

**A.VEERIYA VANDAYAR MEMORIAL SRI PUSHPAM COLLEGE  
(AUTONOMOUS),  
POONDI, THANJAVUR DIST.**

**Question Pattern for UG and PG Programmes for students to  
be admitted during 2014 – 2015 and afterwards**

**Total Marks: 75**

**QUESTIONS PATTERN**

**SECTION – A  
(Question 1 to 10)**

**10 x 2 = 20 Marks**

1. Short Answer Questions
2. Two Questions from each units (All are answerable)

**SECTION – B  
(Question 11 to 15)**

**5 x 5 = 25 Marks**

1. 5 Paragraph type questions with "either / or" type choice.
2. One question from each unit of the Syllabus.
3. Answer all the questions.

**SECTION – C  
(Question 16 to 20)**

**3 x 10 = 30 Marks**

1. 5 Essay type questions – any three are answerable.
2. One questions from each unit of the Syllabus.

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
<b>I</b>	<b>14U1BAT1</b>	$\sqrt{\mathfrak{R}} \mid \zeta \vdash \sqrt{\mathfrak{R}} \mid \mathbf{B} \Delta$ $(\chi \mid \leftrightarrow \Sigma \mid f, E \rightarrow \mid \mid >, \Sigma \zeta f \mid \Delta,$ $\sqrt{\mathfrak{R}} \mid \mathbf{B} \kappa \leftrightarrow \vdash \zeta \rightarrow)$	<b>6</b>	<b>3</b>

$\{ \rightarrow: 1 \quad \neg \otimes \Phi \infty \perp$

$\dots \Sigma \leftrightarrow \Delta: 18$

1.  $\sqrt{\leftrightarrow} \zeta \therefore o \equiv \mid \partial \mid \mid \zeta \zeta \mid \square \mid \mathfrak{f} \kappa \mid \otimes \wp \zeta \square \mid \zeta \otimes E \heartsuit \neg \wp \mathfrak{f} \tau > \Delta$

$(\mathfrak{f} \kappa o > \zeta \mathbf{B} \Delta \quad \xi \vdash \kappa \mu \Delta)$

2.  $\Sigma \zeta \therefore \mathfrak{R} \mid \_ \mid \sigma \Theta \mid \square > \tau \infty \uparrow \dots > [$

$(\wp \mid \kappa \uparrow \square \mid > \lambda [ E \oplus \heartsuit A)$

3.  $\wp \zeta \leftrightarrow \mathfrak{B} \zeta \mid \square \bullet > \subseteq \mid \leftrightarrow \heartsuit \wp \zeta f \_ \mid \perp$

$(\bullet > \subseteq \mid \leftrightarrow \heartsuit \neg \wp \mathfrak{f} \mid \therefore, \bullet > \subseteq \mid \leftrightarrow \heartsuit \wp \lambda \mid \bullet > \subseteq \mid \leftrightarrow \uparrow > \zeta \mid \Delta,$

$\bullet > \subseteq \mid \leftrightarrow \dots > \sigma \lambda [ \mu])$

4.  $\wp \zeta \leftrightarrow \mathfrak{B} > \zeta \otimes [ \square \mathbf{T} \leftrightarrow \uparrow > \zeta \Phi$

5.  $\wp \otimes \mathfrak{R} \dots \mid \zeta \otimes \mid f \mid \_ \mathbf{B} \zeta \square \bullet \subseteq > \leftrightarrow \Delta \square \Sigma \zeta \mid$

$(\diamond \equiv \dots \mid \chi \mathfrak{J} \mid \therefore \diamond [ \Sigma \zeta \dots f, \diamond \equiv \mid \perp \Sigma \zeta \mid (> \tau \infty \Sigma \zeta \mid, \gamma \subseteq \mid \leftrightarrow \zeta \Sigma \zeta \mid,$

$\mid [\spadesuit f \Sigma \zeta \mid, \therefore \mid \mathfrak{f} \mathbf{B} \zeta \langle \Sigma \zeta \rangle))$

6.  $\mid \kappa \leftrightarrow \xi \uparrow \mu \square \mid \sigma \leftrightarrow \zeta \leftrightarrow [ \mid \mid > (\mid \zeta \mathbf{v} \rightarrow \Delta \mid \sigma \Theta \angle \Delta \therefore \backslash \heartsuit \wp \_ \mid \mathfrak{f})$

$\{ \rightarrow: 2 \quad \chi \mid \leftrightarrow \Sigma \mid f$

$\dots \Sigma \leftrightarrow \Delta: 18$

1.  $\dots \mid \otimes \mid \sigma \square \sqrt{\leftrightarrow} \zeta \mid \wp \zeta \kappa \Delta (1 \xi > \_ 15 \kappa \mid \leftrightarrow)$

2.  $\dots \mid \otimes \mid \sigma \square \wp \mathbf{B} \square \equiv \mid \perp \neg > \zeta f \mid \Delta$

$\{ \rightarrow: 3 \quad E \rightarrow \mid \mid >$

$\dots \Sigma \leftrightarrow \Delta: 18$

1.  $\dots \mid \otimes \mid \sigma \square \zeta \leftrightarrow \_ \neg \mid \zeta \mid \mathfrak{R} \zeta \Delta \kappa \zeta \spadesuit \Delta \wp \zeta \mid (1 \xi > \_ 10 \kappa \mid \leftrightarrow)$

2.  $\dots \mid \otimes \mid \sigma \square \therefore \dots \spadesuit \zeta \leftrightarrow \Rightarrow E > \Delta \xi \vdash \kappa \mu \Delta$

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$$\{\rightarrow: 4 \ \Sigma_{\zeta} f | \Delta$$

$$\dots \Sigma \leftrightarrow \Delta: 18$$

$$\zeta. \neg \kappa. \wp \zeta \ulcorner \bullet \heartsuit \div \leftrightarrow \therefore \setminus B[ \square \neg | \langle > \therefore A \Uparrow > \lceil$$


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$$\{\rightarrow: 5 \ \sqrt{\Re} | B \ \kappa \leftrightarrow \lceil \zeta \rightarrow$$

$$\dots \Sigma \leftrightarrow \Delta: 18$$

$$E \rightarrow || >, A ] \spadesuit \Delta, \Sigma_{\zeta} f | \Delta, | \sigma | >, \chi | \leftrightarrow \Sigma | f$$


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Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
<b>I</b>	<b>14U1BAE1</b>	<b>PART – II ENGLISH PROSE, POETRY AND COMMUNICATION SKILLS</b>	<b>6</b>	<b>3</b>

**Objective**

- To initiate the Students to understand English through Prose, Poetry and Basic Communicative Grammar

**Unit – I**

- 1) The Running Rivulets of Man,
- 2) Parliament is Marking Time,
- 3) The Lady in Silver Coat,
- 4) Mr. Applebaum at Play.

**Unit – II**

- 1) The Feigning Brawl of an Impostor,
- 2) Thy Life Is My Lesson,
- 3) Solve The Gamble,
- 4) The Stoic Penalty.

**Unit – III**

- 1) Nobility In Reasoning,
- 2) Malu the Frivolous Freak,
- 3) Bharath! Gird Up Your Loins!
- 4) Honesty is the Cream Of Chastity

**Unit – IV**

John Milton – On His Blindness.  
Oliver Goldsmith – The Village Schoolmaster.  
William Wordsworth – The Daffodils.  
P.B.Shelley – Ozymandias.  
Keats – La Belle Dame Sans Merci.  
Hopkins – Thou Art Indeed, Just Lord.

**Unit – V**

Parts of Speech, Nouns, Pronouns, Conjunctions, Adjectives, Articles, Verbs, Adverbs, Interjection – sentence.

Semester	Subject code	Title of the Paper	Hours of Teaching /week	No of credits
I	14U1BAC1	MANAGEMENT PRINCIPLES	5	5

**UNIT – I : MANAGEMENT THOUGHT**

**15 hours**

The Development of Management Thought – contribution of Taylor, Henri Fayol, Elton Mayo, Gilbreth Maslow – Functions of Manager – Leader Vs Manager.

**UNIT - II : PLANNING**

**13 hours**

Planning – Nature and Purpose – Objectives – Operational and Strategic Planning – Types – Steps in Planning – Limitations.

**UNIT – III : ORGANIZING**

**15 hours**

Organizing – Organization Theory – Classical Theory, Neo classical theory and Organizational Design. Delegation of Authority – Line and Staff, Centralization and Decentralization.

**UNIT- IV : DIRECTING**

**17 hours**

Directing – Principles – Role theory and Role analysis – Hawthorne studies - Morale and Motivation. Staffing – Responsibility for staffing – Power and politics.

**UNIT – V : CONTROLLING**

**15 hours**

Controlling – Functions – Steps – Budgeting – Advantages and Disadvantages Budgetary Control.

**TEXT BOOKS**

1. Prasad L.M – Principles of Management, Sultan Chand & Sons, 2006
2. Dinakar and Pegare – Business Management, Sultan Chand & Sons, 1995, 5<sup>th</sup> edition

**REFERENCE BOOKS**

1. Dr. L.M Prasad – Principles and Practice of Management, Sultan Chand, 2006
2. Dr. C.B. Gupta – Management Principles and Practice, Sultan Chand, 2007, 12<sup>th</sup> edition

Semester	Subject code	Title of the Paper	Hours of Teaching /week	No of credits
I	14U1BAC2	MODERN BANKING	4	5

**UNIT – I INTRODUCTION AND FUNCTIONS OF BANKS**

**12 Hours**

Origin of banking – commercial banks – functions – importance – kinds – credit creation and credit contraction – central banking – RBI – Management And Functions – Credit Control.

