

ALAGAPPA UNIVERSITY, KARAIKUDI
NEW SYLLABUS UNDER CBCS PATTERN (w.e.f. 2017-18)

B.B.A. - PROGRAMME STRUCTURE

Sem	Part	Course Code	Title of the Course	Cr.	Hrs./ Week	Max. Marks		
						Int.	Ext.	Total
I	I	7BBA111	Language Course – I – தமிழ்ச் செம்மொழியும் வணிகமடல்களும்	3	6	25	75	100
	II	7BBA121	English Language Course – I Business English	3	6	25	75	100
	III	7BBA1C1	Core–I– Managerial Economics	4	6	25	75	100
		7BBA1C2	Core – II – Financial Accounting	4	6	25	75	100
			Allied – I	5	5	25	75	100
	IV	7NME1A/ 7NME1B/ 7NME1C	(1) Non-Major Elective – I – (A) தமிழ்மொழியின் அடிப்படைகள்/ (B) இக்கால இலக்கியம்/ (C) Communicative English	2	1	25	75	100
Total				21	30	--	--	600
II	I	7BBA211	Language Course – II – அலுவலக மேலாண்மை	3	6	25	75	100
	II	7BBA221	English Language Course – II Business Report Writing	3	6	25	75	100
	III	7BBA2C1	Core–III– Principles of Management	4	6	25	75	100
		7BBA2C2	Core – IV – Cost Accounting	4	5	25	75	100
			Allied – II	5	5	25	75	100
	IV	7BES2	Environmental Studies	2	2	25	75	100
Total				21	30	--	--	600
III	III	7BBA3C1	Core–V– Organizational Behaviour	4	7	25	75	100
		7BBA3C2	Core – VI – Business Statistics	4	7	25	75	100
		7BBA3C3	Core–VII– Computer Applications in Business – I	4	8	25	75	100
			Allied – III	5	5	25	75	100
	IV	7NME3A/ 7NME3B/ 7NME3C	Non-major Elective – II – (A) இலக்கியமும் மொழிப் பயன்பாடும்/ (B) பழந்தமிழ் இலக்கியங்களும் இலக்கிய வரலாறும் / (C) Effective Employability Skills	2	1	25	75	100
		7SBS3A1/ 7SBS3A2/ 7SBS3A3	Skill Based Subject – I	2	2	25	75	100
	V	7BEA3	Extension Activities	1	-	100	-	100
Total				22	30	--	--	700
IV	III	7BBA4C1	Core–VIII– Production and Operations Management	4	5	25	75	100
		7BBA4C2	Core – IX – Marketing Management	4	5	25	75	100
		7BBA4C3	Core – X – Computer Applications in	4	5	25	75	100

			Business – II					
		7BBA4C4	Core – XI – Business Mathematics	4	6	25	75	100
			Allied – IV	5	5	25	75	100
	IV	7SBS4B1/ 7SBS4B2/ 7SBS4B3	Skill Based Subject – II	2	2	25	75	100
		7BVE4/ 7BMY4/ 7BWS4	Value Education / Manavalakalai Yoga / Women’s Studies	2	2	25	75	100
			Total	25	30	--	--	700
V	III	7BBA5C1	Core–XII–Research Methodology	4	5	25	75	100
		7BBA5C2	Core–XIII– Management Accounting	4	6	25	75	100
		7BBA5C3	Core–XIV-Human Resource Management	4	5	25	75	100
		7BBAE1A 7BBAE1B	Elective – I A) Tourism Management (or) B) Marketing Research	5	5	25	75	100
		7BBAE2A 7BBAE2B	Elective– II A) Service Marketing (or) B) Insurance Management	5	5	25	75	100
	IV	7SBS5A4/ 7SBS5A5/ 7SBS5A6/ 7SBS5A7	(2) Skill Based Subject – III	2	2	25	75	100
			(2) Skill Based Subject – IV	2	2	25	75	100
			Total	26	30	--	--	700
VI	III	7BBA6C1	Core –XV – Investment Management	4	5	25	75	100
		7BBA6C2	Core–XVI–Financial Management	4	5	25	75	100
		7BBA6C3	Core – XVII – Business Law	4	5	25	75	100
		7BBA6C4	Core–XVIII – Project Report & Viva-Voce	4	6	40	60	100
		7BBAE3A 7BBAE3B	Elective–III A) Retail Management (or) B) International Marketing	5	5	25	75	100
	IV	7SBS6B4/ 7SBS6B5/ 7SBS6B6/ 7SBS6B7	(2) Skill Based Subject – V	2	2	25	75	100
			(2) Skill Based Subject – VI	2	2	25	75	100
			Total	25	30	--	--	700
			Grand Total	140	180	--	--	4000

B.B.A.

