



# **MADRAS CHRISTIAN COLLEGE**

**(AUTONOMOUS)**

**UGC - COLLEGE WITH POTENTIAL FOR EXCELLENCE**

## **DEPARTMENT OF BUSINESS ADMINISTRATION**

**SYLLABUS REVISION  
(2021 - 22)**

**MADRAS CHRISTIAN COLLEGE (Autonomous)**  
**DEPARTMENT OF BUSINESS ADMINISTRATION (Syllabus Revised 2021)**

Sem	Subject Code	Academic Components	C	Hrs	ICA	ESE	T / P		
1		Part I : Language	3	4	50	50	T		
		Part II : English	3	4	50	50	T		
	214BU1M01	Part III Core I : Principles of Management	4	5	50	50	T		
	214BU1M02	Part III Core II : Business Economics	4	5	50	50	T		
	214BU1A01	Part III Allied I : Business Statistics for Management	5	6	50	50	T		
	214UC1G02	Part IV (a) : BT/AT/GC : Fundamentals of Management	2	4	50	50	T		
		Part IV (d) : Value Education	1	2	50	50	T		
		<b>Total</b>	<b>22</b>	<b>30</b>					
2		Part I : Language	3	4	50	50	T		
		Part II : English	3	4	50	50	T		
	214BU2M01	Part III Core III : Business Law	4	5	50	50	T		
	214BU2M02	Part III Core IV : Financial and Management Accounting	4	5	50	50	T		
	214BU2A01	Part III Allied II : TALLY Accounting system for management	5	6	50	50	P		
	214UC1G02	Part IV (a) : BT/AT/GC : Fundamentals of Management	2	4	50	50	T		
		Part IV (d) : Value Education	1	2	50	50	T		
		<b>Total</b>	<b>22</b>	<b>30</b>					
3	214BU3M01	Part III Core V : Marketing Management	5	6	50	50	T		
	214BU3M02	Part III Core VI : Financial Management	5	6	50	50	T		
	214BU3M03	Part III Core VII : Taxation in Business Applications	4	6	50	50	T		
	214BU3A01	Part III Allied III : Elective ( Optional )	Total Quality Management ( OR )		5	6	50	50	T
	214BU3A02		E – Commerce ( OR )						T
	214BU3A03		Introduction to Business Data Analytics						T
		Part IV (b) : Skill Based : Personality Development		2	50	50	T		
		Part IV (c) : EVS	2	4	50	50	T		
	<b>Total</b>	<b>21</b>	<b>30</b>						
4	214BU4M01	Part III Core VIII : Production and Material Management	5	6	50	50	T		
	214BU4M02	Part III Core IX : Operation Research	5	6	50	50	T		
	214BU4M03	Part III Core X : Advanced Excel for Managers	4	6	50	50	P		
	214BU4A01	Part III Allied IV: Elective ( Optional)	Financial Markets ( OR )		5	6	50	50	T
	214BU4A02		Retail Management ( OR )						T
	214BU4A03		Psychology for Managers						T
		Part IV (b) : Skill Based : Personality Development	3	2	50	50	T		
		Part IV (d) : I.D Skill development for Management Studies	3	4	50	50	T		
	<b>Total</b>	<b>25</b>	<b>30</b>						
5	214BU5M01	Part III Core XI : Research Methodology	4	6	50	50	T		
	214BU5M02	Part III Core XII : International Business	4	6	50	50	T		
	214BU5M03	Part III Core XIII : Contemporary Perspective of Management	5	6	50	50	P		
	214BU5M04	Part III Core XIV : SPSS For Business Application	5	6	50	50	P		
	214BU5M05	Part IV(b)Skill Based : Computer training and Application in Management	3	2	50	50	P		
	214UC5L02	Part IV(b) :Skill Based :Elective (Gen) Entrepreneurship and Small scale Industry	3	4	50	50	T		
		<b>Total</b>	<b>24</b>	<b>30</b>					
6	214BU6M01	Part III Core XV : Indian Business Environment	5	6	50	50	T		
	214BU6M02	Part III Core XVI : Corporate policy & Strategic Management	5	6	50	50	T		
	214BU6M03	Part III Core XVII : Human Resource Management	5	6	50	50	T		
	214BU6M04	Part III Core XVIII	Advertisement & Sales Promotion ( OR )		5	6	50	50	T
	214BU6M05		Training & Development						
	214BU6M06	Part III Core XIX : Project Work	5	6	50	50	P		
		<b>Total</b>	<b>25</b>	<b>30</b>					
		Part V : Extension Activities	1						
	<b>Total</b>	<b>140</b>	<b>180</b>						

**Madras Christian College (Autonomous)**  
**Department of Business Administration**  
**Program Outcomes**

<b>PO No.</b>	Students of BBA will be able to :
<b>PO-1</b>	To Understand foundational knowledge of the functional areas of business management.
<b>PO-2</b>	Analyze broad range of managerial capabilities, the capacity for critical thinking, communication and problem-solving skills, legal and ethical behavior.
<b>PO-3</b>	To analyze emerging opportunities in the field of Management.
<b>PO-4</b>	To apply appropriate entrepreneurial skills in the students to make them competent and confident enough to venture into a new business.
<b>PO-5</b>	Understand the current software and information technology, the ability to analyze business operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes and the ability to apply a variety of computer applications tools required to address business needs.
<b>PO-6</b>	Understand and apply leadership skills at the individual and group levels.
<b>PO-7</b>	To identify, analyze and recommend appropriate actions for business problems which has national and global Influence
<b>PO-8</b>	Students will be able to demonstrate specialized knowledge and competencies in their area of concentration (Finance, Human Resources, Marketing or Operations Management).

## **214BU1M01: PRINCIPLES OF MANAGEMENT**

**Objective:** To provide a comprehensive introduction to the study of Management

### **Unit I**

Management - an introduction – definition –Nature and scope of management process – Role and function of manager – levels of management – management Art or Science – Basic principles – scientific management and other schools of thought.

### **Unit II**

Planning : Nature – Benefits – Importance- Types –Planning process – Comparison of objectives, policies, procedures and methods –Types of policies, MBO, MBE ,Decision making process – Types of decision –decision making environment- problems involved & techniques.

### **Unit III**

Organization: Types of organization structure– Span of control -Staff units and committees- departmentalization – informal organization.

### **Unit IV**

Delegation – decentralization and centralization –Authority- Responsibility Power – Line & staff relationship –Conflict- Staffing - Source of recruitment – Selection process – Training – on the job and off the job training methods.

### **Unit V**

Directing – meaning – purpose – communication – formal and informal leadership style – motivation – financial & non financial incentives – Control -control process – Budgetary and non budgetary control. Co- ordination - need – types- Techniques.

### **Reference Books**

1. Harold Koontz & Heinz Weirich - Management
2. Peter F. Drucker - Practice of management
3. Stoner & Wankel - Management
4. P.C Tripathi & P.N Reddy - Principles of management
5. Gupta CB - Business management

## 214BU1M02: BUSINESS ECONOMICS

**Objective:** To enable the students understand the micro and macro-economic concepts relevant for business decisions.

### Unit I

Managerial economics: Definition and concept Principles of Economics. Difference between Micro & Macro Economics. Methods of Economic analysis. Economic growth and Development: Definition. Demand analysis: Meaning, Law of demand, types of demand, demand determinants and Exceptions to the law of Demand. Elasticity – Types.

### Unit II

Markets forms: Market structure and classification: Perfect competition – Monopoly, Monopolistic competition, Duopoly and Oligopoly. Equilibrium under various markets. Production and cost Analysis – Factors of production, Production function. Economies and Diseconomies of scale. cost-output relationship. Supply analysis. Pricing methods and policy: Objectives, factors, Methods of pricing, dual pricing, price discrimination.

