

Internal Marks: 25
External Marks: 75
Total Marks : 100

I-SEMESTER

Subject Code : UAA
Total Exam Hrs : 3

CC I - PRINCIPLES OF MANAGEMENT

OBJECTIVES:

- **To make students understand the basic concepts and principles of management**
- **To help them acquire the skills needed to become a successful manager**
- **To enable them to understand the various processes of the management.**

UNIT-I

Nature and Scope of Management –Management as a Science, an Art or a Profession – Process – Levels of management – F.W.Taylor’s Scientific Management – Fayol’s Theory of Management. **– 18 hrs**

UNIT - II

Planning – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets - Decision making - Process of decision making – Types of decision – Problems involved in decision making. **– 18 hrs**

UNIT- III

Organizing – Concept – Organization as a process – Elements of Organization process – Types of organization- Span of Control – Delegation – Centralization – Decentralization. **– 18 hrs**

UNIT - IV

Staffing – Functions – Process – Selection – Recruitment – Training. Direction – Concept, Elements of Directing – Principles of Direction – Process of Directing. **– 18 hrs**

UNIT-V

Controlling- Concept of Control- Methods of Controlling- Coordinating- Need-Principles- Approaches to achieve Effective Coordination- Process of Control. **– 18 hrs**

TEXT BOOK

1. Principles and Practices of Management - L.M.Prasad, Published By Sultan Chand And Sons.

REFERENCE BOOK:

1. Principles And Practices of Management - V.S.Prao,&P.S.Narayana, Published by, Sultan Chand & Sons.
2. Principles of Management -Dinkar and Pagare, Published by Sultan Chand & Sons.
3. Principles of Management -Tripathi and Reddy, Published By Sultan Chand & Sons.

Internal Marks: 25
External Marks : 75
Total Marks : 100

I Semester

Subject Code : UAB
Total Exam Hrs : 3

CC II - MARKETING MANAGEMENT

OBJECTIVES:

- **To expose students to marketing concepts and trends in the market.**
- **To promote the ability to relate consumer behaviour and market trends.**

UNIT -I

Market and Marketing – Definition – Distinction between Marketing and Selling- Types of market – Marketing - Scope – Function – Importance - Marketing Environment.

– 18 hrs

UNIT-II

Marketing Segmentation – Basis- Pre-Requisites, Factors influencing Consumer Behaviour - Buying Process.

– 18 hrs

UNIT-III

Marketing Mix - Elements –Product - Classifications of Product- New Product Development - Product Life Cycle – Pricing Meaning and factors affecting pricing- Types of Pricing.

– 18 hrs

UNIT-IV

Channel of Distribution – Factors - Kinds of Middle Man – Types of Channels - Promotion Mix Advertising –Personal Selling - Sales Promotion - Publicity.

– 18 hrs

UNIT-V

Advertising Effectiveness – Appropriation – Agency – Selection & Operation of Sale Forces – Recent Trend in Marketing – E. Business – Tele Marketing – Relationship Marketing – Virtual Marketing.

– 18 hrs

TEXT BOOK:

1. Modern Marketing Management - Pillai Baghavathi, Published by S.Chand & Company Ltd., Ramnagar, New Delhi.

REFERENCE BOOK:

1. Marketing Management - C.B. Gupta and Rajan Nair, Published by Sultan Chand & Sons ,
2. Marketing Management - S.A.Sherlekar , Published by Himalaya Publishing House, “Ram Doot” Dr.Bhalerao Marg Gilgaon,
3. Marketing Management - Philip Kotler, Hill Publishing Company Ltd., New Delhi.

Internal Marks: 25
External Marks: 75
Total Marks : 100

II Semester

Subject Code : UAC
Total Exam Hrs : 3

CC III - ORGANIZATIONAL BEHAVIOUR

Objectives: To analyze the factors of Human behaviour working in the Organization.

UNIT-I

Nature and Scope of Organization and Types of Organization. The Concept of Organizational Behaviour- Models of Organizational Behaviour –S.O.B.C Model of Organizational Behaviour Human Relation. **-18 hrs**

Unit-II

Individual Behaviour – Individual Differences, Factors influencing Individual Behaviour, Behavioural Model, Decision making mechanism –Process of perception , Factors influencing selection of Stimuli, Determinations of Perception –Personality, Determinants of Personality, Personality Development, Personality Theory, Psychoanalytical theory – Learning, theories of learning. **-20 hrs**