**I YEAR – I SEMESTER
COURSE CODE: 7BBA1C1**

CORE COURSE-I – MANAGERIAL ECONOMICS

Unit I

Managerial Economics: Meaning, Nature and Scope ; Managerial Economics and Business Decision Making - Demand analysis – Types of Demand – Determinants of Demand – Why the Law of demand – Why Demand curve slopes downward – Law of supply – Law of diminishing Marginal Utility – Concept of Consumer Surplus.

Unit II

Elasticity of Demand – Types – Indifference curve analysis – Returns to Scale – Increasing returns to scale – Diminishing and constant returns to scale.

Unit III

Concept of Cost – Break Even Point – National Income – Measurement and its difficulties.

Unit IV

Concept of Normal Profit – Scales maximization Principle. Monopoly – Monopolistic Competition – Economics of Bulk Purchase. Perfect competition – Imperfect Competition, Oligopoly.

Unit V

Functions of Money – Role of Commercial Banks – RBI – Methods of credit control – Monetary and Fiscal Policies.

SUGGESTED READING:

- | | | |
|----------------------------|---|------------------|
| 1. Principles of Economics | - | M.L.Jhingan |
| 2. Micro Economics | - | M.L.Seth |
| 3. The Indian Economics | - | Ishwar C.Dhingra |
| 4. Managerial Economics | - | Jorl Dean |

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**I YEAR – I SEMESTER
COURSE CODE: 7BBA1C2**

CORE COURSE-II - FINANCIAL ACCOUNTING

Unit I

Introduction to Financial Accounting – Book keeping – Meaning and objectives – Double entry system – Importance – advantages – Journal and ledger – Preparing Trial balance – Subsidiary books – Different types of Cash books – Bank Reconciliation Statement.

Unit II

Final Accounts – Capital and Revenue items – Preparation of Trading, Profit and Loss account and Balance Sheet – Adjustment entries – Account Current – Average Due Date

Unit III

Accounts from incomplete records – Defects – Ascertainment of profit – Conversion of single entry into double entry

Unit IV

Accounts of Non-profit Organisations – Capital, Revenue, Deferred Revenue Expenditures – Preparation of Receipts and Payments Account and Income and Expenditure Account – Balance Sheet

Unit V

Depreciation – Meaning – Causes – Needs – Provisions and Reserves.

Text and Reference Books:

Advanced Accountancy	–	R.L.Gupta
Advanced Accountancy	–	R.S.N.Pillai & Bagavathi
Advanced Accountancy	–	S.P.Jain & K.L.Narang

(Note: Questions must be 60% on problems and 40% on theory parts)



**I YEAR – II SEMESTER
COURSE CODE: 7BBA2C1**

CORE COURSE – III - PRINCIPLES OF MANAGEMENT

Unit I

Nature and evolution of management – Meaning and definition of management – Contributions of Taylor, Fayol, Mayo and Peter Drucker – Functions of management – Management: Art, Science and Profession – Administration Vs Management – Functional areas of management – Managerial skills: Technical, Human, Conceptual and decision making – Levels of management.

Unit II

Planning: Definition, importance and characteristics – Planning process – types of plans – Merits and demerits of planning – concept of MBO – Business Forecasting: Definition and methods of forecasting – Decision Making: Nature, importance and steps in Decision making– Decision making techniques.

Unit III

Organising: Meaning, definition and Principles, Formal and Informal Organisation – Organisation structure – Line and staff organization – Types of Groups – Formal and Informal Groups – Merits and demerits of the groups

Unit IV

Directing: Definition and Principles of Directing – Motivation: Meaning, nature and importance – Maslow, Mc Gregor, Herzberg Mc Clelland, and Alderfer theories of motivation– Delegation of Authority – Centralization and decentralization – Merits and Demerits. Staffing: meaning and importance of staffing – Recruitment, selection, training of staff.

Unit V

Controlling : Meaning, definition and need – Principles of controlling – Controlling techniques. Co-ordination: Meaning, need and features – Techniques – Problems in coordination.

Text and Reference Books:

- | | |
|------------------------------------|--|
| 1. Principles of Management | - K.Sundar |
| 2. Principles of Management | – L.M.Prasad |
| 3. Principles of Management | – Dr.G.Venkatesan, R.K.Sharma & Shashi K.Gupta |
| 4. Management: Theory and practice | – C.B.Gupta. |



**I YEAR – II SEMESTER
COURSE CODE: 7BBA2C2**

CORE COURSE - IV - COST ACCOUNTING

Unit I

Cost Accounting – Meaning – Objectives – Functions – Importance – Advantages and Limitations – Cost Accounting Vs Financial Accounting – Cost Analysis – Cost Elements – Classification and Methods – Cost Unit and Cost Centre.