### Unit III

**Macroeconomics:** National income : concepts and measurement, Factors determining national income. Nominal income and real income. Consumption , saving and investment function: Keynes psychological law of consumption, Multiplier.

### Unit IV

Inflation and Deflation, Business cycle, Effects of fluctuations in business cycle. Cost of living and standard of living. Fiscal policy, Budget , Public Revenue , Public Expenditure and Public Debt and Taxation.

### Unit V

Regulatory role of Central bank. Monetary policy – Objectives and instruments. Economic and business forecasts, methods and uses of economic forecasts.

### Reference Books

1. K.P.M Sundaram - Economic Analysis
2. Varsheny and maheshwari - Managerial Economics
3. Shankaran - Business Economics
4. Mithani DM - Fundamentals of business Economics
5. SB Gupta - Monetary economics- Theory, policy and institution

## **214BU1A01: BUSINESS STATISTICS FOR MANAGEMENT**

**Objective:** To have an understanding on the application of statistical Techniques in solving business related problems.

### **Unit I**

Statistics: Meaning, Scope & Importance- Data Collection, Presentation and Tabulation. Measures of Central Tendency: Arithmetic Mean, Median and Mode, Geometric and Harmonic Mean.

### **Unit II**

Measures of dispersion- Range, Quartile deviation, mean deviation and standard deviation. Skewness: Meaning, Measures of skewness: Karl Pearson's coefficient of skewness, Bowley's Coefficient of skewness, Kelly's Coefficient of skewness.

### **Unit III**

Correlation analysis – Meaning and significance of correlation- types and methods of studying correlation – Karl Pearson's co-efficient of correlation – Spearman's rank correlation. Bi-variate analysis of data.

### **Unit IV**

Regression analysis – Meaning and significance. Difference between regression analysis and correlation analysis, Solving regression equations, Regression equation of X on Y and Y on X, Solving regression equation using methods of least square.

### **Unit V**

Index numbers-Meaning and uses- methods of construction-Calculation of various index numbers: Laspeyres, Paasche's, Fisher's, Bowleys, Walsh, Marshall Edgeworth, Kellys Index Numbers. Time reversal test and Factor reversal test.

### **Reference Books**

1. S.P Gupta - Statistical Methods
2. P.R Vittal - Business statistics for management
3. S.C. Gupta - Introduction to Statistics.
4. John Robert Stockton - Business statistics
5. Andy Francis - Business Maths and Statistics

## **214UC1G02: FUNDAMENTALS OF MANAGEMENT**

**Objective:** To enable the students to understand the basic concepts in functional Management.

### **Unit I**

Introduction – Nature and scope of management – Management process – Managerial skills and management levels – Management principles.

### **Unit II**

Marketing management: Meaning of market – distinction between marketing and sales – Relationship of marketing with other functional areas- Evolution of marketing concept – Marketing mix decision – Environmental factors affecting marketing functions.

### **Unit III**

Production management : Scope and significance of production management –Plant location – Factors affecting plant location – Plant Layout – Types of Layout- Plant Maintenance- Types of maintenance.

### **Unit IV**

Human Resource Management : Recruitment –Selection – Sources of recruitment- Selection Process – Methods – Training – Performance appraisal- Remuneration – Motivation

### **Unit V**

Financial Management: Scope of financial management – Functions – Cost – Volume – Profit analysis – Capital budgeting – Inventory control –Working –Capital Management.

### **Reference Books**

1. Tripathi - Personnel Management
2. Gupta CB - Business Management
3. Ramaswamy and Namakumari – Marketing Management
4. O.P Khanna - Production and Operation Management

## **214BU2M01: BUSINESS LAW**

**Objective:** To understand the legal aspects and procedures in business Management

### **Unit I**

Law of contract - Terms, Forms, Capacity and Performs of contract, Agreement and contract.

### **Unit II**

Contract on agency: Law of partnership, Registration of firms, Effects of non registration, Definition and nature of partnership.

### **Unit III**

Sales of Goods Act: Sales and Agreement to sell, formation of contract of sale, Performance of contract of sale.

### **Unit IV**

Negotiable Instrument Act: Negotiable Instrument, Promissory notes, Bill of exchange, Parties, Maturity, Protection to paying bankers, Noting and Protesting.

### **Unit V**

The Law of Trade Marks: Copy right, Patent, Designs, Tips, Cyber law, ITA, GATS

### **Reference Books**

1. N.A Vijayashankar - Cyber Laws for every Citizen in India
2. N.D Kappor - Elements of mercantile law
3. Saravanavel.P & Sumathi S - Legal Systems in Business
4. Aswathappa - Principles of Business Law
5. M.V Dhandapani - Business Law



## **214BU2M02: FINANCIAL AND MANAGEMENT ACCOUNTING**

**Objective:** To study the theoretical and conceptual aspects of accounting and to use accounting as a tool for managerial decision making and control.

### **Unit I**

Financial and management accounting – Definition – Functions – Difference between financial and cost accounting – Scope – Objectives – Accounting principles and concepts. Books and records: Journal – Ledger – Preparation of different subsidiary books – Trial balance – Final account – Preparation of Income statement, manufacturing account – trading account – profit and loss account and balance sheet.

### **Unit II**

Cost of accounting – Definition – Scope – Objectives – Classification – Element of cost – Pricing of material issue: FIFO and LIFO methods. Marginal Costing – Definition – features – assumptions – advantages – limitations – Cost volume profit analysis: Fixed cost – Variable cost – Contribution – Break-Even Point analysis – Margin of safety, Angle of incidence and Break-Even Chart.

### **Unit III**

Standard costing and variance Analysis – Definition of standard, standard cost and Standard costing – Types of costing – Applicability of standard costing – Advantages and Disadvantages of standard costing – Computation of variance analysis – Direct material variance – Direct labour variance – Overhead variance – Fixed overhead variance – Sales variance.

### **Unit IV**

Budgeting and Budgetary control – Definition – Estimates - Forecast and budgets – Distinction between budgetary control and standard costing – Advantages and limitations. Forecasting: Techniques of forecasting – Classification of budgets – Sales – production – Materials – Labour – cash – master flexible budgets and Zero based budget.

### **Unit V**

Inventory control and computer accounting: Meaning – Objectives – Inventory control and Techniques – Level of stock and Economic order quantity – ABC analysis – Just in Time inventory – VED analysis – accounting packages in computer – Merits and De-merits of computers.

### **Reference Books**

- |                             |                                       |
|-----------------------------|---------------------------------------|
| 1. Maheswari. SN            | - Financial and management accounting |
| 2. TS Reddy and Hari Prasad | - Financial and management accounting |
| 3 Jain and Narang           | - Cost and management accounting      |
| 4. Pillai and Bhagawati     | - Management accounting               |
| 5. Krishnaswamy             | - Principles of accounting            |

## **214BU2A01: TALLY ACCOUNTING SYSTEM FOR MANAGEMENT**

Objective: To enable the students to have an exposure and to solve practical accounting problems using tally.

### **Unit I**

Introduction – Accounting principles – concepts - Difference between Computerized Accounting system and Manual accounting system. Advantages and Disadvantages of computerized accounting system.

### **Unit II**

Features of tally – Tally start-up screen- Tally screen components – switching between screen areas – Create a new company – Selection of a company- Alteration of a company – Deletion of a company – Quitting tally.

### **Unit III**

Account groups – Creation of account group – selection of account group – Alteration and deletion of account groups. Ledger accounts – Creation of ledger accounts – display – alteration and deletion of ledger accounts.

### **Unit IV**

Tally Analysis and Interpretation – ratio analysis – working capital – current ratio – Debt equity ratio – profitability ratios: Gross profit ratio – Net profit ratio – Turnover ratios: Debtor turnover ratio – creditor turnover ratio – capital turnover – stock turnover ratio.

