary stochastic models.

UNIT – IV

Simulation, Queuing Models (M/M/1)

UNIT – V

PERT & CPM

Replacement decisions.

Reference:

1. Operation Research – Hamdy A.Taha
2. Operation Research Problems and Solutions – V.K.Kapoor.

Text Book : Operation Research – Gupta, Ganti Swroop & Mon Mohan.

CORE COURSE – IX – INDUSTRIAL RELATIONS

UNIT – I

Growth of Industrial labour in India – Trade union movement in India – Growth and role in industrial relations – The Employers organization – Growth and their role in Industrial relations. – The role of government in Industrial relations, the labour relations policy of the government and its dimensions.

UNIT – II

Grievance its function in Industrial relations – Discipline in Industrial relations.

UNIT – III

Industrial Relations machinery third party settlement. Industrial unrest – collective Bargaining.

UNIT – IV

Worker's participation in management – works committee joint management councils – Industrial relations in Public Sector.

UNIT – V

Industrial Disputes Act 1947 – The Trade Union Act 1926. The Payment of Wages Act 1936.

READING:

1. Personnel Management and Human Relations – C.S.Venkataratnam, B.K.Srivastava.
2. Handbook of Industrial Law - N.D.Kapoor, Sultan Chand & Sons..
3. Personnel management – Arun Monappa, Mirza S.Saiyadain (TMH)
4. Personnel management and Industrial Relations – P.C.Tripathi, Sultan Chand & Sons.
5. Industrial Relations – Conceptual and Legal framework – A.M.Sarma, Himalaya Publishing House.
6. Industrial relations and labour laws – S.C.Srivastava, Vikas Publishers.
7. Personnel management and Industrial relations – R.S.Davar, Vikas Publishers.
8. Industrial relations – Arun Monappa (TMH)
9. Personnel management – C.B.Memoria (HPH)

CORE COURSE – X – MANAGEMENT ACCOUNTING

Theory 30 marks
Problems 70 marks

UNIT – I

Management accounting – meaning – objectives – scope management accounting and financial accounting management and Cost Accounting – utility and limitation of management accounting.

Analysis of financial statements – tools for analysis comparative financial statements – common size statement.

UNIT – II

Analysis and interpretation of financial statement through accounting ratios – analysis for liquidity solvency and profitability – significance of various ratios and their computation – uses and limitations of ratios.

UNIT – III

Fund flow analysis – concept of funds – sources and uses of funds – concepts of flow – fund flow statement – managerial uses of fund flow analysis construction of fund flow statement.

UNIT – IV

Cash flow analysis – distinction of cash from funds utility of cash flow statement – construction of cash flow statement – working capital management – meaning and importance – management of cash balances, receivable and inventories.

UNIT – V

Marginal costing and profit planning – distinction between absorption costing and marginal costing, marginal costing direct costing, differential costing – difference – key factor – Break even analysis – margin of safety – cost volume profit relationship.

Text Book Recommended: Principles of Management accounting – S.N.Maheswari, Sultan Chand & Sons.

REFERENCE BOOKS:

1. Management accounting – Principles and practice – R.K.Sharma and Shoshi K.Kupta.
2. Management accounting – Tools and Technique – N.Vinayakam, I.B.Sinha – Himalaya Publishing House.
3. Principles of management accounting – Man Mohan and S.N.Goyal – Sahitya Bhavan – Agra.
4. Management accounting – S.K.R.Paul, New Central Book Agency, Calcutta.

CORE COURSE XI – BUSINESS POLICY

1. Introduction

UNIT – I

Total organizational view; the concept of strategy policy, planning hierarchies, evolution strategy, Philosophy of strategy; satisfying and oprivizing and adaptivizing cases (interspersed).

2. Formulation of the Strategy

UNIT – II

SWOT Analysis; environmental analysis the importance of National planning for strategy formulation, industry analysis future studies.

UNIT – III

Organizational competence and resource analysis, matching opportunities and resources strategy and values, social responsibilities of management social audit, cases (interspresed).

UNIT – IV

Implementing the strategy: Organization design; structure relationships, processes, leadership; control, performance standards corrective action cases (interspresed).

UNIT – V

Case unifying all the above concepts.