Unit-III

Leadership – Characteristics - Function – Successful Qualities of a Leader – Styles of Leadership – Theories of leadership – Trait, Behaviour, Fielder’s Contingency Model, Path Goal Theory. **-17 hrs**

Unit IV

Group Dynamics –Groups at Work –Group Cohesiveness- Group Pressure –Group Norms –Types and Function of Formal and Informal Groups. **-17 hrs**

Unit-V

Motivation – Importance of Motivation in Industry , Theory of Motivation Malsow’s Model- Herberg’s Two Factors Theory - Morale- Importance of Morale in Industry - Organizational Changes- Resistance for Change- Overcome to change, concept of Organizational Development. **-19 hrs**

TEXT BOOK

1.Organisational Behaviour - L.M.Prasath, Published By Sultan Chand & Sons; 23,Darya GANJ, New Delhi-110002,Year 2002,

REFERENCE BOOK:

- 1.Organization Theory And Behaviour - V.S.P. RAO, Published By Sultan CHAND& Chand& Sons; 23,Darya Ganj, New Delhi- 110002,Year 2002,
2. Organization Behaviour - Aswathappa, Published By Himalaya Publishing House “Ram Doot” Dr. Bhalerao Marg Gilgaon, Mumbai 400 004. Year 1994, 5th Edition.
3. Organization Behaviour -N.S.Gupta, Published By Himalaya PublishingHouse. “Ram Doot” Dr. Bhalerao MargGilgon, Mumbai 400 004. Year 1994,

Internal Marks: 25
External Marks: 75
Total Marks : 100

II Semester

Subject Code : UAD
Total Exam Hrs : 3

CC IV - BUSINESS COMMUNICATION

Objectives: To study and develop the communication skills in the field of business.

UNIT-I

Introducing Communication –Meaning- Need- Importance-Types of Communication
Commercial Terms and Abbreviations.

-12 hrs

UNIT-II

Media of Communication –Principles of Effective Communication- Barriers to Communication

-11 hrs

UNIT-III

Kinds of Business Letters –Enquiries And Reply- Quotations –Sales Letters- Compliance Letter-
Claims and Adjustments, Collection Letters- Circular Letters – Application Letters

- 13 hrs

UNIT-IV

Import- Export Correspondence- Correspondence of a Company Secretary – Memos and Other
forms of Messages.

-11 hrs

UNIT-V

Importance of Listening and Communication – Principles of Effective Listening Modern
Technology – Internet –Multimedia – Video Conferencing – FAX –E-MAIL.

-13 hrs

TEXT BOOKS:

1.Essential Business Communication - Rajendrapal & J.S. Korlahalli, Published by
Sultan Chand& Sons.

REFERENCE BOOK:

1. Business Communication Theory And Practice - Lesikar,Pettit- Published by A.T.T.B.S
Publisher J5/6 Krishna Nagar, New Delhi-
110051.
2. Business Communication Theory And Practice - U.S.Raj, S.M.Raj Published by Himalaya
Publising House “Ram Doot” Dr. Bhalerao
MargGilgon, Mumbai 400 004. Year 1994,
5th Edition.
3. Business Communication - R.C.Bhata,, Published By Ane Books
India, Avantika Niwas, First Floor 19,
Doraiswamy Road, T.NAGAR
Chennai-600 017.

Internal Marks: 25
External Marks: 75
Total Marks : 100

III Semester

Subject Code : UAE
Total Exam Hrs : 3

CC V - FINANCIAL ACCOUNTING
(Focus Should Be 60% Problems And 40% Theory)

Objectives: To Understand The Nature And Objective of Accounts and to Get The Knowledge of Accounting.

UNIT-I

Definition of Accounting- The Nature, Objective and Utility of Accounting –Books of Accounting- Accounting Concept and Conventions.

- **14 hrs**

UNIT-II

The theory of Double Entry – Book Keeping , Journal – Ledger- Subsidiary Books and Trial Balance – Rectification of Errors.

- **19 hrs**

UNIT-III

Statement of Final Accounts – Manufacturing Account – Trading Account – Profit And Loss Account and Balance Sheet – With Adjustment.

- **19 hrs**

UNIT-IV

Capital And Revenue Statement for Non Profit Organizations –Receipts and Payments – Income and Expenditure Account.

- **19 hrs**

UNIT-V

Depreciation Methods –Fixed Installment Method –Diminishing Balancing Method – Sums of Digit Method – Annuity Method – Depreciation Fund Method– Insurance Policy Method.

- **19 hrs**

TEXT BOOK

1. Advanced Accounting

-S.P.Jain and K.L.Nagang
Kalyani Publishers.