**UNIT – II SERVICES OF BANKS**

**12 Hours**

Opening of new accounts – savings – current – fixed and recurring – precautions to be taken before a new accounts – KYC – Special Types Of Customers – Minor – Married Women – Illiterate Persons – Lunatic And Truncates.

**UNIT – III BANKER AND CUSTOMER RELATIONSHIP**

**10 Hours**

Banker and customers – definition, relationship – rights and obligations – Right of lien – setoff – Appropriation of payments – secrecy of accounts – consequences of unwarranted disclosure.

**UNIT IV REMITTANCE OF FUND**

**10 Hours**

Cheque – features – crossing and endorsements – paying banker – statutory protection – payment in due course – Collecting banker – statutory protection – Holder in due course.

**UNIT – V RECENT TRENDS IN INDIAN BANKING**

**16 Hours**

Recent trends in Indian Banking – E-fund transfer – IFSC, NEFT, RTGS, Swift phone Banking – Internet Banking – Mobile banking – Any where banking – ATM debit and credit card – smart card – truncated cheque – electronic cheque – MICR cheque – securitization and Reconstruction of financial assets and Enforcement of security Interest Act , (SARFAESI) 2002 – Salient features – credit information business of India Ltd(CIBIL) , 2000.

**Reference :**

1. Banking theory Law and Practice – Sundaram & Varshney, 2013
2. Banking theory Law and Practice – SM sundaram.
3. Banking theory, Law & Practice – E.Gordon & K.Natarajan, Himalaya Publication, 9<sup>th</sup> Edition 1992.
4. Banking Law & Practice – P.N.Varshney, Sultan Chand & sons, 2012
5. Banking theory – Vasudevan, S chand & Sons, 2002.

Semester	Subject Code	Title of the Paper	Hours of Teachers/ Week	No of Credits
I	14U1BAA1	FINANCIAL ACCOUNTING	5	4

#### **UNIT-I INTRODUCTION**

**12 Hours**

Meaning of Accounting– Definition - Book keeping – Definition – Concepts - Principles of Double Entry- Rules for Debit and Credit – Journal - Ledger Subsidiary Books - Trial Balance.

#### **UNIT –II FINAL ACCOUNTS**

**15 Hours**

Final Accounts– Trading, Profit and Loss Accounts Adjusting and Closing Entries- Simple Adjustment.

#### **UNIT-III BANK STATEMENT AND BILL**

**16 Hours**

Bank Reconciliation Statement- Bill of Exchange- Trade Bill and Accommodation Bill.

#### **UNIT-IV DEPRECIATION**

**12 Hours**

Depreciation – Straight line -Written Down Value - Annuity Method - Sinking Fund Method -Royalty (Excluding sub –Lease).

#### **UNIT –V NON- TRADING CONCERNS**

**16 Hours**

Accounts of Non-Trading concerns - Receipts and Payments Accounts - Income and Expenditure Accounts.

#### **TEXT BOOK**

1. Shukla M.C Grewal S and Gupta S.C., Advanced Accounting,(2010) S.Chand & Co New Delhi.

#### **BOOK REFERENCES**

1. Gupta, R.L. and Radhaswamy M., Financial Accounting,(2006) Sultan Chand Sons. New Delhi.
2. Compendium of Statement and standards of Accounting: The Institute of Chartered Accounts, New Delhi.
3. Jawarhar Lal (2009) Advanced Accounts. Sultan Chand & Sons, Delhi.
4. T.P.Gosh (2006) Fundamentals of Accounting, Sultan Chand & Sons, Delhi.
5. Maheswari, S.N & Maheswary, S.K (2006) Fundamentals of Accounting, Viikas Publishing, New Delhi.

Semester	Subject code	Title of the paper	Hours of teaching/ week	No of credits
I & II	14U2BAA2	COST ACCOUNTING – NS	3+3 (6)	-

**UNIT I : INTRODUCTION****15 hours**

Cost accounts ; meaning , definition ,objectives- cost concept- classification –comparison of cost accounting & financial accounting –preparation of cost sheet, tender or quotation.

**UNIT II MATERIAL COSTING****15 hours**

Classification of materials- material control- purchasing procedure- store keeping- techniques of inventory control- setting of stock levels- EOQ- Methods of Pricing Materials issues – LIFO – FIFO – Weighted average method – Simple average method – Problems.

**UNIT III : OVERHEAD COSTING****15 hours**

Definition – classification of overheads – Procedure for accounting and control overheads – Allocation of overheads – Methods Absorption.

**UNIT IV : COSTING METHODS****15 hours**

Introduction – Job costing – Batch costing – contract costing – Process costing – principles – Distinction between process and job – Preparation of process accounts – Treatment of normal loss – Abnormal loss – Abnormal gain.

**UNIT V : SERVICE COSTING****15 hours**

Operating or service costing – Meaning – Cost unit – Characteristics - Transport costing(simple problem)

(Problems 80% Theory 20%)

**TEXT BOOK**

1. Jawahar Lal (2008) Cost Accounting, Tata McGraw Hill.

**REFERENCE BOOKS**

1. Nigam & Jai (2000), Cost Accounting, Principles and Practices, Prentice Hall of India Publishers.
2. Blocher,I,Lin (2003) Cost Management: A Managerial Emphasis, Pearson education Mumbai.
3. S.N.Maheshwary (2008) Cost Accounting, Vikas Publishing House, New Delhi.
4. Jain,S.P.and K.I.Narang (2007) Cost Accounting : Principles and Methods
5. Iyengar,S.P. (2010) Cost Accounting, Sultan Chand & Sons, New Delhi.



Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
<b>II</b>	<b>14U2BAT2</b>	$\forall f \mathcal{R}   \zeta \vdash \sqrt{\mathcal{R}}   B \Delta -$ $\wp B[\xi] \oplus \uparrow > \tau \propto - \sqrt{\mathcal{R}}   \square \kappa \leftrightarrow \vdash \zeta \rightarrow$	<b>6</b>	<b>3</b>

$\{\rightarrow: 1$

... $\Sigma \leftrightarrow \Delta$ : 18

1.  $\mathcal{J} \vdash \ominus \zeta \spadesuit \otimes \Delta \wp \subseteq \vdash \square \dots > \kappa \zeta \leftrightarrow \Delta \square \dots | \zeta \langle \rightarrow \mathcal{J} \heartsuit \wp \rangle | \Delta$
2.  $\mathcal{J} \vdash \Sigma \zeta \Upsilon \mathcal{R} | \leftrightarrow \otimes \vdash \square \dots > \kappa \zeta \leftrightarrow \Delta \square \wp \gamma \Delta \mathcal{J} \xi | \oplus \square \mathcal{J} \uparrow > \zeta \mathcal{J} f | \Delta \square$   
 $\mathcal{J} \mathcal{R} | \mathcal{J} | \zeta \wp \vdash \wp \rangle | \Delta$
3.  $\bullet \subseteq \leftrightarrow \vdash \square \dots > \kappa \zeta \leftrightarrow \Delta \square \mathcal{J} \vdash \kappa \zeta^{\text{TM}} \vdash \wp \rangle | \Delta (\forall \oplus | \dots \langle \zeta | | \otimes \subseteq \vdash \sqrt{\wp \Delta} \dots)$
4.  $\therefore \zeta \setminus \mathcal{R} | \kappa \zeta \otimes | \vdash \square \mathcal{J} \vdash \kappa \zeta \otimes | \Delta \square \wp \vdash \wp \uparrow \mu$

$\{\rightarrow: 2$

... $\Sigma \leftrightarrow \Delta$ : 18

1.  $\neg \wp \setminus B \zeta \propto \kappa \zeta \vdash \square \mathcal{J} \vdash \neg \therefore \zeta \alpha \square$
2.  $\Sigma \Delta \therefore \zeta \propto \kappa \zeta \vdash \square \mathcal{J} \vdash \kappa \zeta \Phi \neg \therefore \zeta \alpha \square$   
 $(\chi B \vdash \kappa \oplus \Upsilon B \vdash \Sigma \vdash \Delta \dots \xi >_{-10} \wp \zeta f_{-} | \perp)$
3.  $\gamma \mathcal{J} f \zeta \perp \square \mathcal{J} \vdash \heartsuit \wp \zeta | \kappa$   
 $(\therefore \zeta | \alpha \uparrow \mathcal{J} \equiv | \perp \dots \xi >_{-10} \wp \zeta f_{-} | \perp)$
4.  $\mathcal{J} \vdash \therefore \equiv | B \zeta \propto \kappa \zeta \vdash \square \neg \wp \setminus B \mathcal{J} \vdash \neg \therefore \zeta \alpha (\xi >_{-10} \wp \zeta f_{-} | \perp)$