REFERENCE BOOKS:

1. Business Policy and strategy – L.M.Prasad
2. Business Policy – P.K.Goss
3. Business Policy – Azar Kassmi
4. Business Policy Action – Strategy formation and management by Gelereck

Text Book:

Business Policy – Azar Kashmi

CORE COURSE XII – FINANCIAL MANAGEMENT

UNIT – I

Nature of financial management – meaning and scope of finance function – financial management and its function – goals of financial management profit

Maximization – wealth maximization – importance of financial management – Organisation of financial department.

UNIT – II

Cost of capital – concept – importance and types of cost of capital – measurement of cost of capital – weighted average cost of capital – operating and financial leverages.

UNIT – III

Capital structure – meaning, factors affecting capital structure – capital gearing, high and low gearing, significance; meaning of trading on equity, limitations on the policy of trading of equity.

UNIT – IV

Capital budgeting – nature of capital expenditure concept of capital beginning – capital budgeting procedures – methods of ranking investment proposals – payback method – return on investment method – present value method.

UNIT – V

Financial planning and forecasting.

Concept – characteristics and factors affecting financial planning – necessity and limitations – cash forecasting.

REFERERNC E BOOKS:

1. Financial management theory and practice, Chandra – Tata Mc Graw Hill.
2. Financial Management and policy – Van Horne, Prentice Hall of India.
3. Principles of Corporate finance – Brealey, Mysers, Tata McGraw Hill.
4. Financial Management – M.Y.Khan, P.K.Jain, Tata McGraw Hill
5. Financial Management – Pondy – Vani Educational Books
6. Financial Management – Kuchal – Chatyana Publishing House.

House Book:

1. Financial Management – Kuchal – Chatyana Publishing House.
2. Financial Management – M.Y.Khan, P.K.Jain (TMH)

CORE COURSE XIII - ENTREPRENEURIAL DEVELOPMENT

UNIT – I

Definition of Entrepreneur – importance of Entrepreneurship in underdeveloped economics – Constraints in such countries to Entrepreneurship – Sociological and psychological factors of Entrepreneurship Achievement, motivation and methods of improving in a person.

UNIT – II

Content of Entrepreneurship Development programme – functions of the trainer, motivator – EDP institution in India and their functions, particularly EDP Institute, Ahmedabad; NIESBUD New Delhi; SIET Institute, Hyderabad; ITCOT and SIPCOT in Tamil Nadu; SISI: NSIC and its prototype training Centres. The role of development banks and Commercial banks, Universities and Engineering colleges in this regard.

UNIT III

Factors to be considered when selecting a project and its location – Technical and economic feasibility – Planning the Project- Essentials of a project report of a business – Counseling facilities available for technical training and project formulation. Choosing the scale of business. Importance of market survey and how to do it.

UNIT IV

Managerial skills required by entrepreneurs and methods of acquiring them – Role of management consultant in India – Relative merits of different types of organization, Particularly sole proprietorship – Partnership and company. Different types of credit required by a firm, seed capital, fixed capital working capital, packing and export credit, and sources of these. Benefits of leasing.

UNIT V:

Problems faced by rural and women entrepreneurs _ Industries _ Suitable for handicapped persons - ,reservation for small industry- problems of family business – Industrial estates Backward area benefits. Prevention of Industrial pollution of air and water around the business unit – causes and prevention of industrial sickness.

Suggested Readings:

1. Dynamics of Entrepreneurial Development - Vasant Desai
2. A Practical guide to Industrial Entrepreneur – S.B.Srivastava, Sultan Chand & Sons
3. Entrepreneur Development – Gupta Srinivasan
4. Entrepreneurship Development Principles, Policies and Programmes – P.Saravanavel, Author, Pushpam College, Poondi.
5. Developing Entrepreneurship A handbook – T.V.Rao and Udai Pareek Learning System, R-163, Greater, Kailash, New Delhi – 48.

Text Book:

Entrepreneurship Development – P.Saravanavel
Principle, Policies and Programmes – Pushpam College, Poondi.

CORE COURSE - XIV

MANAGEMENT OF BANKS AND FINANCIAL INSTITUTIONS

UNIT – I

Clarification and types of Banks in India functions of Banks and law relating to Banking, Banking Regulations Act – RBI Act and functions of RBI

UNIT – II

Main services of Banks: Acceptance of Deposits and lending.

Deposits : Types of Deposits, Marketing of various deposits, Cost of deposits for the Bank, suitable and equitable mix of Time and Demand liabilities (ie) – of Deposits.