Unit II

Materials control – Objectives and advantages – Purchasing – Centralized and decentralised purchasing – Merits and Demerits – Stock Levels – EOQ, BIN card – ABC analysis – Stores ledger– Material Issues – FIFO, LIFO, Simple Average and Weighted Average Methods.

Unit III

Labour – Direct and Indirect Labour – Labour Turnover – Methods of Wage payment – Incentive plans.

Unit IV

Overheads – meaning – classification of Overheads – allocation and Absorption of overheads– Reconciliation of Cost and financial Accounts.

Unit V

Preparation of Cost Sheet – Unit or Output costing – Meaning – Tenders and Quotation.

Text Books

- | | | |
|--------------------|---|--|
| 1. Cost Accounting | – | S.P.Jain and K.L.Narang |
| 2. Cost Accounting | – | RSN Pillai and Mrs.Bhagavathi |
| 3. Cost Accounting | – | SP.Iyengar |
| 4. Cost Accounting | – | T.S.Reddy and A.Murthy Margham Publishers. |

(Note: Questions must be 60% of problems and 40% of theory parts)



II YEAR – III SEMESTER
COURSE CODE: 7BBA3C1

CORE COURSE - V - ORGANIZATIONAL BEHAVIOUR

Unit I

Organisational Behaviour: Meaning and Scope of Organisational Behaviour – Features of Organisational Behaviour – Individual behaviour and Group behaviour.

Unit II

Personality: Meaning – Determinants – Personality Traits – Personality attributes influencing OB. **Perception:** Meaning and Importance – Factors influencing perception – Perception in individual decision making – Meaning and techniques of Group Decision Making.

Unit III

Communication: Meaning, functions and process of Communication – Barriers to effective communication and methods of overcoming – **Leadership:** Meaning and types – Importance– Trait theories – behavioural theories – Managerial Grid.

Unit IV

Conflict: Meaning and types of conflict – Negotiation process. **Stress:** Stress and behavior – Sources of stress – General Stress syndrome – Effects of job stress – Individual and Organisational strategies in managing stress.

Unit V

Organisational Change: Meaning, need and significance – External and internal forces – Resistance to change – Steps in managing change. **Organisational Development:** Objectives of OD program – Basic OD assumptions – OD interventions.

Text Books:

- 1.Organisational Behaviour – Stephen P. Robbins
- 2.Organisational Behaviour – Jit.S. Chandan
- 3.Organisational Behaviour – L.M. Prasad
4. Organisational Behaviour: Text and Cases – Sundar.K



II YEAR – III SEMESTER
COURSE CODE: 7BBA3C2

CORE COURSE - VI - BUSINESS STATISTICS

Unit I

Introduction to statistics – definitions – use of statistics in business – Limitations – Types of Series– Formulation of frequency distribution – diagrammatic and graphic presentation – significance of diagrams and graphs

Unit II

Measures of central value – average – meaning – objectives of average – types of average – limitations of averages - Arithmetic Mean – Median – Mode – Geometric Mean – Harmonic Mean – relationship among averages.

Unit III

Dispersion – meaning – methods of measuring dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Coefficient of variation – uses of dispersion.

Unit IV

Correlation – definition – Correlation analysis – types of correlation – methods of studying correlation – Scatter diagram, Graphical method, Karl Pearson's coefficient correlation – Rank correlation – uses of correlation analysis – Regression Analysis – definition – regression equations.

Unit V

Index Numbers – meaning – uses – construction of index numbers (Chain base method excluded) – cost of living index – limitations of index numbers – Time Series – components – measurement of trend – graphic method, semi average method, Moving averages method, method of least squares, Uses of time series.

Books Recommended:

- | | | |
|-------------------------------------|---|------------------------------|
| 1. Statistical Methods | – | S.P.Gupta |
| 2. Business Statistics | – | S.P.Gupta & M.P.Gupta |
| 3. Statistics – Theory and Practice | – | M.C.Shukla & S.C.Gulshan |
| 4. Statistics | – | R.S.N. Pillai & V.Bagavathi. |



II YEAR – III SEMESTER
COURSE CODE: 7BBA3C3

CORE COURSE - VII - COMPUTER APPLICATIONS IN BUSINESS - I

Unit I

Introduction to Computers – Computers Software Languages – flow charting – Programming concepts – Assembly language – High level language – Operating system – Compilers – Assemblers – Packages.

Unit II

MS Word – Introduction to Word – Creating Word Document – Formatting – Spell check – Grammar check – Working with Tables – Saving, Opening and closing Document – Mail Merge.

Unit III

MS PowerPoint – Creation – Insert Picture – Animation – Creating Multimedia Presentations– Insert tables and Graphs

Unit IV

MS Excel – Introduction – Spreadsheet – Entering data in Working Sheets – Editing and Formatting Worksheets – Charts – Functions like Saving, Opening and closing Work book.