$\{\rightarrow: 3$

... $\Sigma \leftrightarrow \Delta$ : 18

1.  $\mathcal{J} \vdash \mathcal{R} \vdash \square \mathcal{J} \vdash \therefore \subseteq \vdash \leftrightarrow \Delta \square (\xi >_{-} > \subseteq \vdash \leftrightarrow \Delta \square | \_ \sigma: 10 \wp \zeta f_{-} | \perp)$
2.  $\zeta \therefore \leftrightarrow \zeta \mathcal{J} \wp \leftrightarrow \vdash \square * \spadesuit \zeta \otimes E B \Delta \vdash \therefore \div \perp | \langle \uparrow > \tau \propto (\xi \vdash \kappa \mu \Delta)$
3.  $\mathcal{J} \setminus f \leftrightarrow \zeta \otimes \heartsuit \wp \mathcal{R} | \sigma \leftrightarrow \zeta B \vdash \square \zeta \vee \oplus \zeta \mathcal{R} \zeta \oplus \kappa \Rightarrow E \square \Sigma \zeta \otimes | \kappa \langle \Delta$
4.  $T \leftrightarrow \therefore \zeta \xi M \kappa \vdash \square \mathcal{J} \mathcal{R} | \zeta \kappa \wedge \vdash | \vdash \Delta \wp | \Delta \square A B \kappa \zeta \heartsuit A$
5.  $\zeta \square \equiv \zeta | \therefore \setminus > \zeta [ \otimes \zeta ] A \square \xi | \psi [ \otimes > | \Delta (1 \xi >_{-4} \wp \zeta f_{-} | \perp)$

$\{\rightarrow: 4 \wp B[\xi] \oplus \uparrow > \tau \propto$

... $\Sigma \leftrightarrow \Delta$ : 18

$\kappa \zeta \mathcal{R} | B \wp \vdash \therefore \heartsuit A \square A \square \vdash \downarrow E \kappa | | \perp \square \kappa \otimes \tau \zeta \Delta, \kappa \otimes \tau | \zeta \sqrt{f} \equiv | \perp \square \spadesuit \downarrow \uparrow \mu \heartsuit \div | \omega$   
 $\mathcal{R} \mathcal{R} | \Delta \vdash | \leftrightarrow, \langle | \leftrightarrow, \omega | \leftrightarrow \dots \kappa \rightarrow \wp \zeta | \perp \square \neg \otimes \zeta \vee | | \langle \heartsuit \div \rangle \uparrow \mu \heartsuit \neg \wp \zeta \vdash | \zeta \beta \Delta \xi | \oplus \square \Omega \rightarrow \uparrow$   
 $> \vee \zeta \Xi | \perp \square \otimes \setminus B \zeta \spadesuit > \tau \propto \kappa | \kappa \Delta \wp >_{-}$   
 $\neg \otimes \zeta_{-} \otimes B_{-} \square \neg \otimes \zeta_{-} \kappa | \square \sqrt{\mathcal{R}} | \square \kappa | \square \sqrt{\mathcal{R}} | B \kappa | \square \neg \wp B \vdash \downarrow \neg \otimes \zeta_{-} \square \sqrt{\zeta} \square | \zeta$   
 $\leftrightarrow \square \Delta \square \wp \rightarrow \neg \wp \zeta \vdash \otimes \neg \wp B \vdash (\neg \wp \zeta \vdash \perp, \sqrt{f} \Delta, | \zeta \vdash \Delta, E | \spadesuit, \zeta \square \Delta, \neg > \zeta \alpha_{-}) \square \sigma | \spadesuit \downarrow \neg \otimes \zeta_{-}$   
 $\square \sqrt{f} \downarrow \neg \otimes \zeta_{-} \square \chi \setminus \downarrow \neg \otimes \zeta_{-} \square \xi \vee \rightarrow \square \spadesuit \downarrow \otimes \Delta \square \sigma \zeta | \perp \square \sqrt{f} \Omega | \vdash \square > [\sigma | \spadesuit \square \div \oplus \sigma | \spadesuit \square$   
 $\neg > \setminus \Omega | \vdash \sigma | \spadesuit \square \zeta \heartsuit A \sigma | \spadesuit \square \kappa \vdash \kappa | \therefore \mathcal{J}].$

$$\{\rightarrow: 5 \quad \sqrt{\mathfrak{R}}|\Box \kappa\leftrightarrow\lceil\zeta\rightarrow$$

$$\dots\Sigma\leftrightarrow\Delta: 18$$

$$\sqrt{\mathfrak{R}}|\Box \kappa\leftrightarrow\lceil\zeta\rightarrow\Box >\tau\propto\uparrow\mu|\oplus\neg\kappa\neq\Xi|.$$

Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
<b>II</b>	<b>14U2BAE2</b>	<b>PART – II ENGLISH EXTENSIVE READERS AND COMMUNICATIVE SKILLS</b>	<b>6</b>	<b>3</b>

**Objective**

- To impart language and communicative skills through short stories, one act plays and communicative grammar

**Unit – I**

K.A.Abbas – The Sparrows  
O’Henry – The Cop and the Anthem.  
Guy de Maupassant – The Necklace.  
R.K.Narayan – Engine Trouble.

**Unit – II**

Anton Chekov – The Proposal  
O’Henry – While the Auto Watts

**Unit - III**

Saki – The Death Trap  
Mahesh Dattani –The Girl who touched the stars  
Claudia I.Haas – The Cellphone Epidemic

**Unit – IV**

Tense, Question Tag, Dialogue Writing, Paragraph Writing, Adjectives, Adverb

**Unit – V**

Voices, Degress of Comparison, Direct and Indirect

**Book Prescribed:**

Unit IV & V – Communicative grammar by the Department of English

Semester	Subject Code	Title of the paper	Hours of teaching/ week	No of credits
II	14U2BAC3	ORGANISATIONAL BEHAVIOUR	5	5

**UNIT - I : INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR 15 Hours**

The Concept Of Organizational Nature Of Man – Elements – Nature Of Organization – Models Of Organization Behavior – Socb Model – Organization Behaviour And Human Relations.

**UNIT - II : INDIVIDUAL BEHAVIOUR 15 Hours**

Individual Behavior-Personality – Types – Theories – Perception – Factor Influencing Perception – Learning – Theories Of Learning – Attitudes And Its Formation

**UNIT - III : GROUP BEHAVIOUR 15 Hours**

Group Behaviour – Formal And Informal Group – Stages Of Group Formation – Group Dynamics – Group Cohesiveness, Group Norms – Group Decision Making Process.

**UNIT – IV : LEADERSHIP AND MOTIVATION 15 Hours**

Leadership – Styles – Qualities – Theories – Leader Vs Manager – Power and Politics. Motivation – Types – Theories – Maslows Hierarchy Need Theory – Herzberg's Two Factor Theory.

**UNIT – V : ORGANIZATIONAL DESIGN AND STRUCTURE 15 Hours**

Forms Of Organizational Structure – Simple Structure – Functional , Matrix Structure – Organizational Change – Causes Of Change - Impact Of Change.

**TEXT BOOK**

1. L.M.Prasad - Organizational Behavior – Sultan Chand & Sons

**REFERENCE BOOKS**

1. Fred Luthans - Organizational Behavior, Tata Mcgraw Hill.
2. Rao V.S.P And Narayana D.S - Organizational Theory and Behavior ,Konark Publisher Pvt.Ltd 1991
3. Prasad L.M. - Organizational Behavior, Sultan Chand & Sons

Semester	Subject code	Title of the paper	Hours of teaching/ week	No. Of credit
II	14U2BAC4	BUSINESS COMMUNICATION	4	5

#### **UNIT-I INTRODUCTION**

**10 Hours**

Introducing to Communication - Meaning- Need – importance - Types of communication.

#### **UNIT-II COMMUNICATION**

**10 Hours**

Media of communication - Principles of effective communication – Function - Barriers to communication.

#### **UNIT-III LAYOUT AND KINDS OF LETTER**

**15 Hours**

Effective of business letter - the layout of letter-kinds of business letter - Enquiries and Reply –Quotations - Sales letters - Claims and Adjustments, Collection letters - Circular letters.

#### **UNIT-IV IMPORT AND EXPORT CORRESPONDENCE**

**15 Hours**

Import and Export correspondence - Terms used in import and export correspondence - Direct importing - Import orders through the agent - Letter of credit (LoC).

#### **UNIT-V LISTENING AND COMMUNUCATION**

**15 Hours**

Importance of listening and Communication - Principles of effective listening - Telex facsimile-Teleconferencing - Intercom Apparatus - Modern means of communication- internet email.

#### **TEXT BOOKS**

Rajendr Pal Korhill ,(2009) "Essentials of Business Communication" , Sultan Chand & Sons, New Delhi, 2006.

#### **REFERENCE BOOKS**

1. Essential of Business Communication - kaul(2007, Pprentice hall, New Delhi
2. Ramesh, M.S & C.C. Ppattanshetti,(2007) "Business Communication", R.chand & co., New Delhi,2003.
3. Rodriquez M.V, "Effective Business Communication Concept", Vikas Publishing Company, (2003)
4. Munter Mary(2002), Effective Business Communication ,PHI, New Delhi.

Semester	Subject code	Title of the paper	Hours of teaching/ week	No of credits
I & II	14U2BAA2	COST ACCOUNTING- NS	3+3 (6)	3

**UNIT I : INTRODUCTION****15 hours**

Cost accounts ; meaning , definition , objectives- cost concept- classification –comparison of cost accounting & financial accounting –preparation of cost sheet, tender or quotation.

**UNIT II MATERIAL COSTING****15 hours**

Classification of materials- material control- purchasing procedure- store keeping- techniques of inventory control- setting of stock levels- EOQ- Methods of Pricing Materials issues – LIFO – FIFO – Weighted average method – Simple average method – Problems.