UNIT – III

Advances : Appraisal of loan proposals – Financial, Technical, Commercial, Managerial. Periodical inspection of securities/hypothecation, Follow-up and Recovery. LCS, Guarantees, Deferred payment, guarantee, co-acceptance, Development risk in case of failure.

UNIT – IV

Remittance of funds by DD, MT, TT, Collection and clearing functions – MICR Cheques, currency chests – Safe custody of items, Lockers, Executor and Trustee functions. Credit cards, ATMs.

UNIT – V

Role of financial Institutions in the Economic Scene. Various types of central and state level financial Institutions, organization and status – Development of Financial Institutions.

Suggested Readings:

1. Finance for Small Scale Industries – C P Rao
2. Industrial Finance – Francis Cherunilam Himalaya House.
3. Monetary Economics – M.L.SETH Lakshmi Narain Publishers, Agra.
4. Money, Banking and International Trade – M.C.Vaish Wiley Eastern
5. Banking Theory – Law and Practice – K.P.M. Sundaram Vaishney, Sultan Chand & Sons.
6. Financial Management Theory and Practice – Prasanna Chandra, TMH.

ELECTIVE COURSE I
A. MARKETING RESEARCH

UNIT – I

Introduction to the MR. Historical development – Nature – Scope – importances – sources – market Research Vs. Marketing Research – techniques – organization.

UNIT – II

The technique and tools of MR – Scientific method and Marketing – Research design – Exploratory Research – descriptive – case Research design – experimental design – analysis and interpretation of secondary data.

UNIT – III – PRODUCT RESEARCH:

New product Research – Generating idea – important attributes – business analysis – test Marketing product life cycle Research – product mix Research.

UNIT – IV – SALES CONTROL RESEARCH:

Sales forecasting – sales analysis – method for developing marketing potentials – Direct data method cordillory data method.

UNIT – V - FUTURE OF MARKETING RESEARCH IN INDIA:

Growing importance of M – Farmers – small Businessman consumer behaviour and expenditure patterns – Future of MR in India.

Text Book :

- (i) Marketing Research – G.C. Beri (TMH)
- (ii) Marketing Research – D.D. Sharma

ELECTIVE COURSE I - B – SALES AND DISTRIBUTION MANAGEMENT

UNIT – I

Organization of sales management – Recruitment of sales force – Training of sales force – Allocation of territory and sales quota.

UNIT – II

Performance Evolution of sales force – compensation of sales – force.

UNIT – III

Distribution management: Members of Distribution channels, stockist wholesaler, retailer, dealer, Appointment of dealers and other channel members, role of channel members in promoting sales.

UNIT – IV

Legal aspects in sales management, sales tax.

UNIT – V

Warehousing: locations and functions

Reference:

1. Sales management - Dinglas L Dalryple
2. Field sales manager - New Gardner
3. Physical Distribution management – Bower Sox, Smykay, Lalond
4. Physical Distribution management – RL Wanworth Ed.,
5. Logistics of Distribution systems - Mossman and Norton.

Text Book:

Field Sales management - S.Ramachandran
Principles and Practice.

ELECTIVE COURSE II
A. INVESTMENT MANAGEMENT

UNIT – I

Meaning – scope – Definition – characteristics of investment – Principles of Investments – Types of investors – Kinds of investments – Investment Vs. Speculations.

UNIT – II

Corporate securities – shares – stock and shares – Types of shares – types of equity shares in the market – Allotment of shares – Bonus shares – debentures – Guidelines – Bonds.

UNIT – III

The Securities and Exchange Board of India – Origin and development – objectives – Activities – Act – functions.

UNIT – IV

Fundamental analysis – Security analysis – functional approach – Economic forecasting – forecasting techniques.

UNIT – V

Technical analysis – Timing of investment decision – Technical indicators – Tools of Technical analysis.

REFERENCE BOOK

1. Investment management – V.K.Bhalla
2. Investment management – V.A.AVADHANI
3. Investment Game - Prasanna Chandra
4. Investment management – Dr.S.Krishnamurthy and Dr.S.Maria John
- Palani Paramount Publications.

ELECTIVE COURSE II - B. COMPUTER APPLICATION PACKAGE

UNIT – I

Introduction to Computers – Computer Software Languages – Flow Charting – Programming Concepts. Assembly Language – High Level Language – Operating system – Compilers – Assemblers – Packages.

UNIT – II

MS Power Point – Creation – Insert – Picture – Animation – Creating Multimedia Presentations – Insert Tables and Graphs .

UNIX, LAN & WINDOWS.