Unit V

Introduction to internet – Browsers – Search Engine – WWW – Internet Protocols – FTP – TELNET – HTTP – Email – How to create Email – Internet Vs Intranet – Webpage – URL.

Book for Reference:

Complete Reference on MS Office – Deitel & Deitel



**II YEAR- IV SEMESTER
COURSE CODE: 7BBA4C1**

CORE COURSE -VIII – PRODUCTION AND OPERATIONS MANAGEMENT

Unit I

Operations management – definition, objectives and functions – Plant location – factors influencing plant location – urban and rural plant sites – multiple location. Plant layout – objectives, principles, different types of layout – their merits and demerits and suitability.

Unit II

Work study: Definition, meaning Advantages of work study- Method study, objectives of method study. Work measurement- meaning and objectives-Time study and Motion study.

Unit III

Production planning and control – need, functions – planning, routing, scheduling. Material handlings – Functions and principles – various types of material handling equipments.

Unit IV

Quality control: Need for Quality control, Objectives. – Inspection- Methods of inspection- Samples- sampling techniques.Steps in quality control, benefits of quality control.

Unit V

Materials management – meaning – need – functions of materials management – Integrated materials management. Functions of store keeper – types of material – Material issue procedure – Inventory control – importance, objectives – Stock levels – EOQ, ABC analysis.

Books Recommended:

1. Production / operation management – Elwood Buffa
2. Production / operation management – S.N.Chary
3. Materials management – an integrated approach – P.Gopalakrishnan and M.Sunderesan
4. Purchasing and material Management – Text and cases – Lamar Lee Jr. and Doanald W.Dobler.
5. Materials Management – M.M.Varma.



II YEAR- IV SEMESTER
COURSE CODE: 7BBA4C2

CORE COURSE - IX - MARKETING MANAGEMENT

Unit I

Marketing Management – meaning – functions – distinction between marketing and selling – marketing environment – organization of marketing department.

Unit II

Market – classification of market – bases of segmentation – buyer decision behaviour – types– determinants of consumer behavior – Marketing Mix – elements.

Unit III

Product Planning – meaning – product features – classification of products – product line and product mix decision – new product development – product life cycle – Branding – brand name, brand mark, trademark and labeling – Packaging – types.

Unit IV

Pricing – meaning and objectives – strategies – price leader – resale price maintenance – methods of pricing. Distribution planning – structure, types and levels of channels – wholesaling – retailing – functions.

Unit V

Sales Promotion – techniques – Sales forecasting – Personal selling – sales quotas – AIDA model of selling – procedure in effective selling.

Books Recommended:

1. Marketing Management – Philip Kotler
2. Fundamentals of Marketing – William J. Standon
3. Principles and Practice of Marketing I India – C.B.Memoria
4. Marketing Management: Text and Cases – an Indian Perspective – Dr.R.K.Varshney and Dr.S.L.Gupta
5. Sales Management – Richard R.Still, Edward W. Cundiff & Norman AP Gowani.
6. Essentials of Marketing – Sundar.K



II YEAR- IV SEMESTER
COURSE CODE: 7BBA4C3

CORE COURSE - X - COMPUTER APPLICATIONS IN BUSINESS – II

Unit I

Introduction – Role of Computer in Accounting – Extended Enterprise Features – Accounting and Inventory features – sales and purchase order processing – To start Tally – menus and options – Accounting with Tally – Pre-define groups of accounts – Golden rules of accounts – Double entry systems – Ledger creation.

Unit II

Gateway of Tally – Accounts Information – Primary groups of capital nature – revenue nature– To create groups using single mode – multiple modes – types of Budget – types of vouchers – Restart numbering – Foreign Exchange Transactions – Gateway of Tally – Inventory Information – single stock group creation – multiple stock group creation – create stock category using single mode – multiple mode – configuration settings for inventory – costing methods – FIFO – LIFO – create stock items in multiple mode – Trading Business.

Unit III

Gateway of Tally – Voucher entry – Types of voucher – Inventory allocations – Purchase and sales order vouchers, entry – Invoice entry – optional and regular vouchers – Balance sheet – Gateway of Tally – Profit and loss Account.

Unit IV

Gateway of Tally – Display – Trial Balance – Accounting Books and Statements – Inventory Reports and statements – cash flow / funds flow statement – Gateway of Tally – Multi Accounting Printing – types of printing configuration options.

Unit V

Reconciliation of bank accounts and other Miscellaneous option – Stock summary ratio analysis – Import and Export of data – backup and restore of data – loading of company – creating a group company – Reconciliation of bank accounts – security control – user and passwords – types of security – case study for manufacturing Accounts (minimum 3 problems) – case study of trading Business (minimum 3 problems) – Tally ODBC – Exchange and Merge data.