REFERENCE BOOK:

1. Advanced Accounting

-R.L.Gupta and V.K.Gupta, Published
by Sultan Chand &Sons.

2. Financial Accounting

-S.N.Maheswari, Vikas Pvt., Ltd.

3. Advanced Accountancy

-MC.Shukla, S.C. Gupta Sulthan Chand
&Sons.

Internal Marks: 25
External Marks: 75
Total Marks : 100

III Semester

Subject Code : UAF
Total Exam Hrs : 3

CC VI - BUSINESS LAW

Objective: To Explore the Legal dimensions of business and then applications in Business Organization.

UNIT-I

Introduction – Definition – Nature and kinds of Contract – Offer and Acceptance – Consideration- Capacity of Parties – Free Consent – Legality of Object and Consideration – Void Agreements – Contingent Contracts.

- **9 hrs**

UNIT-II

Quasi Contracts – Performance of Contracts – Discharge of Contracts – Remedies for Breach of Contracts.

- **8 hrs**

UNIT-III

Law of Sale of Goods, Sale and agreement to sell , their Distinctions – Types of Goods – Conditions and Warranties – Caveat Emptor – Transfer of Property , Sale by Non owners – Performance – Remedies of Breach – Unpaid Seller – Auction Sales.

- **10 hrs**

UNIT –IV

Law of Agencies – Creation of Agency – Classification of Agent – Duties and Rights of an Agent and Principal Debtor – Termination of Agency.

- **8 hrs**

UNIT-V

The Consumer Protection Act, 1986 - Consumer Protection – Introduction – Definition – Consumerism – Consumer Protection Councils – Consumer Disputes – Redressal Agencies – Their Jurisdiction – Procedure – Finality of Orders – Limitation – Enforcement of Orders – Dismissal of Frivolous or Vexatious Complaints.

- **10 hrs**

TEXT BOOK

1. Business Law - N.D.Kapoor, Sulthan Chand & Sons

REFERENCE BOOK:

1. Mercantile Law -M.C.Shukla S.Chand&Co.,
2. Commercial Law -Chawla and Garg, Kalyani Publishers
3. Mercantile Law -MC Kuchal, Vikas Publishing House.

Internal Marks : 40
External Marks: 60
Total Marks : 100

III Semester

Subject Code : UAS1
Total Exam Hrs : 3

SBE I - OFFICE MANAGEMENT (PRACTICAL)

Objective: To promote the abilities of basics in Computer.

UNIT-I

Fingering skills on the Personal Computer. Typing Practice

-10hrs

UNIT-II

Ms Word: Over View

Exercises: 1. Typewrite an application for a suitable post for yourself in proper format
2. Prepare a bio data in standard format without using a table

-12hrs

UNIT-III

MS Excel: Over View

Exercises: 1. Create a mark list for 5/10 students and show their total and % of mark
2. Create a chart for the table given

UNIT - IV

MS Power point:

Exercises: 1. Create a title slides and 2 more slides to give presentation .
2. Choose a proper layout and an attractive back ground using an template

-13hrs

UNIT -V

Internet browsing

Exercises: 1. Send an email to friend of yours with an attachment and mark a copy of the email
To your self.
2. Browse the World Wide Web and obtain useful information on Peter F. Drucker
the Father of Modern Management. His Early Life, His achievement, His contributions in
Management Thought.

-13hrs

Internal Marks: 25
External Marks: 75
Total Marks : 100

III Semester

Subject Code : UAE1
Total Exam Hrs. : 3

NME I - PERSONALITY DEVELOPMENT

Objective : To enable the Students to impart Knowledge regarding Personal Qualities and Development.

UNIT-I: What makes a Winning Personality

Personality Defined – Determinants of Personality- How Personality is Developed – Corporate Theories on Personality Development – The Development Process – What makes a Winner

- 5 hrs

UNIT –II: Building Self – Esteem and Self confidence

Indicators of a Positive Self – Image – Indicators of a Negative Self – Image – The Development of Self – Image and Self – Therapy for Wholeness and Wholesome Self – Esteem

- 5 hrs

UNIT –III : Positive Social Image

Looking Great and Attractive – Dressing and Make up – Hair Care Inner Glow- Poise and Posture – Eye Contact and Body Language – Physical Fitness – Projecting a Professional Image – Social Graces and Table Manners in conversations

- 7

hrs

UNIT-IV: Developing a Win-Win Attitude

Fruits of a win – win Attitude - Differentiating Assertive From Aggressive and Passive Behaviour - Developing an “I” m Ok, You’re Ok “Program - Making others feel good about themselves - Positive strokes .