UNIT – III

MS Word – Introduction to Word – Creating Word Documents – Formating – Spel Check – Grammar Check – Working with Tables – Savings, Opening and Closing documents Mail Merge.

UNIT – IV

MS Excel – Introduction Spread Sheets – Entering data Working Sheets – Editing and Formatting Work Sheets – Charts – Functions like – Saving, Opening and Closing Work Books.

UNIT – V

Basic of Internet – Multimedia – Theory.

ELECTIVE COURSE III
A. MATERIALS MANAGEMENT

UNIT – I

Role and importance of materials management in an organization, relationship of materials management with production, marketing, finance, designs, personnel and quality control.

UNIT – II

Organization of materials management department: Functional, Productwise and different basics.

UNIT – III

Procurement: Procedure for procurement indenting, tendering, negotiation and award of purchase, follow up for purchase, purchase of capital equipments, legal requirement of purchase contracts – purchase of imported items, related documents.

UNIT – IV

Material planning – Linkage with production and marketing plan: Planning for long lead times EOQ reader level, safety stock perpetual review system various inventory models.

UNIT – V

Stores management: Documentation, record keeping and issue procedure storage systems. Vendor developments; Analysis of vendor, ancillary development, such contracting etc.

Reference:

1. Text Book: Materials management - Gopalakrishnan TMH
2. Materials management - Amner
3. Hand Book of materials management – Mathew
4. Purchasing Principles of techniques – Peter P and Farmer
5. A storage and control of stock – Morrison
6. Essentials of Materials management – Gokaran.

ELECTIVE COURSE III

B. INTERNATIONAL MARKETING

UNIT – I

GLOBAL MARKETING:

- Identifying foreign markets and opportunities.
- International Marketing task and Philosophy.

UNIT – II

Direct Exports – EDI – Joint Ventures – Subsidiaries – Licensing Franchising/Contracts and contracting/Barter and counter Trade Alliances/Mergers and acquisitions.

UNIT – III

International Product Policy Planning – Moving Products Across borders – Pricing for exports and logistics - International promotion: Advertising, other forms and sales force.

UNIT – IV

Export structure : Selection of channels and appointment of agents and Distributors – International Marketing Intelligence – Source – Research/Evaluation and organization.

UNIT – V

Exports : Indian Context

- Exim Policy 92.97
- Balance of Payments
- Indian Export Structure
- Export Promotion and incentives
- Government and Institutional support
- Export Control and Export Credit
- Export Houses/Trade Houses/FIZS/STCS
- 100 EOUS
- Export procedure and documentation.

Text Book:

International Marketing by V.H.Kirpalani.

ELECTIVE COURSE IV

A. ADVERTISING AND SALES PROMOTION

UNIT – I

Advertising – Advertising on element of Marketing mix objectives – Advertising and Salesmanship – role and importance – planning for Advertisement communication process – formal and informal.

UNIT – II

Advertisement copy – kinds – Appeals – Advertising mix – Advertising budget and relevant decisions.

UNIT – III

Advertising expencies and their role – types of Advertising – measuring the effectiveness of Advertisement - Managing agency.

UNIT – IV

Sales Promotion – objectives – advantages - tools and their effectiveness – aggressive selling.

UNIT – V

Sales promotion and personnel selling nexus – Measuring the effectiveness of promotion company.

Reference:

1. Sales Promotion management – John A.Quelch
2. Marketing Salesmanship and Advertising – M.Ramasamy
3. Principles of Marketing and Salesmanship – J.C.Sinha
4. Advertising Principles problems and cases and others – Charles J.Dirkson.
5. Advertising management concepts and cases – Manendra Mohan (TMH).

ELECTIVE COURSE IV - B. CORPORATE FINANCE

UNIT – I

Corporate Finance – Definition – Scope- Evolution – Importance – forms of business organization – Finance functions – Aims – scope.

UNIT – II

Fund Flow Statement – Financial forecasting – Cash forecasting.

UNIT – III

Operating and financial leverage – Capital structure – cost of capital – capital budgeting.

UNIT – IV

Time Value of Money – Dividend Policies.

UNIT – V

Sources of finance – long term – short term sources – Risk and Returns.

TEXT : Corporation Finance – S.C.Kuchal

REFERENCE : 1. Fundamentals of Financial Management – Prasanna Chandra
2. Theory and Problems of Financial Management – Khan & Jain

* MARKS : THEORY – 40% PROBLEMS – 60%