**UNIT III : OVERHEAD COSTING****15 hours**

Definition – classification of overheads – Procedure for accounting and control overheads – Allocation of overheads – Methods Absorption.

**UNIT IV : COSTING METHODS****15 hours**

Introduction – Job costing – Batch costing – contract costing – Process costing – principles – Distinction between process and job – Preparation of process accounts – Treatment of normal loss – Abnormal loss – Abnormal gain.

**UNIT V : SERVICE COSTING****15 hours**

Operating or service costing – Meaning – Cost unit – Characteristics - Transport costing(simple problem)

(Problems 80% Theory 20%)

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1. Nigam & Jai (2000), Cost Accounting, Principles and Practices, Prentice Hall of India Publishers.
2. Blocher, I, Lin (2003) Cost Management: A Managerial Emphasis, Pearson education Mumbai.
3. S.N.Maheshwary (2008) Cost Accounting, Vikas Publishing House, New Delhi.
4. Jain, S.P. and K.I. Narang (2007) Cost Accounting : Principles and Methods
5. Iyengar, S.P. (2010) Cost Accounting, Sultan Chand & Sons, New Delhi.

Semester	Subject code	Title of the paper	Hours of teaching/ week	No of credits
II	14U2BAA3	RESEARCH METHODOLOGY	5	3

### **UNIT I - INTRODUCTION TO RESEARCH**

**15 Hours**

Research – Meaning - Nature and Objectives - Methods Vs Methodology- Criteria of Good research -research - selection of research problem - Quality of a researcher.

### **UNIT II- RESEARCH DESIGN**

**15 Hours**

Research design – Meaning – Need - features of a good design - formulation of hypothesis.

### **UNIT III- METHODS OF DATA COLLECTION**

**15 Hours**

Methods of data collection - Primary and Secondary data – Questionnaire and Schedules - Construction of a Questionnaire - Census and Sampling.

### **UNIT IV-DATA ANALYSIS**

**15 Hours**

Analysis of data - Classification and Tabulation - Testing of Hypothesis - test of Significance - Selection of tests.

### **UNIT V-REPORT WRITING**

**15 Hours**

Interpretation and Report Writing - Significance of Report Writing - General Format- Qualities of Good reports.

### **TEXT BOOKS**

1. P.Saravanel-Research Methodology, Kitab Mahal
2. Kotahari-Research Methodology, New Age Publication.

### **REFERENCE BOOKS**

1. Pauline V.Young-Socio Survey and Research-PHI
2. Murdic-Business Research-PHI
3. B.N.Ghosh-Scientific Methods in social Science.

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
<b>III</b>	<b>14U3BAT3</b>	$ _{\varsigma} \heartsuit \div B \equiv   \perp,   \textcircled{R}   \leftrightarrow   \perp,$ $\sqrt{  \mathfrak{R}  } B \kappa \leftrightarrow  _{\varsigma} \rightarrow$	<b>6</b>	<b>3</b>

$\{ \rightarrow: 1 \quad |_{\varsigma} \heartsuit \div B \equiv | \perp \quad 1$

$\dots \Sigma \leftrightarrow \Delta: 18$

1.  $E[ \heartsuit \wp ] |_{\varsigma} \leftrightarrow \Delta \square A |_{\varsigma} ( \mathfrak{R} |_{\varsigma} ) f \Delta \square |_{\varsigma} \spadesuit \_ \kappa )$

2.  $\therefore \setminus \dots \therefore || \lceil \square \therefore \lceil ( \kappa \spadesuit \Delta A \mathfrak{R} | \quad |_{\varsigma} ) >$

3.  $( \kappa | \ E \subseteq \varsigma \therefore \setminus \square \sigma \therefore | \lceil B | \sqrt{ \Delta \wp | \Delta$

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Semester	Subject Code	Title Of The Paper	Hours Of Teaching/ Week	No. of Credits
<b>III</b>	<b>14U3BAE3</b>	<b>PART – II ENGLISH SHAKESPEARE, EXTENSIVE READERS AND COMMUNICATIVE SKILLS</b>	<b>6</b>	<b>3</b>

**Objective**

- To introduce the language of the world renowned dramatist and novelist to enhance the vocabulary and communicative skills of the learners.

**Unit – I**

Funeral Oration – Julius Caesar

Trial for a Pound of Flesh – The Merchant of Venice

**Unit – II**

He Kills Sleep – Macbeth

A Real Love at First Sight – Twelfth Night

**Unit – III**

When the Moor Kills, "So Good a wife" – Othello

In Love is a "Midsummer Madness" – Tempest

**Unit – IV**

The Mayor of Casterbridge (Abridged) – Thomas Hardy

**Unit – V**

Note making, Hints Developing, Expansion of Ideas and Proverbs, Sequence of Sentences Synonyms, Antonyms.

**Book Prescribed:**

Unit-I : II & III: Selected scenes from Shakespeare.

Unit IV: The Mayor of Casterbridge Abridged by E.F.Dodd

Unit V : Communicative Grammar.

Semester	Subject code	Title of the paper	Hours of teaching/ week	No of credits
III	14U3BAC5	BUSINESS LAW	5	5

**UNIT-I INTRODUCTION****15 Hours**

Nature and source of law - Nature of contract - Formation of contract - Essential of valid contract - Classification of contracts.

**UNIT-II FORMATION OF CONTRACT****15 Hours**

Consideration - Capacity of contract - Free consent - Legality of object.

**UNIT-III PERFORMANCE OF CONTRACT****15 Hours**

Performance of contract- Discharge of contract - Remedies for breach of contract - Quasi contract

**UNIT-IV INDEMNITY AND GUARANTEE****15 Hours**

Contract of indemnity and guarantee - Bailment and Pledge

**UNIT-V SALE OF GOODS ACT****15 Hours**

Sale of Goods Act 1930 - Meaning of Sale and Goods - Conditions and Warranties-Transfer of property - Rights of an unpaid seller

**TEXT BOOK**

1. D. Kapoor, Business Law, Sultan Chand & Sons, 2008

**REFERENCE BOOKS**

1. S.S Guishan Mercantile Law, Excel books, 2001
2. M.C. Kuchhal, Mercantile Law, Vikas Publishing Pvt.ltd., 2009
3. P.R.Chandha, Business Law, 2/e, Galgotia Publishing, 2007
4. S.k. Aggrwal, Business Law, Galgotia publishing company, 2007
5. S.N. Maheswari & Maheswari, Business Regulatory Framework, Himalaya Publishing House. 2010.

Semester	Subject code	Title of the paper	Hours of teaching / week	No of credits
III	14U3BAC6	MARKETING MANAGEMENT	4	5

**UNIT- I INTRODUCTION****12 Hours**

Market and Marketing - Definition – Concept – Traditional and Modern Concept – Functions – Marketing Environment – Marketing Strategies – Marketing Segmentations – Functions- Marketing Mix.

**UNIT-II CUSTOMER VALUE AND MARKETING MIX****12 Hours**

Consumer Decision Making, Creating Customer Value, Analyzing Consumer Market - Factors Influencing Consumer Behaviour – Cultural, Social & Personal Factors.

**UNIT- III PRODUCT PLANNING & DEVELOPMENT****12 Hours**

Product Planning and Development – Product Life Cycle – New Product Development – Branding and Packaging.

**UNIT – IV PROMOTION MIX****12 Hours**

Promotion – Promotion Mix – Promotion Strategies – Kind of Advertising - Sales Process.

**UNIT – V PHYSICAL DISTRIBUTION****12 Hours**

Distribution – Selection of Channel of Distribution – Sales Force Decisions – Sales Forecasting.

**TEXT BOOK**

1. Philip Kotler. (2005) Marketing Management, Englewood cliffs, Prentice Hall, NJ

**REFERENCE BOOKS**

1. Richard Mr. S. Wilson, Colin gilligan, Strategic Marketing Management, Viva Books Pvt Ltd., 2003.
2. Walker – Boyd Larreche, Marketing Strategic – Planning Implementations, Tata Macgraw Hill 2004
3. Neelamegam, S.(2007) Marketing in India: Cases and Readings, Vikas, New Delhi.

Semester	Subject Code	Title of the Paper	Hours of Teaching/ Week	No of Credits
III	14U3BAA4	MANAGERIAL ECONOMICS	5	3

**UNIT-I INTRODUCTION****15 Hours**

Nature and Scope of Managerial Economics – Role of Managerial Economics – Analysis of Market Mechanism - Equilibrium of Demand and Supply – law of demand – Elasticity of Demand.

**UNIT – II DEMAND FORECASTING****15 Hours**

Demand Forecasting – types – Purposes – Criteria of a Good Forecasting Method – Methods – Opinion Survey, Delphi Method Expert Opinion and Collective Opinion.

**UNIT – III PRODUCTION FUNCTION****15 Hours**

Production Function – law of Variable Properties - TP, MP, and AP – Laws of Return and Returns to Scale – ISO Quantities Properties

**UNIT – IV COST FUNCTION****15 Hours**

Cost Function – Concepts and Classification – Actual and Opportunity Costs, Incremental Cost and Sunk Cost - Total, Fixed and Variable Cost – Cost Relationship

**UNIT- V PRICING****15 Hours**

Pricing Method – Costs Plus – Rate of Return, Managerial Costs Pricing, Going rate Pricing Customary Prices – Dual Pricing and Administrated Pricing – Pricing Under Different Market Structures – Perfect Competition, Monopoly, Monopolistic Competition and oligopoly – Cartel.