### **Unit V**

Inventory accounting with tally: create company stock groups – displaying and altering stock groups – creating multiple stock categories – displaying and altering stock categories – creating compound unit of measure – displaying and altering units of measure – displaying and altering stock godowns.

### **Reference Books**

1. Introduction to Tally - Srinivasan
2. Tally for Everyone - Roopa
3. Accounting package tally - A.Rajathi and P Chandran
4. Introductory guide to tally - A.Faritha Asma

## **214BU3M01: MARKETING MANAGEMENT**

**Objective:** An in-depth understanding of marketing concepts and to relate the concepts in the specific context of the environment in which it has to be practiced.

### **Unit I**

Fundamentals of marketing – Definition – Evolution of marketing concept – Distinction between marketing and selling – Marketing mix – Relationship of marketing with other functional areas – Environmental factors affecting the marketing function and consumerism.

### **Unit II**

Buyers behavior – Industrial goods and consumer goods – Buying motives – Buyer behavior models – Factors influencing buyer behavior – India consumer profile – Consumer classification based on economic status. Market segmentation – Need and basis of market segmentation – Steps in market segmentation process – Marketing strategy – Market targeting and positioning

### **Units III**

Sales forecasting – Need – Methods of sales forecasting – Selection of appropriate forecasting methods. The product – Product personality and its components – classification of products – New product development process – Product life cycle – Product policy – Product differentiation – Brand decision -Packaging.

### **Unit IV**

Pricing – Meaning – Importance – Factors influencing pricing – Pricing objectives – Pricing methods and strategies – Pricing procedures – Physical distribution – Patterns of distribution channel and types of intermediaries – Distribution problems.

### **Unit V**

Promotion – Advertisement – publicity – personal selling and sales promotion . Sales Management – Sales policies – Size of sales force – Sales territories – Sales quota and targets – Managing sales force – motivation – compensation and control.

### **Reference Books**

- |                                |                        |
|--------------------------------|------------------------|
| 1. Philip Kotler and Armstrong | -Marketing Management  |
| 2. Rajan Nair                  | -Marketing             |
| 3. Ramaswamy and Namakumari    | -Marketing Management  |
| 4. Varshney RL and Gupta SL    | -Marketing Management  |
| 5. Rajan Saxena                | - Marketing Management |

## 214BU3M02: FINANCIAL MANAGEMENT

**Objective:** To inculcate basic financial concepts and to analyze the primary and secondary Market

### Unit I

Introduction: Nature of financial management –Scope of finance. Functions of financial management, Job of financial manager. Financial goals- Profit maximization verses Wealth maximization. Organization of finance functions.

### Unit II

Financial Statement Analysis – Ratio Analysis – Liquidity ratio, Leverage ratio, – Profitability ratio – Activity ratio – Utility of ration analysis. Funds flow statements: Concepts of funds – Objectives of funds flow management –Importance, Preparation of funds flow statement- Schedule for changes in working capital – funds from operations – Sources and applications of funds. Cash flow statements – Meaning and Importance – Differences between funds flow and cash flow analysis – Advantages and Limitations of cash flow statements. Preparation of cash flow statement- Cash from operation, sources and application of cash.

### Unit III

Capital Structure-Cost of capital. Capital Structure theories – Net income approach – net operating income approach – M&M approach (Modigliani Miller) approach. Determining component of cost of capital. Weighted average cost of capital. Capital budgeting – Meaning and Importance, Types, Kinds of capital budgeting Methods of appraisal – Payback period method – NPV method (net present value) – Average rate of return method and internal rate of return.

### Unit IV

Working capital management – Concepts –Needs of working capital, Determinants of working capital, and Types of working capital. Management of cash – Facets of cash management, motives for holding cash.. Preparation of cash budget. Management of Inventory –Inventory management- Techniques – EOQ – ABC analysis and calculation of various Stock Levels, VED Analysis.

### Unit V

Dividend Theories and Lease Financing – Introduction – Theories of dividend policy – Walter’s method - Gordon’s model – Dividend practices. Determinants of dividends policy. Stability of dividends. Concept of leasing – Types -Advantages –Leasing decision. Lease financing in India and future of leasing in India. Difference between leasing, higher purchase and installment purchase.

### Reference Books

1. IM Pandey - Financial Management
2. Prasanna Chandra - Financial Management
3. Khan and Jain - Financial Management
4. Myddelton - The Essence of Financial Management
5. Manmohan and Goyal - Principles of Management accounting

## 214BU3M03: TAXATION IN BUSINESS APPLICATIONS

**Semester: III**  
**Core Paper: VII**

**Total Hours: 75**  
**Total Credits: 4**

### **COURSE OBJECTIVES:**

- To understand the various taxations concepts followed in India
- To impart knowledge and skills on emerging Taxation System

### **COURSE OUTCOME:**

<b>CO No</b>	<b>Course Outcome</b> <b>Upon Successful Completion of this Course, Students will be able to</b>	<b>POs addressed</b>	<b>CL</b>
<b>CO-1</b>	Understand the basic concepts of different types of Taxations	<b>PO-1</b>	<b>U</b>
<b>CO-2</b>	Apply the knowledge gained in tax system for their own business start ups	<b>PO-4</b>	<b>AP &amp; C</b>
<b>CO-3</b>	Analyse various GST formats and evaluate opportunities to secure employment in various financial sector	<b>PO-3</b>	<b>AN&amp;E</b>
<b>CO-4</b>	Understand digital and international taxation and apply it in field of finance to attain goals at large scale level	<b>PO-8</b>	<b>U&amp; AP</b>

### **UNIT I: GENERAL PRINCIPLES OF TAX**

Introduction -Features –Objectives-Tax System in India-Canons of Taxation-Direct and Indirect tax-Pros and Cons-CESS Types- Difference between Tax and CESS

### **UNIT II: BASIC CONCEPT OF INCOME TAX**

IT Framework - Heads of Income-Income from Salary- House Property- Business or Profession-Capital Gains- Other Sources-Tax Management and Administrative Procedure-TDS, TCS, Advance tax, and Tax Returns

### **UNIT III: INTRODUCTION TO GST**

Objectives of GST-Salient Features of GST- Proposed benefit of GST-Concerns regarding GST-Types of GST (CGST, SGST, IGST, UTGST)-Format of Tax Invoice -Registration of GST.

### **UNIT IV: GST APPLICATIONS**

Exemptions in GST- Input Tax Credit & Blocked Credit - Reversal of Payments-Levy and Collection of GST- Concept of Supply under GST- Scope of Supply- Composite and Mixed Supply-Time and Value of Supply.

### **UNIT V: RECENT TRENDS IN TAXATION**

Digital Taxation - E-invoicing- Steps in generation of IRN number- Introduction to International Taxation- Transfer Pricing- OECD- Double Taxation-Tax Avoidance.