Text Books:

1. Tally software Package – Manual.
2. Computer Application in Accounting Software – Dr.P.Kasivairavan.



II YEAR- IV SEMESTER
COURSE CODE: 7BBA4C4

CORE COURSE -XI - BUSINESS MATHEMATICS

Unit I

Analytical geometry – distance between two points in a plane – slope of a straight line – equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.

Unit II

Set theory – definition – types – union, intersection, difference, and complement of sets – De Morgan's Law – Venn diagram – simple set applications – Cartesian product

Unit III

Differential calculus – derivative of a function – differentiation – standard forms – sum, product, quotient rule – differential coefficients of simple functions **(trigonometric functions excluded)** – function of a function rule – simple application to economics using marginal concept **(Elasticity of demand – Excluded)**

Unit IV

Higher order derivatives – maxima and minima – simple marketing models using profit maximization, fencing and container problems only – Integral calculus – standard forms – rules of integration – integration by substitution **(Trigonometric functions, integration by parts, method of partial fractions are Excluded)** – Definite integral – simple applications – finding total and average cost function – producer surplus and consumer surplus.

Unit V

Matrices – definition – types – addition, subtraction, multiplication of matrices – inverse matrix – solving a system of simultaneous linear equations using matrix inversion technique – rank of a matrix.

Text Books:

Business Mathematics – V.Sundaresan and S.D.Jeyaseelan.



**III YEAR - V SEMESTER
COURSE CODE: 7BBA5C1**

CORE COURSE-XII - RESEARCH METHODOLOGY

Unit I

Business Research – Meaning –Scope and significance – Utility of business research – Qualities of good researcher - Types of Research, Research process Problems Encountered by the Researcher, Problems and Precautions to the Researchers. Characteristics of Good Research

Unit II

Problem identification, selection and formulation of research problemsSteps Research Design-features of good design - Various Methods of Research Design- Hypothesis- meaning and significance.

Unit III

Sampling- meaning, methods of sampling - Sample Size and Sampling Procedure, Various Types of Sampling Techniques. Types of Data: Secondary and Primary, Various Methods of Collection and Data.

Unit IV

Analysis of Data: Measurement and scaling techniques – Rating scales – attitude scales – Likert, guttman scales. Processing and analysis of data - Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams.

Unit V

Interpretations and report writing- types of reports- steps in writing a report- Evaluation of report, Techniques of Interpretation, Components and Format of Research Reports, Guidelines for Writing Research Reports.

Suggested Readings:

1. Research Methodology Methods & Techniques - Kothari C R
2. Business Research Methods - Cooper and Schindler
3. Research Methodology - C. Murthy
4. Research Methodology - Bhattacharyya
5. Research Methodology - Panneer Selvam
6. Research Method for Behavioural Sciences- Gravetter



**III YEAR - V SEMESTER
COURSE CODE: 7BBA5C2**

CORE COURSE - XIII- MANAGEMENT ACCOUNTING

Unit I

Management Accounting – Meaning – Nature, scope, functions, advantages and disadvantages – Management Accounting Vs Financial Accounting and Cost Accounting – Financial statement analysis – comparative, common size and trend analysis.

Unit II

Ratio analysis – merits and demerits – classification of ratios – Dupont control chart.

Unit III

Fund flow statement and cash flow statement – meaning, merits and demerits – preparation of fund flow and cash flow statements.

Unit IV

Marginal costing – meaning, merits and demerits – cost volume profit analysis – break even analysis – application of marginal costing – make or buy decision, shut down or continue decision and selection of sales mix.

Unit V

Standard costing and variance analysis – meaning, advantages and disadvantages – steps involved in the standard costing – variance – material variances – labour variances.

(Note: Questions must be 60% of problems and 40% of theory parts)

Text Books:

1. Management Accounting – S.P.Gupta
2. Management Accounting – RSN Pillai and Mrs Bagavathi
3. Management Accounting – Dr.S.N.Maheswari
4. Management Accounting – T.S.Reddy and A.Murthy



III YEAR - V SEMESTER
COURSE CODE: 7BBA5C3

CORE COURSE-XIV- HUMAN RESOURCE MANAGEMENT

Unit I

HRM: Definition and meaning – Difference between Human Resource Management and personnel management – HRM: Objectives – Scope – functions – Future of HRM.

Unit II

Recruitment: Meaning – sources – Recruitment process – Selection: Meaning, procedure – Types of tests – Advantages and disadvantages – Interview: Types – placement and introduction – Job analysis – Job description:– Job specification - Job evaluation: Objectives – methods of job evaluation .