- 7 hrs

UNIT-V: Becoming a Pro-Active and Responsibility Adult

Psychological Games - Difference Between reactive and Pro-Active response - Learning to accept responsibility for one’s Actions – Learning from one’s mistakes – Putting order in one’s life – Discipline in problem solving.

- 6 hrs

REFERENCE BOOK:

1. The Hidden Genius of Emotion: Lifespan Transformations of Personality – By Carol Magai, Jeannette Haviland - Jones
2. Handbook of Personality Development – by Daniel K.Mroczek, Todd D. Little H
3. Working With Emotional Intelligence – by Daniel Goleman
4. Path to successful development: Personality in the life Course – by Lea Pulkkinen Avshalom Caspi

Internal Marks: 25
External Marks: 75
Total Marks : 100

IV Semester

Subject Code : UAG
Total Exam Hrs : 3

CC VII - HUMAN RESOURCE MANAGEMENT

Objective: To give the Importance of Human Recourse Management for successful functions of an Organization

UNIT -I

Introduction - Processes and Functions of Human Resource Management - Human Resource Department Structure - Role of Human Resource Manager in the Organization

- **9 hrs**

UNIT-II

Job Analysis – Job Description, Job Specification – Human Resource Planning - Recruitment, Selection Process and Interview.

- **9 hrs**

UNIT –III

Training - Definitions, Need and Importance, Steps – Different Training Methods – Performance Appraisal and Review.

- **9 hrs**

UNIT-IV

Promotion - Definition , Advantages , Disadvantages - Methods - Basis of Promotion - Demotion - Transfer- Definition ,Types and Purpose of Transfer.

-**9 hrs**

UNIT-V

Job Evaluation Method - Wages – Different Patterns of Wage Payments - Time Rate and Piece Rate - Wage Incentives - Cost of Living Index – Bonus.

- **9 hrs**

TEXT BOOK:

1. Human Resource Management

-L.M.Prasath, Published by Sulata Chand & Sons.

REFERENCE BOOKS:

1. Human Resource Management

- C.N.Gupta Himalaya Publishing House.

2. Human Resource Management

- P.Subba Rao Himalaya Publishing House.

3. Personnel Management

-C.B. Memoria Himalaya Publishing House.

Internal Marks: 25
External Marks: 75
Total Marks : 100

IV Semester

Subject Code : UAH
Total Exam Hrs : 3

CC VIII - COST ACCOUNTING

Objectives: To throw light on different types of cost and cost statement.

UNIT-I

Definition of cost accounting - Objective and Advantages - Costing System, Methods and Techniques - Cost units - Cost centre - Classification of cost - Costs Sheet.

-14hrs

UNIT -II

Materials - Meaning and Objectives of Material Control – Levels of Stock – EOQ – Just in Time – ABC Analysis -Perpetual Inventory System - Pricing of issues- FIFO,LIFO, Simple Average and Weighted Average.

-19hrs

UNIT-III

Labour Cost -Methods of Wage Payments and Incentive Plans - Time Rate, Piece rate - Taylor's Differential Piece rate system - Merricks Multiple Piece Rate System - Halsey plan - Halsey Weir plan - Rowan Plan - Over time and Idle time.

-19hrs

UNIT-IV

Overhead - Classification, Allocation, Apportionment and absorption of overheads - Labor hour rate - Machine Hour Rate.

-19hrs

UNIT-V

Methods - Job costing - Contract Costing - Process Costing - Normal Loss - Abnormal loss and gain.

-19hrs

Text book

1. Cost accounting

-Pattanshetty , R.Chand Private Ltd.,

Reference books:

1. Cost Accounting Principles and Practice – M.N.Arora, Sulthan Chand & Sons
2. Costing Accounting –R.S.N.Pillai and Bagavathi,S.Chant & Company Ltd.
3. Principles and Practice of cost accounting –N.K.Prasad Book Syndicate Pvt.Ltd.,

Internal Marks: 25
External Marks: 75
Total Marks : 100

IV Semester

Subject Code : UAS2
Total Exam Hrs : 3

SBE II - E-BUSINESS

Objective: Introduction of Electronic business and its basic concept, changing business models pertains to e- Business.

UNIT-I

Basic Internet fundamentals: Overview of the Internet, Browsing the world wide web, Electronic Mail, Basics of using FTP, Newsgroups, Searching the web to gain Market Intelligence, Internet Technology.