**Text Books**

1. Business Taxation by T.S.Reddy & Hari Prasad Reddy Margham Publication Chennai 2018
2. Dr Vinod K Singhania & Dr Monica Singhania-Students Guide to Income Tax and GST Taxman Publication Pvt Ltd 2019-2020 64<sup>th</sup> Edition
3. Dr.Dlavanya &M.Vanisree, Business Taxation, Thakur Publications Chennai 2019
4. V.S Datey – GST Ready Reckoner Taxman's Publication 16<sup>th</sup> Edition 2021

**Reference Books**

1. V Balachandran Indirect Taxation GST and Custom Law Sultan Chand Publication New Delhi 2019
2. Rashmin Chandulal Sanghvi. Digital Taxation Holistic View-Taxman's Publication

**Online Resources**

1. <https://www.cbic.gov.in>
2. <https://www.taxmann.com>
3. <https://www.icsi.edu>
4. <https://icmai.in>
5. [www.incometaxindia.gov.in](http://www.incometaxindia.gov.in)

## 214BU3A01: TOTAL QUALITY MANAGEMENT

**Objective:** To understand the importance of quality and its application in different areas of Business

### Unit I –Introduction to Quality

**Definition**-Dimensions of quality-Quality Planning-cost-Historical Review-TQM framework-Benefits-scope-Obstacles.

**People Philosophies of Quality Management**- Leadership role-concepts-Dr Stephens seven habits of effective people-Deming Philosophy-Juran Crosby 14 point programme-quality council-quality statements

### Unit II –Customer satisfaction and employee involvement

Customerunderstanding-Perception-Complaints-Feedback-Customerretention-Service Quality –Motivation-Empowerment-Recognition and rewards-Gain sharing-Union and employee involvement-Benefits

### Unit III – TQM Process Improvements

Process – ADDIE or System Approach to CPI-Juran trilogy-Types of Problems-Quality Improvement strategies-PDSA cycle-KAIZEN-BPR-5s Principle-Six Sigma--Supplier Selection-Certification-Rating-Relationship Development

### Unit IV – TQM tools and Techniques

Benchmarking – Reasons – Advantage-Process-QFD-Taguchi and Hoshin function-FMEA-Seven tools Quality- SPC- Management tools

### Unit V-Management Systems and Case Studies

Quality management system-ISO introduction-Benefits-ISO 9000 series standard Requirements-Implementation-Documentation- Environmental management system -concept of ISO 14001 –Requirements-integration-implementation and operation –CRM - TQM and CRM-E-CRM-advantages and limitations-Computers and Quality function – Technologies for future.

### Reference Books

1. TQM -Dale H Besterfield and Carol Besterfield
2. TQM Text and Cases - B.Janakiraman and R.K.Gopal
- 3 TQM - B.Senthil Arasu and J.Praveen Paul

## **214BU3A02: E-COMMERCE**

**Objective:** To have an in depth study of application of Electronic Commerce in Business

Related problems

### **Unit I**

E-Commerce and Traditional Commerce-Advantage and Disadvantage-Value Chain-Anatomy of E-Commerce Framework-Transition to E-Commerce in india-E-Transition-Challenges for Indian Corporates-Business Models.

### **Unit II**

Internet and World Wide Web –FTP-Software Agents-Client Server Computing-Cryptography-Designing of Web sites-Security threats-Networks and internet

### **Unit III**

E-commerce Business Application- Consumer oriented E-commerce-E-tailing-E-marketing-EDI-E-CRM-E-SCM-Corporate Digital Library

### **Unit IV**

E-commerce Payments and Security –E-payments-Types of Payments-Digital token based E-payments-E-cash-Risk-Digital Signature-E-Security

### **Unit V**

E-commerce issues and challenges-Legal and Ethical Issues- International Issues- Taxation and electronic commerce-Mobile and wireless Computing – Multimedia and digital Video-Mobile Commerce

### **Reference Books**

1. E-commerce (Managerial Perspective) - P.T Joseph
2. Electronic commerce -Elias Awad
- 3 Electronic commerce - Gary P.Schneider –James T.Perry
4. E-commerce - S. Jaiswal
5. Frontiers of E-commerce – Ravi Kalakota and Andrew B.Whinston



## 214BU3A03: INTRODUCTION TO BUSINESS DATA ANALYTICS

**Semester: III**  
**Allied (Elective Optional) : III**

**Total Hours: 75**  
**Total Credits: 5**

### **COURSE OBJECTIVE:**

- To introduce the Business Analytics Concepts that supports the decision process in business Operations.
- To analyse data to improve business performance through Data Analytics methods.

### **COURSE OUTCOMES:**

<b>CO.No.</b>	<b>Course Outcomes</b> <b>Upon completion of this course, students will be able to</b>	<b>POs addressed</b>	<b>CL</b>
<b>CO-1</b>	Understand the fundamental concepts of Business Data Analytics.	<b>PO-1 &amp; PO-3</b>	<b>U</b>
<b>CO-2</b>	Critically analyse various methods and tools used for Data Analysis	<b>PO-2 &amp; PO-4</b>	<b>An &amp; E</b>
<b>CO-3</b>	Equip students to understand the data mining process using cases & examples	<b>PO-1 &amp; PO-3</b>	<b>U &amp; An</b>
<b>CO-4</b>	To help the students comprehend and analyse how firms cut cost and increase profit through various data analytics models.	<b>PO-2, PO-4 &amp; PO-6</b>	<b>An &amp; E</b>

### **UNIT I: UNDERSTANDING DATA ANALYTICS**

Business Analytics: Definition and Concept – Process Flow of Business Analytics – Types of Data Analytics – Importance of Business Data Analytics – Differences between Data Analytics and Data Analysis, Data Science, Business Analytics – Pros and Cons of Data Analytics.

### **UNIT II: BIG DATA ANALYSIS**

Big Data: Meaning and Importance – History & Growth of Big Data – Benefits of Big Data – Challenges of Big Data Analysis – Life cycle phases of Big Data – Industry Applications of Big Data Analytics.

### **UNIT III: BUSINESS DATA ANALYTICS**

Data Analytics methods & Techniques: Regression model, Monte carlo simulation, Factor analysis, Cohort analysis, Cluster and Time series analysis – Different tools used for Data analytics: MS-Excel, Tableau, R analysis, Python and Google Analytics.

### **UNIT IV: DATA MINING**

Data Mining – Predictive Analytics: Data Mining – key data mining concepts – Steps in Data Mining – Advantages of Data Mining – Data mining use cases & examples – Future of Data Mining.

### **UNIT V: DATA WAREHOUSING**

Data Warehouse: Definition & Characteristics – Data Classification – Types of Warehouse – Components of Data Warehouse – Key steps & Best practices in data warehouse implementation – Need, Merits & Demerits of Data Warehouse – Data Warehouse Vs. Data Mining.

**Text Books:**

1. S.Christian Albright, Wayne (2019) Business Analytics: Data Analysis and Decision Making – L.Winston – Cengage Learning India Pvt Ltd., 6<sup>th</sup> Edition.
2. Anil Maheshwari (2017) Data Analytics - McGraw Hill Education.
3. Rajiv Sabherwal, Irma Becerra-Fernandez (2011), Business Analytics and intelligence: Practices, Technologies, and Management- John Wiley & Sons.
4. Mohammed Alfani (2020) Data Analytics – For Beginners – Skills to Succeed.

**Reference Books:**

1. Robert J.woz (2019) Data Analytics for Beginners – Create space independent publishing platform
- 2.Dr.Sypsy Anand and Dr.Rupam Sharma (2020) – Data science Fundamentals and Practical Approaches – BPB Publications
3. Seema Acharya and Subhashini Chellappan (2019) Big Data and Analytics – Wiley
4. HBR Guide to “ Data Analytics Basics for managers” – Review Harvard Business – Harvard Business Review Press.

**Online Resources:**

1. Towards Data Science: <https://towardsdatascience.com/>
2. Flowing Data: <http://flowingdata.com/>
3. Analytics Vidhya: <http://www.analyticsvidhya.com/>

## **214BU4M01: PRODUCTION AND MATERIAL MANAGEMENT**

**Objective:** To study the conceptual and practical aspects of all essential topics in production  
And materials management

### **Unit I**

Scope and significance of production management – Production and productivity – Plant location – Factors affecting plant location – Urban-sub, Urban-rural locations- consideration of cost for different location – make or buy decision – Plant layout – Principles of good layout – Objectives – Basic types of layout.

### **Unit II**

Principles of material handling – Material handling equipments – Plant maintenance – Objectives and importance – Types of maintenance – Plant maintenance schedule.