Unit III

Training and development: meaning, need, importance – types of training. Executive development: meaning, objective and importance of executive development – Methods of executive development.

Unit IV

Wage and Salary Administration: Objectives and principles of wages and salary administration – Components and methods of wage payment promotion, transfer and demotion. Performance Appraisal: Meaning, methods of performance appraisal.

Unit V

Industrial Relations: meaning, objective and importance of IR – Causes for poor industrial relations-Workers' participation in management – concept need and forms of workers' participation in management – Collective Bargaining – definition, features, essentials and role of collective bargaining – Collective Bargaining in India.

Books Recommended:

- | | | |
|--|---|---------------------|
| 1. Human Resource Management | – | Shashi K. Gupta |
| 2. Human Resource Management | – | C.B.Memoria |
| 3. Human Resource Management | – | S.S. Khanka |
| 4. Personnel Management and Industrial Relations | – | Tripathi and Reddy. |
| 5. Human Resource Management: Text and Cases | – | Sundar.K |



**III YEAR - V SEMESTER
COURSE CODE: 7BBAE1A**

ELECTIVE COURSE –I (A) TOURISM MANAGEMENT

Unit I

History of travel and tourism – ancient, medieval and contemporary periods – Tourism – definition – forms – Motivation for travel – barriers to travel – tourism product – travel industry network.

Unit II

International tourism – top tourism promoting countries – major destinations – spending and earnings by different countries and other details – Domestic tourism – Indian tourism – Tourist attractions – preferred places – historical past – culture – seasonality – foreign exchange earnings – profile of visitors – factors influencing tourism development – Social, Economic and Environmental impact on tourism.

Unit III

Tourism and the State – National Tourism Administration (NTA) – Comparative study of NTAs of various countries – activities of Department of Tourism – India Tourism Development Corporation (ITDC) – State Tourism Development Corporations (STDCs) – Tourism planning – need for planning – process of planning,

Unit IV

Surface transport – Airline industry – Travel Agents – functions – automation in travel industry – Computerised Reservation System – Importance of CRS for travel agents – World Tourism Organisation – International Air Transport Association.

Unit V

Hotel Industry – types of tourist accommodation – management system of hotels – franchise, management contracts, referral systems – hotel industry in India – finance, concessions and incentives given by government – major hotel chains of India – Tourism promotion – role and importance – advertising and publicity.

Books Recommended:

1. Successful Tourism Management (Vol.: I) – Fundamentals of Tourism – Pran Seth
2. Successful Tourism Management (Vol.: II) – Tourism Practices – Pran Seth
3. International Tourism Management – A.K.Bhatia
4. Tourism Marketing – S.M.Jha.



**III YEAR - V SEMESTER
COURSE CODE: 7BBAE1B**

ELECTIVE COURSE – I - (B) MARKETING RESEARCH

Unit I

Marketing Research – Definition – Nature, scope and importance of Marketing Research – Applications, uses and limitations – Position of Marketing Research in India – Role of Marketing Research Agencies.

Unit II

Marketing Research procedure – Scientific methods in Marketing Research – Difficulties in applying scientific methods – Research Design – Exploratory and Conclusive research – methods such as descriptive research and experimental research.

Unit III

Collection of data – Primary data – methods of collection – observation and interview – Methods of interview – merits and demerits – Secondary data – advantages and limitations – evaluating secondary data – sources of secondary data – Questionnaire – steps in drafting questionnaire – Types of errors in information from respondents.

Unit IV

Census Vs. Sampling – Reasons for sampling – Types of sampling – Probability sampling and non-probability sampling – sampling methods – merits and demerits – Attitude measurement– Scaling Techniques – Classification and tabulation of data – presentation of data – Report writing.

Unit V

Motivation Research – techniques and limitations – Product Research – Test Marketing – Advertising Research – Sales analysis research – Consumer Research.

Books for Reference:

1. Marketing Research: Principles, Applications and cases – D.D.Sharma
2. Marketing Research – Harper Boyd & Ralph Westfall
3. Marketing Research –Taylor
4. Modern Marketing Research – Kulkarni
5. Modern Marketing Research – M.N.Mishra



**III YEAR - V SEMESTER
COURSE CODE: 7BBAE2A**

ELECTIVE COURSE -II (A) - SERVICE MARKETING

Unit I

Meaning and definition of Services Marketing- Components of a service – difference between goods and service – characteristics of services. Evolution and growth of service sector.

Unit II

Service design – guiding principles in service design -factors to be considered in designing service process – Blue printing –components and uses - Service layout – types - service benchmarking.

Unit III

Service marketing mix —Definition- Characteristics of service marketing mix process of service mix – Service product –Core concept of service-Service Offer, service delivery system, Branding of services- Stages in developing new services.