**TEXT BOOKS**

1. Varshney, R.L & Maheswari, K.L(2004)Managerial Economics, Sultan Chand, New Delhi

**REFERENCE BOOKS**

1.Dholakia, R.H& Oza, A.L(2004)Micro Economics for Management, Oxford University Press, New Delhi

2.Ahuja, H.L.,Business Economics(2008)S.Chand&Co., New Delhi.

3.Nelli&Parker(2009)The Essence of Business Economics, Prentice Hall, New Delhi.

4.Dwivedi, D.N(2001)Managerial economics, Vikas, New Delhi

5.Y.K.Bhusan,(2010)Indian Economy, Sultan Chand & Co, New Delhi

Semester	subject code	Title of the paper	Hours of Teaching / Week	No. of credits
III & IV	14U4BAA5	COMPUTER APPLICATION IN BUSINESS – NS	3+3(6)	-

**UNIT I INTRODUCTION****18 Hours**

Introduction to computers; computer software language-Flow Charting – Programming Concept. Assembly Language-High level language-Operating system-compiles-Assembler-packages.

**UNIT II MS POWER POINT****18 Hours**

MS Power point; Creation-Insert-Picture –Animation –Creating Multimedia Presentation – Insert Tables and graphs.

**UNIT III MS WORD****18 Hours**

MS Word; Introduction to Word – Creating Word Documents- Formulating – Spell check-Grammar check - Working with Tables –Savings, Opening and Closing Documents Mail merge.

**UNIT IV MS EXCEL****18 Hours**

MS Excel; introduction of spread sheets- Entering Data Working Sheet- Editing and Formatting Work Sheets – Charts – Functions like – saving, Opening and closing Work Books.

**UNIT V INTERNET & MULTIMEDIA****18 Hours**

Basics of Internet & Multimedia- Theory.

**TEXT BOOK**

1. Rajagopalan,sp(2010) computer application in business, vikas publishing house, New Delhi.

**REFERENCE BOOKS**

1. Deepak bharihoke. (2008) fundamentals of IT, excel books, New Delhi.
2. Dhiraj Sharma, (2008) Foundation of IT Excel Books, new Delhi
3. Bhatnagar.S.C and K.V Ramani (2007) computer and information management, prentice hall of India, new Delhi.
4. Martin.(2010) principles of data management prentice hall of India, new Delhi.
5. Sulohana,m kameswara Rao, k and R.Kishore Kumar (2009) accounting systems, kalyani publishers, Hyderabad.
6. Parameaswaran,R (2010) computer application in business, S.Chand & Co, New Delhi

Semester	Subject Code	Title Of The Paper	Hours Of Teaching / Week	No. of Credits
<b>IV</b>	<b>14U4BAT4</b>	$\otimes \equiv   \sqrt{\mathfrak{R}}   B \Delta - \partial \oplus \sqrt{\mathfrak{R}}   B \Delta -$ $\neg \otimes \Delta \neg \therefore \varsigma \alpha - \sqrt{\mathfrak{R}}   B \kappa \leftrightarrow \lceil \varsigma \rightarrow$	<b>6</b>	<b>3</b>

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Semester	Subject Code	Title of The Paper	Hours of Teaching/ Week	No. of Credits
<b>IV</b>	<b>14U4BAE4</b>	<b>PART – II ENGLISH ENGLISH FOR COMPETITIVE EXAMINATIONS</b>	<b>6</b>	<b>3</b>

**Objective**

- To prepare the learners for competitive examinations and to know the fundamentals of practical communication.

**Unit – I**

**Grammar** – Number, Subject, Verb, Agreement, Articles, Sequence of Tenses, Common Errors.

**Unit – II**

**Word Power** - Idioms & Phrases, one word substitutes, Synonyms, Antonyms, Words we often confuse, foreign words & phrases, spelling.

**Unit – III**

Reading & Reasoning – Comprehension, Jumbled Sentences.

**Unit - IV**

**Writing Skills** – Paragraph, Precis Writing, Expansion of an idea, Report Writing, Essay, Letters, Reviews (Film & Book)

**Unit – V**

**Speaking**- Public speaking, Group Discussion, Interview, Spoken English.

**Prescribed Text:**

1. V.Saraswathi, English for Competitive Examinations, Chennai, Emerald Publishers, 2000.

Semester	Subject code	Title of the paper	Hours of Teaching /Week	No of Credits
IV	14U4BAC7	COMPANY LAW	4	5

**Unit – I INTRODUCTION**

**10 Hours**

Company – Definitions – Features – Kinds – Private Ltd Company Vs Public Company.

**Unit – II FORMATION OF COMPANIES**

**12 Hours**

Formation of companies – Incorporation – Commencement – Memorandum of association – Clauses – Articles of association – Contents – prospectus.

**Unit – III SHARES AND DEBENTURES**

**12 Hours**

Shares – Kinds – equity shares – Preference shares – Premium and Discount – Allotment – Minimum subscription – Forfeiture of shares – Debentures – Types.

**Unit – IV COMPANY SECRETARY**

**13 Hours**

Secretary – Definition – Types- Company secretary – legal Position – Qualification – Appointment – Rights, duties and Liabilities – Termination.

**Unit – V MEETINGS AND ITS RESOLUTIONS**

**13 Hours**

Meeting – Types – Statutory, Annual General Meeting – Notice – Agenda – Quorum – Minutes – Proxies – Resolution – Types.

**TEXT BOOKS**

1. Company Law and Secretarial Practice – N.D.Kappor, S.Chand & Co.

**Reference Book**

1. Company Law and Secretarial practice - TANDON
2. Company Law and Secretarial practice - P.K.Ghosh, S.Chand & Sons

Semester	Subject code	Title of the paper	Hours of Teaching / Week	No of Credits
IV	14U4BAC8	ENTREPRENEURIAL DEVELOPMENT	5	5

**UNIT I INTRODUCTION****15 Hours**

Introduction–concepts of entrepreneurship–Entrepreneur and Enterprise–Meaning–Definition–Characteristics–functions–Role of Entrepreneurs in the economic development classification of Entrepreneurs–factors affecting Entrepreneurial growth–Entrepreneurship Development–Programs small Entrepreneurs development. Self employment schemes–Government policies on Entrepreneurial Development.–Entrepreneurial Behavior: Innovation and Entrepreneur–Entrepreneurial behavior and Psycho-Theories Social Responsibilities.

**UNIT II SOURCE OF IDEAS****15 Hours**

Source of ideas–preliminary evaluation and testing of ideas–project identification–Demand based industries and resource based industries–import substitution and export oriented items–project formulation and feasibility study.

**UNIT III PROJECT APPRAISAL****15 Hours**

Project appraisal–technical–commercial appraisal–information required–demand forecasting–sources of market information–financial appraisal–capital cost of project–sources of finance–financial problems.

**UNIT IV LICENSING PROCEDURE****15 Hours**

Licensing procedure–procedures to start an industrial unit–financial and other assistant SMEs.

**UNIT V INCENTIVES AND SUBSIDIES****15 Hours**

Incentives and subsidies of state and central governments–Aims–backward areas–industrial estates–DIC's–role of financial institutions in the Entrepreneurial growth–project financing–sources of finance–IDBI, IFCI, ICICI, and IRCI–Role of promotional and consultancy organizations of State and central Govt.

**TEXT BOOK**

1. Desai, Vasant, (2009) Entrepreneurial Development, Vol I, Himalaya Publishing House, New Delhi.

**REFERENCE BOOKS**

1. Hisrich. R.D & Peter, M.P, (2008) Entrepreneurship, Tata Mc Graw Hill, New Delhi.
2. Awasthu, D & Sebastian. (2005) J, Evaluation of Entrepreneurship Progress, Sage publications, New Delhi.
3. Jain, G.Raj & Gupta, D. (2008), New Initiatives in Entrepreneurship Education and Training, EDII, Ahmedabad.
4. Kao, John j., "The Entrepreneurial Organization", Englewood Cliffs, New Jersey: Prentice-Hall, (2001)
5. Panda, Shiba Charan., (2009) "Entrepreneurship Development", New Delhi, Anmol Publications. (Latest Editions)

Semester	subject code	Title of the paper	Hours of Teaching / Week	No. of credits
III & IV	14U4BAA5	COMPUTER APPLICATION IN BUSINESS – NS	3+3(6)	3

**UNIT I INTRODUCTION****18 Hours**

Introduction to computers; computer software language-Flow Charting – Programming Concept. Assembly Language-High level language-Operating system-compiles-Assembler-packages.

**UNIT II MS POWER POINT****18 Hours**

MS Power point; Creation-Insert-Picture –Animation –Creating Multimedia Presentation – Insert Tables and graphs.

**UNIT III MS WORD****18 Hours**

MS Word; Introduction to Word – Creating Word Documents- Formulating – Spell check-Grammar check - Working with Tables –Savings, Opening and Closing Documents Mail merge.

**UNIT IV MS EXCEL****18 Hours**

MS Excel; introduction of spread sheets- Entering Data Working Sheet- Editing and Formatting Work Sheets – Charts – Functions like – saving, Opening and closing Work Books.

**UNIT V INTERNET & MULTIMEDIA****18 Hours**

Basics of Internet & Multimedia- Theory.