### **Unit III**

Work study: Need , advantages of work study – method study - Objectives - Procedure – Objectives of work measurement – Quality control – types of inspection – Centralized and Decentralized- P-chart, X-chart, R-chart construction control – TQM- JIT.

### **Unit IV**

Material management – Definition and function – Importance of material management – Inventory control – Classification – Objectives, Inventory models, EOQ, ABC, VED, FSN analysis.

### **Unit V**

Store keeping – Objective – function – Purchasing procedure – Buying techniques – receipt and issue of material – Codification of material.

### **Reference Books**

1. Chunnawall and patel - Production and Material Management
2. O.P .Khanna - Industrial Engineering and Management
3. S.N Chary - Production and Operation Management
4. Gopalakrishnan - Material Management
5. Buffa - Production Management

## 214BU4M02: OPERATION RESEARCH

**Objective:** To study the changing business environment and the role played by operation Research concepts in decision making

### Unit I

Concepts of Operation Research –Meaning, Scope and Characteristics – Models in Operation Research. Linear programming problems(LPP): Formulation of LPP – Graphical solution of LPP model – Simplex methods of solving LPP, Merits and demerits of Linear Programming Problems.

### Unit II

Transportation model – Definition – Formulation and basic feasible solutions of transportation model – different methods of solving transportation model – North west corner rule – Leas cost method – Vogel’s approximation method(VAM) .

Assignment model and Assignment algorithm – Formulation and solution for minimization and maximization problems

### Unit III

Network analysis – Critical Path Method(CPM) – Work breakdown structure, Construction of network – Identification of critical path –Calculation of floats(Total, Free & Independent floats) and merits and demerits of CPM.PERT (Programme Evaluation Review Techniques) – Calculation of estimated time – Standard deviation & Variance

### Unit 1V

Sequencing Problems –Definition-Sequence for n jobs on 2 machines (Johnson’s Method)- Sequence for n jobs on 3 machines- Processing of two jobs on n machines -Processing of n jobs on m machines.

### Unit V

Decision theory – Introduction, steps, Types of decision making environments. Decision Tree Analysis. Risk and Uncertainty in decision making – Minimax, Maximini and Regret criteria – Hurwitz and Laplace criteria in business decision –making.

Game Theory : Meaning and Characteristics, Pure and mixed strategies – Saddle Point, Dominance Property Rule , Graphical method and different methods of solving game theory.

### Reference Books

1. Vittal PR - Introduction to Operation Research
2. VK Kapoor - Introduction to Operation Research
3. Premkumar Gupta and Hira DS -Operation Research
- 4.. Sharma SD - Operation Research
5. Kanti Swarup, Gupta RK and Manmohan - Operation Research

## 214BU4M03: ADVANCED EXCEL FOR MANAGERS ( PRACTICAL )

Semester: IV  
Core Paper: X

Total Hours: 75  
Total Credits: 4

### COURSE OBJECTIVES:

- To equip the students to solve the Business related problems using Excel
- To improve the analytical and decision making skills of students.

### COURSE OUTCOMES:

CO No.	Course Outcomes Upon completion of this course, students will be able to:	POs addressed	CL
CO-1	Understand the practical knowledge of Advanced Excel.	PO-1	U
CO-2	Apply the advanced formulas and functions using in various organization.	PO-2	Ap &C
CO-3	Analysing data with the representation on Data Visualization.	PO-5	An &E
CO-4	Analysing the data and apply it in the field of research in Social Sciences	PO-8	An &Ap

### UNIT I: UNDERSTANDING ADVANCED MS-EXCEL

MS-Excel-Entering data and Selecting cells-Formatting cells-Relative, Absolute and Mixed References, Advanced Conditional Formatting-Advanced Data Validation-protecting and un-protecting workbook-New query

### UNIT II: FORMULAS AND FUNCTIONS

Sum if, Sum ifs, Count if, Count ifs functions, V look up, H look up, Logical Functions, Text Functions, Index, Match functions and its applications

### UNIT III: DATA VISUALIZATION BY USING EXCEL

Charts-Chart elements- Clustered column-Stacked column- Stacked percentage charts-Line, Column, Win/Loss Sparkline Charts, Pivot Charts-Slicer-Time line options- Pivot table dashboard -What if Analysis- Scenario Manager-Goal seek-data tables

### UNIT IV: DESCRIPTIVE STATISTICS

Descriptive statistics- mean, median, and mode, Quartiles, Percentiles, Standard deviation-Variance Analysis.

### UNIT V: INFERENCE STATISTICS

Data Analysis- Correlation Analysis, Regression Analysis, t-test, one way and two way ANOVA.

## 214BU4M03: ADVANCED EXCEL FOR MANAGERS

### LIST OF EXERCISES:

1. Advanced Conditional Formatting.
2. Advanced Data Validation.
3. Using Sum if, Sum ifs, Count If, Count Ifs functions.
4. V look up and H look up.
5. Index and Match Functions.
6. Logical Functions.
7. Clustered column, Stacked column and Stacked percentage chart.
8. Line, Column, Win/Loss Sparkline Charts.
9. Pivot table dash board using slicer and time line.
10. What-if Analysis.
11. Preparation of employee pay roll.
12. Tax Calculation.
13. Stores Management
14. Standard deviation and Variance Analysis.
15. Correlation Analysis.
16. Regression Analysis
17. T-test Analysis.
18. One way ANOVA in Ms-Excel.

### Text Books:

1. LokeshLalwani., Excel 2019 All- in-one, Master the new features of Excel 2019/Office 365, BPB Publications, New Delhi, 2019.
2. Manisha Nigam., Data Analysis with Excel, BPB Publications, New Delhi, 2019.
3. Paul McFedries- MOS 2019 Study Guide, Microsoft Excel Expert, Exam No.201. Microsoft Press Store publications.
4. Joan Lambert – MOS 2016 Study Guide Exam 77-727 Microsoft Excel, Microsoft Press Store publications.

### Books for Reference:

1. Paul McFedries- Microsoft Excel 2019 Formulas and Functions (Business Skills), Microsoft Press publications.
2. Richard Kusleika & John Walkenbach, Microsoft Excel 2019 Bible, the Comprehensive Tutorial Resource, Wiley Publishers.
3. Wayne L. Winston- Microsoft Excel 2019 Data Analysis and Business Modelling, Sixth Edition. Microsoft Press Publications.

### E-Resources:

1. [www.udemy.com](http://www.udemy.com)
2. [www.advanced excel tutorial.com](http://www.advancedexceltutorial.com)
3. <https://openstax.org>.
4. <https://ndl.iitkgp.ac.in>

## **214BU4A01: FINANCIAL MARKETS**

**Objective:** To study the Indian capital market and the role played by financial markets in economic growth.

### **Unit –I**

An Over View Of Financial System- Constituents Of Financial Systems, Significance And Growth Of Financial Markets In India, Capital And Money Markets- Meaning, Capital Vs Money Market.

### **Unit-II**

Capital Markets- Significance Of Capital Market, Market Players- Investors And Companies, Securities , Laws/ Regulatory Framework Governing Indian Capital Market , An Overview Of Indian Capital Market, Capital Market Instruments

### **Unit III**

Primary Market-Meaning, Various Agencies And Institutions Involved In Primary Market, Role Of Intermediaries- Merchant Bankers ,Registrars, Underwriters, Bankers To Issue, Portfolio Managers.

### **Unit IV**

Secondary Market –Meaning, Significance, Functions And Scope Of Secondary Market, Secondary Market Intermediaries- Stock Brokers, Sub- Brokers, Advisors. Secondary Market Institutions-Stock Exchanges, Functions And Significance Of Stock Exchanges , Operation Of Stock Exchanges, Classification And Listing Of Securities.