Unit IV

Pricing of services- Meaning of price-objectives of pricing-factors affecting pricing decisions-Types of pricing in services. Service Promotion – Advertising-definition-steps in advertising process, objectives of advertising-sales promotion-personal selling- Directing marketing.

Unit V

Location- factors to be considered in choosing a service location- Methods of distributing services- delivery of services through intermediaries. Service personnel- contract people-Strategies for creating customer-oriented service delivery. Physical evidence – services cape- service process

Text Books:

1. Services Marketing – Dr.L.Natarajan: Margham Publications
2. Services Marketing – Balaji: Himalya Publications
3. Services Marketing – S.M.Jha: Himalaya Publications
4. Services Marketing – Thomson, Hoffman: South Western Publications



**III YEAR - V SEMESTER
COURSE CODE: 7BBAE2B**

ELECTIVE COURSE-II - (B) - INSURANCE MANAGEMENT

Unit I

Concept of Insurance – nature – role and importance of insurance management – principles and functions – role of an insurance company manager.

Unit II

Nature of Life Insurance – classification of policies – selection of risk – measurement of risk– surrender value – valuation and surplus – management of LIC of India.

Unit III

Nature of Marine Insurance contracts – classification of policies – policy conditions – premium calculations – marine losses – payment claims – management of marine insurance – role of manager in marine insurance business – recent trends in marine insurance business.

Unit IV

Nature and uses of Fire Insurance – Fire insurance contract – kinds of policies – policy conditions – rate fixation in fire insurance –Payment of claim – management of fire insurance– role of a manager in fire insurance – Recent trends in fire insurance business.

Unit V

Motor Insurance – Burglary Insurance – Personal Accident Insurance – Rural Insurance in India – role of a manager of these insurance – Privatisation of Insurance Industry and its impacts.

Recommended Books:

Insurance- Principles and Practice – M.N.Mishra.



**III YEAR - VI SEMESTER
COURSE CODE: 7BBA6C1**

CORE COURSE -XV - INVESTMENT MANAGEMENT

Unit I

Investment Management – meaning – nature – scope – Investment process – gambling – speculation – securities – equity shares – preference shares – sweat equity – right shares – bonus shares – debentures – bonds – warrants.

Unit II

Security Market – New Issue Market (NIM) – parties involved in the NIM – role of NIM – function of NIM – Secondary market – functions – listing of securities – methods of trading – SEBI and its role in NIM and stock market – recent trends in stock market and NIM.

Unit III

Risk – types of risk – risk and return analysis – Fundamental analysis – technical analysis – Efficient Market Theory.

Unit IV

Portfolio Management – meaning – portfolio construction – objectives of portfolio – selection of portfolio – Markowitz model – Sharpe model – Capital asset pricing model – Arbitrage pricing theory – assumptions, significances and limitations of each theory.

Unit V

Portfolio Evaluation – meaning – needs – Sharpe's performance measures – Reynar's Performance Index – Jensen's Performance Index – their significance and limitations – Portfolio revision – Formula plans, constant rupee value plan – constant ratio and variable ratio plan.

Books for Reference:

- | | | |
|---|---|-----------------------|
| 1. Investment Analysis and Portfolio Management | – | R.P.Rustogi |
| 2. Investment Management | – | V.K.Balla |
| 3. Investment Management | – | Preethi Singh |
| 4. Security Analysis and Portfolio Management | – | PUnithavathi Pandian. |



**III YEAR - VI SEMESTER
COURSE CODE: 7BBA6C2**

CORE COURSE - XVI - FINANCIAL MANAGEMENT

Unit I

Financial Management: meaning, objectives, functions and limitations – Responsibilities of financial manager – Capital Structure: meaning – essentials and principles of capital structure – Factors determining capital structure – (Theory only).

Unit II

Source of Finance: Long term, medium term and short term – Types of securities – Debt, Equity and Preference stock – Working Capital Management: techniques of forecasting working capital – Simple problems.

Unit III

Cost of capital – concept – importance – classification – Determination of cost of capital – Simple problems.

Unit IV

Budget and Budgetary control – meaning, characteristics – Advantages, limitations and essentials of a successful budgetary control – classification of budgets – preparation of production, sales and cash budgets – flexible budget – Simple problems.

Unit V

Capital Budgeting – meaning, importance – factors affecting capital investment proposals – capital budgeting appraisal methods – payback – ARR – NPV – IRR methods – Simple problems.