**TEXT BOOK**

1. Rajagopalan,sp(2010) computer application in business, vikas publishing house, New Delhi.

**REFERENCE BOOKS**

1. Deepak bharihoke.(2008) fundamentals of IT, excel books, New Delhi.
2. Dhiraj Sharma,(2008) Foundation of IT Excel Books, new Delhi
3. Bhatnagar.S.C and K.V Ramani (2007) computer and information management, prentice hall of India, new Delhi.
4. Martin.(2010) principles of data management prentice hall of India, new Delhi.
5. Sulohana,m kameswara Rao, k and R.Kishore Kumar (2009) accounting systems, kalyani publishers, Hyderabad.
6. Parameaswaran,R(2010) computer application in business, S.Chand&co, New Delhi

Semester	Subject code	Title of Paper	Hours of Teaching / Week	No. of Credits
<b>IV</b>	<b>14U4BAA6</b>	<b>BUSINESS MATHEMATICS</b>	<b>5</b>	<b>4</b>

**UNIT – I - MATRICS****15 Hours**

Matrices; Different Types of Matrices – Addition and Subtraction of Matrices – Manipulation of matrices – Transpose of Matrix Elementary Operations – Consistency and Inverse of a Matrix and Cramm's Rule.

**UNIT II - DIFFERENTIAL CALCULUS****12 Hours**

Elements Of Differential Calculus – Maxima And Minima – application of these concepts to Business, economics.

**UNIT III - INTRODUCTION OF LINEAR PROGRAMMING****16 Hours**

Operations research – An Overview: Definitions of OR- Applications and Limitations of OR – Linear Programming Problem : Formulation(Simple Problems)- Graphical Method.

**UNIT IV - LINER PROGRAMMING EXTENSIONS****16 Hours**

Transportation Problem and Assignment problem.

**UNIT V - SCHEDULING & PROJECT MANAGEMENT****16 Hours**

Network Scheduling by PERT/CPM. Critical Path Method- PERT Calculation

**REFERENCES**

1. Problem in Operation Research :PK Gupta and Man Mohan (Book for study) 2002, 3<sup>rd</sup> Edition(Pearson)
2. Business Mathematics and statistics :P.Navnitham (1997),1<sup>st</sup> Edition, Tata Mcgraw Hill.
3. Business Mathematics by Dr.Amarnath Dihstin (2007),13<sup>th</sup> Edition, Himalaya Edition.

Semester	Subject code	Title of the paper	Hours of teaching / week	No. Of credits
V	14U5BAC9	RETAIL MARKETING	6	5

**UNIT – I : INTRODUCTION**

**18 Hours**

An Overview of Retailing – Types of Stores – Functions Performed by Retailer – Retailing Environment – Legal , Social , Economic , Technological , Issues – Challenges & Opportunities in Retailing – Trends in the Indian Retailing Industry.

**UNIT – II : RETAIL MARKET SEGMENTATION**

**18 Hours**

Retail Market Segmentation & Positioning, Location Analysis - Site Selection - Layout Design - Atmospherics.

**UNIT – III : MERCHANDISE MANAGEMENT**

**18 Hours**

Merchandise Management - Philosophy - Merchandise Buying System - Devising Merchandise Plans - Implementing M Plans – Category Management – Logistics – Inventory Management.

**UNIT – IV : PROMOTION & PRICING STRATEGY**

**18 Hours**

Retail Pricing – Factors – Developing Retail Price Strategy – Consumer Responsiveness to Prices – Retail Promotion Strategy – Retail Communication Methods – Process.

**UNIT – V : RETAIL CHANNELS**

**18 Hours**

Retail Channels – Retail Market Strategies – Customer Services – Strategies – Advantages – Customer Relationship Management Process – Developing CRM Programs – Retail Audit.

**TEXT BOOKS**

1. Chaten Baja Tuli , Srinivasa – Retail Management , Oxford University Press.
2. Dr.L.Natarajan – Retail Marketing , Margham Publications.

**REFERENCES**

- 1.Robert Bush & Larry Grsham – Retailing Lucas , Honoghton Miffin , AIPD , India.
- 2.Ron Hasty , James Reardon , Retail Management , Mcgraw – Hil

Semester	Subject code	Titel Of The Paper	Hours of teaching/ Week	No. of Credits
V	14U5BAC10	MANAGEMENT ACCOUNTING	6	5

**UNIT – I : INTRODUCTION****18 Hours**

Management Accounting – Meaning – Objective – Scope - distinction between Financial Management and cost accounting – Utility and Limitations of Management Accounting. Analysis of Financial Statement - Tools for analysis Comparative Financial Statements - Common Size Statements.

**UNIT - II : RATIO ANALYSIS****18 Hours**

Ratio analysis-Profitability Ratios, Financial Ratios - Liquidity Ratios, Stability Ratios.

**UNIT - III : FUND FLOW AND CASH FLOW****18 Hours**

Fund Flow Analysis-Concept of funds-Sources and Users of funds-Fund Flow Statements-managerial user of fund flow Analysis-Constructions of Fund Flow Statements-Cash Flow Analysis-Distinction of cash from Funds, Utility of cash Flow Statements –Construction of cash flow statements.

**UNIT - IV: BUDGETING****18 Hours**

Budgeting Control - Functions Budgets - Zero Base Budgeting, Advantages, Limitations - Standard Costing (Material Variance)

**UNIT - V: MARGINAL COSTING****18 Hours**

Marginal Costing - Distinction between Absorption costing and Marginal costing - Cost Volume Profit (CVP) Analysis - Break Even Point - Margin of safety.

**TEXT BOOKS**

1. Lal, Jawahar., (2009) "Advanced Management Accounting Text and Cases", S.Chand & Co., New Delhi.

**REFERENCE BOOKS**

1. Horngreen, Charles T., Gary L.Sundem, (2005) "Introduction of Management Accounting", Prentice Hall., Delhi
2. Garrison H., Ray and Eric W.Noreen,(2004) "Managerial Accounting" McGraw Hill., Delhi.
3. Kahn,M.Y.,and P.K.Jain(2009) "Management Accounting", Tata McGraw Hill, Publishing Co., New Delhi.
4. Management Accounting by IM Pandey , Vikas Publications, 2009.

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No of Credits
V	14U5BAC11	HUMAN RESOURCE MANAGEMENT	6	5

**Unit – I : INTRODUCTION OF HRM**

**18 Hours**

Introduction – Process and Functions of Personnel Management – Personnel Department Organization – Place of Personnel Manager in the Organizations.

**Unit – II : MAN POWER PLANNING**

**18 Hours**

Concepts, Methods – Job Analysis – Job Description, Job Specification – Selection Process – Employment Tests and Interviews.

**Unit – III : TRAINING AND PERFORMANCE APPRAISAL**

**18 Hours**

Introduction, Learning and Teaching – Training Methods – Training Procedures, Evaluation of Training Programmers, Performance Appraisal – Methods.

**Unit – IV : WAGE PAYMENTS**

**18 Hours**

Job Evaluation Methods. Wages – Different Patterns of Wages Payments Time Rate – Piece Rate – Wages Incentives – Cost Living Index – Bonus.

**Unit – V : TRADE UNIONS AND COLLECTIVE BARGAINING**

**18 Hours**

Concept of Industrial Relations – Trade Unions – Collective Bargaining – Discipline and Disciplinary Actions – Grievance Procedure.

**TEXT BOOKS**

1. P.Subba Rao – Human Resource Management. 2013, 4<sup>th</sup> Edition, HIMALAYA PUBLISHING
2. Tripathi P.C – Personnel Management, Sultan Chand & Sons, 20<sup>th</sup> Edition, 2006 S.CHAND

**REFERENCE BOOKS**

1. Memoria- Personnel Management, Himalaya Publishing House, 6<sup>th</sup> Edition, 2013
2. Fill PPO – Personnel Management, Mc Graw Hill, 1<sup>st</sup> Edition, 1997
3. Ahuja-Personnel Management, Kalyani Publishing, 14<sup>th</sup> Edition, 2012.



Semester	Subject Code	Title of the paper	Hours of Teaching/ week	No of Credits
V	14U5BAEL1A	Major Elective-I SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	3

**UNIT I – INTRODUCTION****12 Hours**

Organization and mechanics of Security market: primary and secondary market- types of Securities- Characteristics – objectives of the security analysis

**UNIT II - SECURITY MARKET****12 Hours**

Function of an Organized Security market – Stock exchange – methods of securities – public issue – mechanism SEBI Guidelines

**UNIT III - RISK MANAGEMENT****12 Hours**

Risk: Concept, Types of Risk: Market Risk - Interest rate risk – Business risk and financial risks – minimizing risks - minimizing risk exposure.

**UNIT IV - ANALYSIS OF MARKET****12 Hours**

Fundamental analysis: Economic analysis - Company analysis-Industry analysis - Technical analysis - Dow theory.

**UNIT V - PORTFOLIO MANAGEMENT****12 Hours**

Portfolio Analysis - Objectives, nature, Scope - Traditional analysis – Markowitz - capital asset pricing model.