### **Unit V**

Money Market- Growth Of Money Market In India, Its Structure And Institutional Development, Money Market Instruements And Frame Work Of Markets- Call Money Market, Short Term Deposit Market, Bill Market.

### **Reference Books**

1. VK Kapoor - Introduction to Financial markets
2. Gupta - Financial markets
3. Satvatsan - Stock markets in India.
4. Pillai - Stock exchanges in India.
5. Bhagawathi - Indian financial markets

## 214BU4A02 -RETAIL MANAGEMENT

**Objective:** To impart sound knowledge in Indian Retailing and to build a carrier in the retail industry

### Unit I

**Introduction to retailing** –Meaning and definition –Characteristics-Scope-Social and Economic significance of Retailing-Opportunities-Retail Organization and formats-Types of Retailers -Retail strategy-Trends in retailing-Retail Environment--Consumer buying behaviour-Buying Process-Types of buying decision.

### Unit II

**Location and Site Planning**-Location planning-Decision on location-Types of Location-site selection-Shopping centres and other locations

**Retail store planning** -Store planning –Importance-Types of Store Layout –Store design and retailing image mix-Space mix-Retail space management- Floor space management –Store Layout

### Unit III

**Product and Merchandising Management**-Product and Brand Management-Merchandise management- Branding Strategies-Merchandise Buying System –Merchandise Planning and Forecasting-Inventory Planning -Supply chain management-Types of Suppliers -Selection of right vendor- Merchandise mix –Factors affecting Merchandise Mix.

### Unit IV

**Retail communication and Promotion**-Retail communication mix-Retail marketing and advertising -Direct Marketing-Micro marketing-Retail marketing mix-marketing strategies-Advertising in retailing- customer service and Relationship management- Retail promotion Strategy-Retail Pricing- Human resource management

### Unit V

**Globalization of Indian Retailing** – Retail in Indian Business Scenario –International Retailing- Retail management information system and research –Visual merchandising and Display -Internet retailing.

### Reference Books

1. Dr.Rajiv Kumar Jain - Retail management
2. Chetan Bajaj and Rajinish Tuli - Retail management
3. Dr Harjit Singh - Retail Management
4. Michael Levy - Retailing Management
5. Barry Berman and Joel R Evans - Retail Management Strategic Approach
6. Gibson G Vedamani -Retail management functional Principles and Practices



## PSYCHOLOGY FOR MANAGERS

Semester: IV

Allied (Elective Optional) : IV

Total Hours: 75

Total Credits: 5

### COURSE OBJECTIVES:

- To introduce the concept of psychology and impart insight into an individual's way of thinking and behaving.
- To disseminate knowledge on critical thinking, problem solving, group dynamics and conflict management.
- To introduce Industrial Psychology and its application in organizations.

### COURSE OUTCOMES:

CO No	Course Outcomes Upon completion of this course, students will be able to	PO s addressed	CL
CO-1	Learn the origin of psychology, schools of psychology and basic psychological process	PO-1	L
CO-2	Understand personality traits, nature of learning, emotions, intelligence and IQ	PO-1	U
CO-3	Apply interpersonal skills, group behaviour, emotional intelligence and team management skills in work setting	PO-2 and PO-6	Ap
CO-4	Analyse problems systematically and resolve conflicts.	PO-2 and PO-7	An
CO-5	Apply the psychological techniques and counselling skills in organizations to improve employee performance	PO-7 and PO-8	Ap

### UNIT I: INTRODUCTION TO PSYCHOLOGY:

Definition, Emergence of Psychology – Psychology as a Science, Nature & Scope of Psychology. Introduction to different Schools of Psychology. Sensation – different types of sensations. Perception: Nature; Perceptual Constancy; Illusions.

### UNIT II: INDIVIDUAL PSYCHOLOGY:

Personality, types, traits and determinants of Personality. Learning, nature and theories of learning. Cognition – critical thinking and creative thinking. Basics of Emotions, Memory and Forgetting. Problem solving – types of problems and approaches to problem solving. Intelligence, Intelligence quotient.

### UNIT III: BEHAVIOR DYNAMICS:

Interpersonal Behavior, Concept of Self, Emotional intelligence, Johari Window. Interpersonal skills – meaning, qualities for interpersonal effectiveness, types-counselling skills and assertiveness, Application of interpersonal skills to different work setting and its impact.

#### **UNIT IV: GROUP BEHAVIOR:**

Definition and classification of groups, Group decision making, Team vs. Groups, Contemporary issues in managing teams. Organizational Conflict: Definition and Meaning. Sources of Conflict, Types of Conflict, Conflict Management Approaches. Employee attitude and its effects.

#### **UNIT V: INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY:**

Introduction, Significance of Psychology in recruiting, selecting and training employees. Techniques to improve employee satisfaction and performance. Need for Employee counselling, role of manager as a counsellor, Modes of counselling and counselling process.

#### **Text books:**

1. Weiten, W. (1995). *Psychology—Themes and Variations*, Brooks/Cole Publishing
2. Santrock, J.W. (2006). *Psychology Essentials* (Updated 2nd ed.). New Delhi : Tata McGraw-Hill.
3. *Industrial/Organizational Psychology: An Applied Approach*, 8th Edition Michael G. Aamodt, 2016
4. Goleman, D. (1995). *Emotional intelligence*. New York: Bantam Books.

#### **Reference Books:**

1. Luthans, F. (2005). *Organisational Behaviour*. 10th ed. McGraw Hill International Edition
2. *Organizational Behaviour | Eighteen Edition | By Pearson*— 1 November 2018 by Stephen P. Robbins, Timothy A Judge, Neharika Vohra
3. Coon, D., & Mitterer, J.O. (2007). *Introduction to Psychology* (11th Ed.). New Delhi: Cengage Learning India Pvt Ltd.

#### **E- resources:**

1. <https://open.umn.edu/opentextbooks/textbooks/introduction-to-psychology>
2. <https://open.umn.edu/opentextbooks/textbooks/principles-of-social-psychology>
3. <https://openstax.org/details/books/psychology-2e>

## **SKILL DEVELOPMENT FOR MANAGEMENT STUDIES**

**Objectives:** To cover adequately every area in the entrance tests of the prominent management institutes

### **Unit I**

Basic features and facts about management education – Management Institutes in India – Selection Procedure – Career Opportunities – Specialization – the organization – Consumer Product, Industrial Product, Service Sector- Admission test format.

### **Unit II**

English Usage: The article – Nouns- Pronouns & Antecedents- Adjectives- Adverb- Prepositions – Sentence clarity – Verbal ability – Comprehension.

### **Unit III**

Quantitative ability : Basic Arithmetical Operations Ratio , Variation, Proportion, time-speed – Distance elements of geometry – Trigonometry- Percentages – profit and Loss – Simple and Compound Interest- Average – Probability – Quadratic Equation – Factors, HCF & LCM – Annuity & Interest- Partnership- Square root, Cube Root.

### **Unit IV**

Data sufficiency and data interpretation – Logical and Analytical Reasoning

### **Unit V**

General Knowledge – Current Affairs – Group discussion – interview approach

### **Reference Books**

1. Common Admission Test – CSR Publishers
2. Management Entrance Test Books
3. MAT Books

## **214BU5M01: RESEARCH METHODOLOGY**

**Objective:** To help students understand the process of conducting research

### **Unit I**

Meaning – purpose- Types of research - significance of research in social and business science

Steps in Research: Identification, selection and formulation of research problem- Research question-Research design

### **Unit II**

Sampling Techniques – Sampling theories - Types of sampling - steps in sampling – advantages and limitations of sampling.

### **Unit III**

Data for research: Primary data – Meaning - collection methods - Observation , Interview – Questionnaire- Schedule- Pretest-pilot study- experimental and case studies-Secondary data-meaning- relevance, limitations and cautions.