(Note: Questions must be 40% of problems and 60% of theory parts)

Books Recommended:

- | | | |
|---------------------------------------|---|-----------------------|
| 1. Principles of Financial Management | – | S.N.Maheswari |
| 2. Financial Management | – | M.Y. Khan & P.K. Jain |
| 3. Financial Management | – | Dr.S.P.Gupta |
| 4. Financial Management | – | I.M.Pandey |



III YEAR - VI SEMESTER
COURSE CODE: 7BBA6C3

CORE COURSE - XVII - BUSINESS LAW

Unit I

Meaning of Law – Importance – Commercial Law – Meaning – Importance – Law of Contracts – Contract – Meaning – Types – Essentials of a valid Contract – Offer – Acceptance – Consideration – Capacity of Parties

Unit II

Free Consent – Misrepresentation – Fraud – Co-ercion – Undue Influence – Breach of Contract – Discharge of Contract – Contract of Indemnity and Guarantee.

Unit III

Sale of Goods Act, 1930 – Essentials of a Contract of Sale – Conditions and warranties – Transfer of Property – Unpaid seller – rights.

Unit IV

Law of Agency – Agent – meaning, Types – Duties, Liabilities and rights of agent and Principal – creation and Termination of Agency.

Unit V

Companies Act 1956 – Company: Meaning – Types – Characteristics of a Company – Formation of a Company – Necessary Documents – Memorandum and Articles – Introduction about Capital and Shares – Brief Introduction about company Management.

Text Books:

- | | | |
|-------------------------------|---|---------------------------|
| 1. Commercial Law | – | N.D. Kapoor |
| 2. A Manual of Mercantile law | – | M.C. Shukla |
| 3. Mercantile law | – | M.J. Sethna |
| 4. Business law | – | R.S.N. Pillai & Bagavathi |



**III YEAR - VI SEMESTER
COURSE CODE: 7BBA6C4**

CORE COURSE – XVIII- PROJECT REPORT & VIVA-VOCE

Maximum Marks – 100

60% for Report Evaluation

40% for Viva-Voce

(Note: Both are jointly evaluated by External and Internal Examiners)

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**III YEAR - VI SEMESTER
COURSE CODE: 7BBAE3A**

ELECTIVE COURSE - III - (A) RETAIL MANAGEMENT

Unit I

Retailing: Meaning, Nature, Classification – Importance – Factors Influencing Retailing – Functions of Retailing – Retail as a career – Trends in Retailing.

Unit II

Developing and applying Retail Strategy: Strategic Retail Planning Process – Retail Organization – Classification of Retail Units – Corporate chains, Departmental Stores, Discount Stores, Super Markets, and Warehouse Clubs.

Unit III

Setting up Retail organization: Size and space allocation, location strategy, factors affecting the location of Retail – Objectives of Good store Design. Types of Layouts – Visual Merchandising Techniques – Controlling Costs and Reducing Inventories Loss – Exteriors, Interiors.

Unit IV

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Environment and Legislation for Retailing – Foreign Direct Investment in retail – Challenges to retail developments in India – Use of Internet and Related Technology to Improve Retail Business – Electronic Data Interchange, Database Management, Data warehousing

Unit V

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy – U.S. retailers and foreign markets – Foreign retailers and U.S.markets.

Text and Reference Books:

1. S.Shajahan – Relationship Marketing Mc.Graw Hill
2. Barry Berman and Joel R Evans – Retail Management – A strategic Approach
3. Philip Kotler, Marketing Management, Prentice Hall
4. Swapana Pradhan – Retailing Management
5. Dravid Gilbert – Retail Marketing
6. J. Lamba – The Art of Retailing
7. Gibson G Vedamani – Retail management – functional principles and Practice, Jaico.,



**III YEAR - VI SEMESTER
COURSE CODE: 7BBAE3B**

ELECTIVE COURSE – III - (B) INTERNATIONAL MARKETING

Unit I

Introduction to International Marketing: Definition and scope of International Marketing – Difference between Domestic Marketing and International Marketing – Different modes of International Marketing – Problems in International Marketing – Trends in India's foreign trade.

Unit II

Export Policy and Procedure: India's Export Import Policy – Export documents – Statutory and operational documents – Procedure for exporting.

Unit III

Modes of export payment: Brief outline on modes of payment – Letter of Credit – Definition and importance – Parties to L/C – types of L/C – Modus Operandi of L/C – Institutional support to promote exports – Incentives available for exporters.

Unit IV

International Market Research: Consumer Behaviour and competition in foreign markets – Issues in market research – standardisation and adaptation.

Unit V

International Marketing Strategies: Pricing policy for exports – Distribution channel decisions – Promotion strategies – globalisation and foreign trade – Role of MNCs.

Books for Reference:

- | | | |
|---------------------------------------|---|------------------------------|
| 1) International Marketing | – | Francis Cherunilam |
| 2) Export Management | – | TAS Balagopal |
| 3) International Marketing | – | Kanar and Mittal |
| 4) International Marketing Management | – | RL Varshney and Battacharya. |