**TEXT BOOKS**

1. Punithavathy Pandiyan -Security analysis and portfolio management, Vikas Publishing House.
2. R.P.Rustagi- Investments analysis and Portfolio Management Sultan Chand & sons

**REFERENCES**

1. Fisher DE & Jordan –Security analysis and portfolio management, Prentice Hall Pvt Ltd. New Delhi 2000.
2. Avadani V.A- Security analysis and portfolio management, Himalaya Publishing House, 1997.
3. R.L.Natarajan- Investment management, Margham Publication.
4. S.Gurusamy- Financial Market and Services.

Semester	Subject code	Title of the paper	Hours of Teaching/ week	No of credits
V	14U5BAEL1B	Major Elective- I FINANCIAL MARKET AND SERVICES	4	3

**UNIT I : INDIAN FINANCIAL SYSTEM**

**12 Hours**

Indian Financial System: Meaning – Concept – Functions - Financial Market - Money Market - Capital Market - Securities Market- Gilt edged market – SEBI - Powers and Guidelines.

**UNIT II : FINANCIAL SERVICES**

**12 Hours**

Financial Services: Meaning – Scope - Fund based – Non-fund based – Activities.

**UNIT III : MERCHANT BANKING**

**12 Hours**

Merchant banking - Meaning – Definition - Scope - Service- Mutual Fund - Definition – Types - Importance.

**UNIT IV : VENTURE CAPITAL**

**12 Hours**

Venture capital – Meaning – Definition – Stages – Credit Rating – Meaning – Definition – Function.

**UNIT V : MERGER**

**12 Hours**

Merger – Acquisition – Takeover – Joint venture – Reason for business failure– Restructuring.

**REFERENCE BOOKS**

1. Gordo Natrajan- Financial market and service, Himalaya publishing house (2008)
2. S.Gurusamy – Financial services, Himalaya publishing house (2009)
3. Bholel.m (2005) financial market and instrument, Tata and MCGRAW
4. Economic survey (1991-2000)
5. Jankrirman committee report no-6-RBI
6. Report of the committee and the financial system(1991) by Narasinam committee

Semester	Subject code	Title of the paper	Hours of teaching/ week	No. Of credit
V	14U5BAEL2A	Major Elective-II MANAGEMENT INFORMATION SYSTEM	4	3

**UNIT - I : INTRODUCTION****12 Hours**

Introduction to the basic concepts of MIS - Need for IS in business - Classifications - System approach to problem solving.

**UNIT - II : SYSTEM CONCEPT****12 Hours**

System concept –components of IS – system activities-management support system-decision support system.

**UNIT - III : BUSINESS INFORMATION SYSTEM****12 Hours**

Business Information System- Manufacturing Information System –Human Resource Information system – Accounting Information System - Financial Information System.

**UNIT-IV MIS IN EXECUTIVE AND EXPERT SYSTEM****12 Hours**

Management Information System in Executive and Expert system.

**UNIT-V STRATEGIC ROLES OF INFORMATION SYSTEM****12 Hours**

Strategic roles of information system-Braking business barriers-challenges of strategic information system.

**TEXT BOOKS**

- 1.James A.O' Brien- Management information system, Galgotia publisher
- 2.Gorden B. Davis- Management information system, TMH.

**REFERENCE BOOK**

- 1.J.R.R. Mc Loed, Maxwell, Mcmillion- Management information system.

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No of Credits
V	14U5BAEL2B	Major Elective-II INTERNATIONAL MARKETING	4	3

**UNIT-I Introduction****12 Hours**

International Marketing:- International Marketing Task and Philosophy – International Orientations- Internationalization Stages- International Marketing Decisions- Tariff and Non- tariff Barriers - Identifying Foreign Markets and Opportunities.

**UNIT-II International Business Environment****12 Hours**

International Business Environment: Political – Legal – Economic – Cultural and Technological. - International Marketing Intelligence – Sources – Research – Evaluation- International Market Entry Decisions.

**UNIT-III International Product Decisions****12 Hours**

International Product Decisions: Product, Product Mix – Product Life Cycle – New product Development, Packaging & Labeling – Business Environment and Product Strategies – Pricing for Exports and Logistics- International Marketing Communication: Communication Process – Communication Tools.

**UNIT-IV Documentation and Specialized Arrangements****12 Hours**

Documentation – Export Procedure and Import Procedure – EXIM Policy – Regional Economic Cooperation – Economic Processing Zone( EPZ) –Special Economic Zone( SEZ)- South Asian Association for Regional Cooperation( SAARC )- MNC – South Asian Preferential Trade Association ( SAPTA) – Association of South East Asian Nations ( ASEAN) – Asian Pacific Economic Cooperation - OPEC – EU- North American Free Traded Association( NAFTA) – State Trading and Canalization – STC - MMTC.

**UNIT-V Export Promotion****12 Hours**

Export Promotion Organizational set-up. Incentives, Production Assistance/ Facilities – Marketing Assistance – Important Facilities for Exporters: Export Houses and Trading Houses – Letter of Credit - Export Credit and Forfeiting - W.T.O - EXIM Bank of India.

**Text Books**

1. Francis Cherunilam - International Business, Himalaya Publishing House
2. Jeevantham - International Business – Sultan Chand & sons.
3. Rajagopal - International Marketing - Vikas publications

**Reference**

1. Vein Terstra and Ravisarthi- International Marketing , Harcourt Publisher India.
2. Warren J.Keegan -Global Marketing Management by, Prentice Hall of India.
3. R.L.Varshna & B.Bhattachraya - International Marketing Management– Sultan Chand.
4. Ashwathappa – International Business, TMH.
5. Saravanavel P. International Marketing, HPH.

Semester	Subject code	Title of the paper	Hours of Teaching /Week	No of Credits
VI	14U6BAC12	FINANCIAL MANAGEMENT	6	5

**UNIT I: INTRODUCTION****18 Hours**

Financial goals; Profit Vs Wealth maximization, Financial functions – Investment, financing, and dividend decisions; financial planning.

**UNIT II: COST OF CAPITAL****18 Hours**

Significance of cost of capital; calculating cost of debit; Preference share, equity capital and retained earnings; combined (weighted) cost of capital, Operating and Financial leverage: Their measure; Effects on profit, analyzing alternate financial plans, combined financial and operating leverage – Capital Structure: Theories and determinants.

**UNIT III: CAPITAL BUDGETING****18 Hours**

Natural of investment, decisions, investment evaluation criteria, payback period accounting rate of return, net present value, internal rate of return profitability index NPV and IRR Comparison.

**UNIT IV: MANAGEMENT OF WORKING CAPITAL****18 Hours**

Nature of working capital, significance of working capital, Operation cycle and factors determining of working capital requirements Management of Working capital – cash, receivables, and inventories.

**UNIT V: DIVIDEND POLICIES****18 Hours**

Issues in dividend policies; Walter's model; Gordon's model M.M.Hypothesis, forms of dividends and stability in dividends, determinants.

**(Problems- 40% and  
Theory- 60%)**

**TEXT BOOK**

Pandey I.M.(2004) Financial Management, Vikas Publishing House, New Delhi.

**REFERENCE BOOKS**

1. Van Home J.C.(2002),Financial Management and policy; Prentice Hall of India,New Delhi.
2. Khan, M.Y. and Jain P.K.(2006) Financial management, Text and problems; Tata McGraw Hill New Delhi.
3. Prasanna Chandra.,(2006) Management Theory and Practice; Tata McGraw Hill,New Delhi.
4. Bhalla V.K., Modern working capital Management(2005)vAnmol Publishers, New Delhi.

Semester	Subject Code	Title of the Paper	Hours of Teaching/ Week	No. of Credits
VI	14U6BAC13	INDUSTRIAL RELATIONS	6	5

**Unit – I INTRODUCTION**

**18 Hours**

Industrial Relations Perspective: Approaches – Scope Concept and Significance – Industrial Relations Systems – Structure of Industrial Relations Dept – Role of Industrial Relations Officer – Industrial Relations and the Emerging Socio Economic Scenario – Causes for poor Industrial Relations.

**Unit – II TRADE UNIONS AND DISCIPLINE**

**18 Hours**

Role, Types, Origin, Theory – Future of Trade Unions – The Employee Trade Unions and the Management – Code of Discipline and Code of Conduct – Grievance Management – Misconduct – Forms of indiscipline – Stages in Disciplinary Proceedings – Punishment.

**Unit – III NEGOTIATION AND COLLECTIVE BARGAINING**

**18 Hours**

Negotiation , Conciliation, Arbitration , Adjudication and Collective Settlements, Participative Management and Co –Ownership; Productivity Bargaining and Gain Sharing – Collective Bargaining – Objectives – Process – Position in India.

**Unit – IV EMPLOYEE EMPOWERMENT**

**18 Hours**

Collective Bargaining and Settlements – Industrial Relations and Technological change – International Labour Organization(ILO) – Aims and Role in Promoting Industrial Peace.

**Unit – V LABOUR WELFARE**

**18 Hours**

Meaning and Scope – Theories– Classification, Concept and Growth of Labour Welfare in India – Role, Responsibilities, Duties of Welfare Officer – Industrial Hygiene and Safety.

**Text Books**

1. Venkatapathy.R-Labour Welfare & Industrial Relations, Mumbai, Himalaya Publication 2003.
2. Ratnasen - Industrial Relations in India, MacMillan 2007.
3. Singh B. D. - Industrial Relations and Labour Laws, Excel Books, New Delhi.
4. S.C.Srivatsava - Industrial Relations and Labour Laws, Vikas Publication
5. M.S. Srinivasan-Industrial Relations and Labour Legislation, Margham publication.