### **Unit IV**

Processing Data: Checking- Editing- Coding-Transcription and Tabulations, -Data analysis-meaning and methods quantitative and qualitative.

### **Unit V**

Research report: Types of reports, Contents, styles of reporting, steps in drafting report-Editing in the final draft - Evaluating the final draft.

### **Reference Books**

1. Rummel & Ballalne - Research Methodology
2. Emory William C - Business Research Methods
3. C.R.Kothari - Research Methodology
4. Seltiz - Research Methodology

## 214BU5M02: INTERNATIONAL BUSINESS

**Objective:** To understand the characteristics of International business and recent trends in Indian foreign trade.

### Unit I

Characteristics of international business- Scope – International marketing Vs Domestic marketing- International marketing environment - Controllable and Uncontrollable factors- Motivation to export – Difficulties in international marketing.

### Unit II

International marketing decision - Marketing decision- Marketing selection decision, Market entry decision- Market mixed decision- International marketing research Methodology for marketing research -desk research and field research.

### Unit III

International trade liberalization - UNCTAD, EU, GATT, WTO, ASEAN, SAPTA, APEC, World trading services.

### Unit IV

Indian foreign trade –Recent trends in Indian foreign trade- Institutional infrastructure for export promotion in India- Export assistances- Export finance- Free trade zones - SSI export - role of ECGC, EXIM bank.

### Unit V

Overview of export import policy - Procedure for export of goods- Quality control and Pre shipment inspection –Procedure for executing export order-

Project exports - Exports joint ventures - Marine insurance, export payment and letter of credit - World trade in India.

### Reference Books

1. RL Bhattacharya and Varshney -International marketing management
2. Farancis cherunilam -International Business
3. Paul V Horn - International trade Principles and Practises
4. Rathore, Jain - International marketing
5. Rosenthal - Techniques of international trade
6. Manab Adhikari - Global Business Management

## **214BU5M03: CONTEMPORARY PRESPECTIVE OF MANAGEMENT**

**Objective:** To understand and update knowledge on current trends in the field of  
Management

### **Unit I**

Seminar and Paper presentation: Topics related to Marketing, Finance, Human Resource Management and Production management

### **Unit II**

Group Discussion and case Analysis: Company cases , General cases, Departmental cases, Economical cases, Entrepreneurial cases and legal related cases in management

### **Unit III**

Quiz: Current developments in the corporate world, Entrepreneurs, Terminology, new Products, Brand names, Logos, Slogans, Advertising agencies financial soundness, takeovers, mergers, government policies, International Business Environment.

### **Unit IV**

Management Games and Role-play, Mock interview: Situation based

### **Reference Books**

1. Business related Magazines and Journals
2. Economic Times, Business Line, Business today.

## **214BU5M04: SPSS FOR BUSINESS APPLICATION**

**Objective:** To understand SPSS and apply them to solve Business related problems

### **Unit I**

Introduction to SPSS- Definition of research- Applied and basic research- research problems- Research process, Scaling Techniques- Measurement scales and types of measurement scales- types of sampling techniques.

### **Unit II**

Data files and Coding Data -- Learning about data files- Understand process of entering and coding data into files- the process of entering data into the SPSS- Frequency Distribution and Descriptive statistics: Mean Median Mode using SPSS- Drawing charts& Graphs.

### **Unit III**

Data Analysis Tests: Cross-Tabulation, correlation analysis Chi-Square test – One Sample t-test, Independent Sample t-test, Paired Sample t-test, one-way ANOVA, Linear Regression analysis, Multiple Regression(Step wise Method), Logistic regression.

### **Unit IV**

Non-Parametric tests: One sample test- two sample test- man-whitney U-test , kurskal-wallis H-test, Friedman test, Kolmogorov Smirnov test, Binomial test.

### **Unit V**

Multivariate Analysis:, Multiple Logistic regression, Factor analysis, Cluster analysis Hierarchical method, K-Mean method, Discriminate analysis, Correspondence analysis

### **Reference Books**

1. Spss for you - A.Rajathi and P Chandran
2. Introductory guide to data analysis using Spss – A.FarithaAsma
3. SPSS for biginners - V.Gupta
4. SPSS in Simple Steps - Kiran Pandaya and Sanjay Sinha

## **214BU5M05 : COMPUTER TRAINING AND APPLICATION IN MANAGEMENT**

**Objective:** To understand computer languages FoxPro and tally and use them to solve Business related problems

### **Unit I:**

Brief history of computer – Application of computers in business-Teleshopping, Multimedia application – Advantages – Data representation

Parts of computers - Input and output devices – Keyboard, Graphical Designs, CRT, OCR, MICR, steps in programming - Algorithm - Flow chart – Ms word – Ms office –MS excel - MS power point.

### **Unit II :**

**Introduction to Microsoft Word** - Orientation - Introduction to Word Processing - Keyboard, Mouse & Screen (Start Menu, Menu Bar, Ruler, Tool Bars) - Entering Text-Moving with Cursor & Making Corrections - Saving and Retrieving Documents-Editing and Undo - Delete, Insert and Replace Text - Cut, Copy and Paste.- Mail Merge ,Hyperlink, Header, Footer, Word Art, Chart.

### **Unit III:**

**MS-Excel** - Getting Started - Moving around in Excel - Entering data and selecting cells - Formatting cells - AutoFill and Data Series - Cut, Copy, Paste, Insert - Inserting, deleting, and moving - Printing - Page Setup - Calculations - Charting , Filter, Sort Order (Descending & Ascending),Hyperlink, Conditional Formatting, Find & Replace, Format Painter, Merge Cells, Data Validation, Subtotal, Concatenate, Protect Sheet & Workbook

### **Unit IV:**

**Working of MS-excel:** Paste Special- Naming, Moving, Hiding, Grouping Worksheets – Inserting, Deleting, Hiding and Un hiding Rows and Columns – Creating and using Formulas – Freeze Panes – Split Windows, viewing multiple windows – Pivot table working – Inserting Pictures, shapes – Sorting – Drop Down list – Locking and Unlocking cells

### **Unit V:**

**Power Point** - Creating a Presentation with Microsoft PowerPoint - Modifying a Presentation - Inserting Objects into a Presentation - Finishing a Presentation -Enhancing Charts - Inserting Illustrations, Objects and Media Clips - How to print a power point presentation, Slide Sorter, Slide Show, Protect Presentation.

### **Reference Books:**

1. V. Rajaraman - Fundamentals of computer
2. Alan Neibauer - Office 2000 ( Publisher - McGraw-Hill)
3. Sybex - Microsoft Office XP Complete( Publisher – BPB publication)
4. Brain Underhaul - Ms Office 2000 ( Publisher-IDG Books India)



## **214UC5L02: ENTREPRENEURSHIP AND SMALL SCALE BUSINESS**

**Objective:** An insight into the nature and scope of entrepreneurship and to examine the process of setting up a small- scale industry

### **Unit I**

The entrepreneur – definition – characteristics of successful entrepreneur- Classification of entrepreneur – Entrepreneurial scene in India – Case histories of Successful entrepreneur

### **Unit II**

Entrepreneurial growth – Role played by government and non government agencies- ESP's, TIIC, SIDBI, IDBI, IFCI, etc – Problems and prospects of women entrepreneurs- Rural entrepreneurs- Small scale and export entrepreneurs

### **Unit III**

How to enter into market? Business ideas generation techniques – Identification of business Opportunities- Marketing feasibility –Technical – Legal – Managerial and location feasibility

### **Unit IV**

Small scale industries – Meaning – Classification of small industries-significance in Indian economy- Problems and possibilities of ancillary industries- Sickness in small- scale industries- Causes and remedies

### **Unit V**

Setting up a small scale industries- Location of an enterprise- Steps for starting a small industry- Selection of types of organization- Incentives and subsidies- Exploring export possibilities.