Semester	Subject Code	Title of the Paper	Hours of Teaching /Week	No of Credits
VI	14U6BAC14	PRODUCTION MANAGEMENT	6	5

**UNIT - I INTRODUCTION**

**18 Hours**

An overall view of Production Management – Plant Location – Plant Layout.

**UNIT – II WORK STUDY AND METHODS STUDY**

**18 Hours**

Work Study - Methods Study – Various Chart used in Production management.

**UNIT – III PRODUCTION PLANNING AND SCHEDULING**

**18 Hours**

Production Planning and Scheduling – Kinds of Production Plans – Scheduling – Capacity Planning.

**UNIT – IV TOTAL QUALITY MANAGEMENT**

**18 Hours**

Overview of TQM - Tools – ISO 9000 – Waste Management – Six Sigma – Control Charts.

**UNIT – V INVENTORY CONTROL**

**18 Hours**

Inventory Control Of raw material – Inventory store Management - Material Requirement Planning ( MRP) – value Analysis – ABC Analysis.

**Text Book**

1. Saravanavel Sumathi - Production Management.

**Reference**

1. Panner Selvam - Production Operation management, S. Sultan Chand& Sons 2013 6<sup>th</sup> edition.
2. Buffs & Miller - Production Inventory system, Rand and MC Nally & Co Ltd, 2002, 4<sup>th</sup> Edition.

Semester	Subject Code	Title of the Paper	Hours of Teaching Week	No of Credit
VI	14U6BAEL3A	Major Elective – III SERVICES MARKETING	5	4

**UNIT - I : INTRODUCTION****15 Hours**

Concept of Service in Marketing - Growth of Service Market - Classification of Services - Consumer Services and Industrial Services - Significance of Services in Buyers Market and Seller Market.

**UNIT - II : BANKING & CONSUMER SERVICES****15 Hours**

Marketing of Banking Services - Consumer Services - Efficiency Vs Productivity - Programming the Marketing Effort to suit consumer need - Professional Approach and Promotion Strategies.

**UNIT - III : FINANCIAL SERVICES****15 Hours**

Marketing of Financial Services - Importance -Player - Types-Problems - Challenges - Recent Trends in India - Financial Services Sectors.

**UNIT - IV : ENTERTAINMENT SERVICES****15 Hours**

Marketing of Entertainment Services - Catering Services and Tourism Role of Transport Services -Need for better Public Relation – importance of Services Positioning.

**UNIT-V PROFESSIONAL SERVICES****15 Hours**

Marketing of Professional Services – Insurance Services Entrepreneurial Services and Health Care Services – Role of Agencies involved - Need for Dement Oriented Approach - Awareness - A deciding Factor of Success.

**TEXT BOOKS**

1. Vasanthi Venugopal and Raghu V.N-Services Marketing Himalaya Publishing House.
2. Christopher Lovelock – Services Marketing, Pearson Education.

**REFERENCES BOOKS**

1. E.G.Bateson – Manageing Services Marketing , Text & reading , Dryden press Hindsdale.
2. Payne – The essence of Services Marketing Professional Services, Practice hall
3. B.Balaji- Services Marketing and Manageing, S.Chand &Co.
4. Sr.S.Gurusamy –Financial Services
5. Gordon Natarajan – Financial Market and Services, Himalaya Publications.



Semester	Subject code	Title of the paper	Hours of teaching / week	No of credits
VI	14U6BAEL3B	Major Elective – III RURAL MARKETING	5	4

**UNIT I : INTRODUCTION****15 Hours**

Characteristics of rural marketing in India Rural Vs Urban Marketing. Socio-economic and Political environment and its impact on Rural Marketing. Problems and challenges of Rural Marketing Communications. Transportation and Purchasing Power. Marketing of Consumer durables in Rural set up.

**UNIT II : MARKETING OF RURAL AREAS****15 Hours**

Impact of Green Revolution and Revolution and upcoming of industries in rural and backward areas and the resulting impact on rural marketing. Agricultural Marketing – Definition, Scope. Marketable Surplus. Estimation. Factors affecting marketable surplus, Regulated Markets, Co –op Marketing; Role of Government and Statutory Controls.

**UNIT III : MARKETING OF AGRI – INPUTS****15 Hours**

Marketing of Fertilizers : Fertilizer Marketing Organizations, Product Pricing. Promotion and Placement of Product. Rural Communication strategies adopted by fertilizer marketing organizations, transportation ,warehousing, packaging, manpower planning. Dealer channel selection and development, role of co – operative in fertilizer marketing. Statutory regulation on prices, packaging, marketing territory, Management Information System in fertilizer industry.

**UNIT IV : PESTICIDES****15 Hours**

An overview of pesticide industry in India – Consumption patterns of Pesticides in agricultural and non – agricultural sectors. Distribution, Packaging, promotion, Government controls.

**UNIT V : MARKETING OF AGRICULTURAL PRODUCE****15 Hours**

Marketable surplus, and market service, price fluctuations, seasonality – role and importance of marketing efficiency. Marketing of Milk : production, Processing, Storage, distribution and demand estimation. Marketing of Horticultural Products : Selection, Processing and Marketing.

**TEXT BOOKS**

1. Dogra & Ghuman – Rural Marketing, Tata McGraw Hill. (2000), 7th Edition
2. Dr.S.Srinivasan – Rural Economics, Margham Publication. (1993), 1<sup>st</sup> Edition

**REFERENCES**

1. Agricultural Marketing in India by S.S Acharyar & N.I Agarwal – Marketing of agricultural products in India by A.P. Gupta.
2. Principles and practices of Agricultural Marketing and prices by S.C Jain. Marketing Efficiency in India Agriculture.

Semester	Subject Code	Title Of The Paper	Hours Of Teaching /Week	No Of Credits
VI	14U6BAEL4A	Major Elective – IV INSURANCE MANAGEMENT	5	4

**UNIT I : PRINCIPLES AND FUNCTIONS OF INSURANCE**

**15 Hours**

Introduction To No Insurance : Purpose And Importance – Function Of Insurance – Insurance Contracts And Their Elements – Fundamentals Principles Of Insurance Contracts

**UNIT II : TYPES OF INSURANCE**

**15 Hours**

Types Of Insurance Contracts - Differences Between Life And General Insurance – Concepts In Insurance, Insurer, Insures, Premiums And Claims – Reinsurance – Double Insurance

**UNIT III : LIFE INSURANCE**

**15 Hours**

Life Insurance – Advantages Of Life Insurance – Procedure Of Effective Life Insurance Risk Factors In Life Insurance – Procedure Of Settlement Of Life Insurance Claims – Endowment and Whole Life Policies

**UNIT IV : CONSTITUTION OF INSURANCE**

**15 Hours**

Constitution Of LIC And GIC – Their Objectives – Administration – General Insurance – Fire Insurance – Contract Of Fire Insurance – Fire Policy Conditions Subject Matter Of Fire Insurance – Marine Insurance – Subject Matter Of Marine Claims – Including Average Clause

**UNIT V : INSURANCE AGENCIES**

**15 Hours**

Fundamentals Of Agency Law – Definition Of An Agent – Agent Regulation – Insurance Intermediaries – Agents Compensation – IRDA – Provisions Of Insurance

**TEXT BOOKS**

1. Dr . A.Murthy – Principles and Practice Of Insurance – Margham Publications
2. Mishra M.N (2009), Insurance Principles and Practice , S.Chand And Co, New Delhi.

**REFERENCE BOOKS**

1. Principles Regulatory Development Act,1999
2. Life Principles Corporation Act,1956.
3. Gupta Os. (2008)Life Principles Frank Borthers,New Delhi.
4. Vinayakam N.Radhaswamy And Vasidevam SV (2005)., Insurance- Practice, S.Chand and Co New Delhi.

Semester	Subject code	Title of the paper	Hours of teaching / week	No. Of credits
VI	14U6BAEL4B	Major Elective – IV TOURISM MANAGEMENT	5	4

#### **UNIT I INTRODUCTION TO TOURISM MANAGEMENT**

**15 Hours**

Tourism Marketing and Management-Definition of tourism-Marketing-Special Features-Marketing Research-Tourism Promotion-Advertising Public Relation, Techniques.

#### **UNIT II TRAVELING AGENCY**

**15 Hours**

Travel Agency Operations Scope and Roles of Retailers-Modern Travel Agencies-Travel Organization-Handling a Client-WATA Guidelines.

#### **UNIT III DUTY OF TRAVEL AGENCY**

**15 Hours**

Travel Agency Appointments-International Air Travel Association-Organization-Passenger Reservation and Ticketing.

#### **UNIT IV TOUR OPERATION**

**15 Hours**

Tour Operation-Emergence of the Tour Operation-Package Tour-Tour Brochure Passenger Reservation form Booking Conditions.

#### **UNIT V TECHNOLOGICAL ADVANCEMENT IN TOURISM**

**15 Hours**

Technological Advances in Tourism-Role of Command Casino in Travel-Computer Technology in Tourism-Use of Computers by Lines, Hotels and Railway.

#### **Text Book**

1. Biswanth Ghosh- Tourism & Travel Management, Vikas Publisher
2. A.K.Zultikar-Introduction to Tourism and Hotel Industries, Vikas Publisher

#### **Reference**

1. Tourism management and marketing-A.K.Bhatia
2. Business Tourism-Praveen sethi