### **Reference Books**

1. Vasant Desai - Dynamics of entrepreneurial development and management
2. Khan - Management of small scale industries
3. Hisrich Peters - Entrepreneurship
4. Vasant Desai - Management of small scale industry
5. David H. Holt - Entrepreneurship new venture creation

## **214BU6M01: INDIAN BUSINESS ENVIRONMENT**

**Objective:** The course is designed to offer an overview of the Indian business market place and provide a comprehensive insight in to INDIA'S Success story.

### **Unit I**

**Indian Business Environment** –Evolution and History of trade practices in India – Features of Indian Economy – Trends in Indian Economic scenario- Indian Economic System.

### **Unit II**

**Growth and opportunities in Indian Business** - Economic Growth and Development – Technological Environment –Investment Opportunities in Various fields (Capital Market, Stock Exchange, Derivative markets) Foreign Direct Investment-Multinational Corporation's -Indian trade Policy-Managing Diversity

### **Unit III**

**Booming Sectors in Indian Business** –In-depth analysis of Individual sectors-Industrial sector-textiles-Electronics and Automobiles-FMCG-Chemical and Pharmaceutical – Agriculture-Corporate Sector-Public Sector-Co-operative sector and others

### **Unit IV**

**Corporate Governance-** Meaning of Corporate Governance- Difference between Governance and Management – Purpose of Good Governance- Mechanisms of better Governance

### **Unit V**

**Future of Indian Business** –Rapid development in various sectors-International Strategic Alliance-Mergers and Acquisitions-Green Marketing-Software revolution-Foreign Collaborations-Vibrant financial markets

### **Reference Books**

1. Business Environment - Justin Paul
2. Business Environment - Dr. C.B Gupta
3. Business Environment -Dr Saroj Upadhyay
4. Economic Environment of Business –M.Adhikary
5. Business Economics and Business Environment – S.K Misra and V.K Puri

## **214BU6M02: CORPORATE POLICY AND STRATEGIC MANAGEMENT**

**Objectives:** To understand the concept of strategic planning and formulation of corporate strategy

### **Unit I**

Objectives of business – business environment - socio-economic sector – government sector – international environment – opportunities and threats from international activities.

### **Unit II**

Corporate policy – meaning – definition – features of corporate policy – essential and importance of corporate policy – Classification of corporate policies.

### **Unit III**

Formulation and implementation of policies – importance of business policy – manpower – planning policy – product policy – marketing policy - production and purchase policy – financial policy.

### **Unit IV**

Strategic planning process- changes in Indian business environment consequent to Economic reform – ground work of strategic planning expansion strategy through intensification, through diversification.

### **Unit V**

Divestment strategy – strategic choice – routes of executing strategy –Startup Merge, Acquisition, Takeovers, Joint ventures, Strategic Alliance, Expansion through Joint ventures.

### **Reference Books**

1. VS Ramaswamy & S.Namakumari – Strategic planning
2. Memoria & Memoria, Subbarao – Business planning and policy
3. Acharya & Govekar – Business planning and administration
4. Lawrance, R Jauch and William F.Blucck- Business policy and strategic management

## **214BU6M03: HUMAN RESOURCE MANAGEMENT**

**Objective:** To have an in-depth knowledge about the Human Resource Management

### **Unit I**

Introduction to HRM – Definition, Importance, Objectives, HR policies – Need, Types and scope.

### **Unit II**

Human Resource Planning : Long and Short term planning, Job analysis, Skill inventory, Job description and job specification, Recruitment and Selection, merits and demerits of different methods.

### **Unit III**

Functions of Human Resource Management from Procurement of separation , Placement, Induction, Transfer, Promotion, Disciplinary action , Termination of services, Resignation, Dismissal, Retrenchment, Voluntary Retirement Service, Exit interview, Prevention of employees turnover.

### **Unit IV**

Wages and salary administration : Meaning – Calculation of Wage, Salary, Perquisites, Compensation Package, Cost of living index and Calculation of dearness allowances, Rewards and incentives, Financial and non financial incentives, Productivity – linked Bonus – Compensation – Cafeteria.

### **Unit V**

Employee's safety and health: Preventive approaches including health, education, Audit of safety programs and safety training. Work stress – causes and consequences, Stress management program.

### **Reference Books**

1. H.T & BENNET - Human Resource Management
2. Dr. V.BALY - Human Resource Management
3. Tripathy - Human Resource Development
4. Aswathappa - Human Resource Mangement

## **214BU6M04: ADVERTISEMENT AND SALES PROMOTION**

**Objective:** To expose students to the techniques of advertising and sales promotion and thereby equip them to manage national and international markets

### **Unit I**

**Advertising** – Brief History-Concepts and Definition-Setting advertisement objectives-Classification of advertising – Functions of advertising- Advertising agency – Importance-role and functions.

### **Unit II**

**AD Creation** - Visualization of ad layout - Elements of ad copy-Stages in advertisement copy creation-construction of ads-Message development – measuring the effectiveness of advertisements (Pre and post evaluation).

### **Unit III**

**Media** – Planning – Strategy- evaluation –Types and choice criteria – Media scheduling – Advertising cost – Internet as an Advertisement media – Advertisement through Social media - Advertisement ethics.

### **Unit IV**

**Sales Promotion** – Nature –Importance – role in marketing – types of sales promotion – major tools of sales promotion – Developing sales promotion programmes – testing – implementing – evaluation.

### **Unit V**

**Design** - Budget allocation – Planning guidelines – National and international strategies – Ethical and local aspects of sales promotion. Case studies

### **Reference Books**

1. S.H.H.Kazmi & Satish K. Batra - Advertising & Sales promotion
2. William F. Arens & Courtland - Contemporary advertising
3. Wells , Burnett & Moriarty - Advertising principles and management
4. Aakar , Batra & Myers - Advertising management
5. Pranath Chowdhury - Successful Sales promotion

## 214BU6M05: TRAINING & DEVELOPMENT

**Objective:** To equip the students in the field of training and development in the current business scenario.

### **Unit I :**

Introduction To Training Concept: Definition, Meaning, Need For Training, Importance Of Training, Objectives Of Training, Concepts Of Education, Training And Development, Overview Of Training Functions, Types Of Training

### **Unit II :**

Process Of Training: Steps In Training, Identification Of Job Competencies, Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis), Assessment Of Training Needs, Methods And Process Of Needs Assessment.

### **Unit III :**

Designing And Implementing A Training Program: Trainer Identification, Methods and Techniques Of Training, Designing A Training Module (Cross Cultural, Leadership, Training The Trainer, Change), Management Development Program, Budgeting Of Training.

### **Unit IV:**

Evaluation Of Training Program: Pre training Evaluation, Post training Evaluation, Kirkpatrick Model Of Evaluation, Cost-Benefit Analysis, ROI Of Training.

### **Unit V :**

Training scenario in Indian industry : Retail / FMCG sector, Banking / Insurances sector , Manufacturing sector and IT sector

### **Books Recommended:-**

1. Employee Training And Development – Raymond Noe
2. Every Trainers Handbook- Devendra Agochia
3. 360 Degree Feedback, Competency Mapping And Assessment Centre- Radha Sharma
4. Training And Development- S.K. Bhatia
5. HRM-Biswajeet Pattanayak

## **214BU6M06 : PROJECT WORK**

**Objective:** To acquire practical knowledge about the corporate world

Project work/ Industrial training to be done individually. The project work/ Industrial training to be certified by the college authorities.

The Project/ Industrial training shall be evaluated externally. Viva will be conducted by the external examiner. 50 Marks for the Project Report and 50 Marks for the Viva- Voice Examination.