-12hrs

UNIT-II

E-CRM - Meaning - Difference between CRM & e CRM - Features of e –CRM – e-CRM Software.

-12hrs

UNIT-III

MS-office overview - Data Entry - Graphs - Aggregate Functions - Formulas &Function Different No System & Conversion.

-12hrs

UNIT-IV

An Electronic Market place of buyers & Sellers - Collaborating on a distribution chain -online Catalog.

-12hrs

UNIT-V

Lab Practical CIA - 10 Marks

-12hrs

TEXT BOOK

1. Greg Holden, Starting an E-Commerce Business For Dummies H Edition
2. David Kodiur, Understanding Electronic Commerce.

REFERENCE BOOK

- 1.Shurethy, E-Business with Net Commerce.
2. Samantha Shurethy, E-Business with Net Commerce.

Internal Marks: 25
External Marks: 75
Total Marks : 100

IV Semester

Subject Code: UAE2
Total Exams Hrs : 3

NME II - MANAGERIAL SKILLS

Objectives:

- **To introduce the basic concepts of body language for conflict management.**
- **To make students learn and practice the steps involved in time management .**
- **To impart training for empowerment thereby encouraging the students to become successful entrepreneurs.**

Unit I:

Introduction to Management: Introduction, Management: Meaning, Nature and Concept of Management, Importance of Management, Development of Management Thought, Principles of Management.

Unit II:

Creative Thinking Skills: Introduction, Concept of Creativity, Importance of Creative Thinking, Process of Creative Thinking, Techniques for Creative Thinking-Brainstorming.

Unit III:

Leadership Skills: Introduction, Concept of Leadership, Qualities of a Good Leader, Leadership Styles.

Unit IV:

Time Management Skills: Introduction, Concept of Time Management-Importance of Time Management, Analysis and Diagnosis of the Use of Time, Steps in Time Management, Techniques of Time Management, Hurdles to Effective Time Management

Unit V:

Problem-Solving Skills: Introduction, Concept of Problem solving-Importance of Problem-Solving Skills for Managers, Process of Problem-Solving, Techniques for Problem-Solving, Challenges in Generating Creative Ideas.

Reference Books:

1. Robbins S.P. (2009), Organisational Behaviour, New Delhi: Pearson Education.
2. Flately M.E. & Lesikar R. (2004), Basic Business Communication, Irwon Professional Publication.
3. Lussier R.N. & Achua C.F. (2007), Effective Leadership, Thomson South-Western.

Internal Marks: 25
External Marks: 75
Total Marks : 100

V Semester

Subject Code : UAI
Total Exam Hrs : 3

CC IX - PRODUCTION AND MATERIAL MANAGEMENT

Objective: To have a deep understanding on Production Planning, Control Materials Management.

UNIT-I

Introduction to Production Manager an Over View- Meaning of Production, Nature of Production- Production Function and Responsibilities of Production Managers - Objectives of Production Management.

-18hrs

UNIT-II

Production Systems- Types - Factors for Plant Locations - Plant Layout- Types of Layouts and their Suitability -Work Study- Definition, Objectives and Scope. Method Study- Work Measurement- Normal Time, Standard Time.

-19hrs

UNIT-III

Production Planning and Control -Classification of Production Planning and Control, Factors Determining Production Planning Procedures. Scheduling- Capacity Planning- Aggregate Planning.

-19hrs

UNIT-IV

Inspection and Quality Control -Nature of Inspection , Objectives, Scope, Process-Quality - Control Benefits, Ensuring Quality, SQC, Control Charts, Acceptance Sampling Technique.

-17hrs

UNIT-V

Inventory Management - Nature and Importance of Inventory, Classification, Functions, EOQ Model, ABC Analysis, VED Analysis, FSN Analysis- Material Handling Equipments -Objectives - Principles, Types.

-17hrs

TEXT BOOK

1.Production and materials management - K.ShridharaBhat, Himalaya Publishing House,

REFERENCE BOOK:

Production and materials management - K.Aswathappa, And K.Shridhara Bhat, Himalaya Publishing House.

Internal Marks: 25
External Marks: 75
Total Marks : 100

V Semester

Subject Code : UAJ
Total Exam Hrs : 3

CC X - OPERATIONS RESEARCH

UNIT I :

Linear Programming Problem:– Graphical Solution method –Simplex method
Simple Problems (2.1-2.5,3.3)

UNIT II :

Transportation: Problem North West Corner Rule ,Least Cost Method,-Vogel's Approximation Method-Assignment problem-sequencing Problems- Simple Problems (6.1,6.2,6.5,7.1,7.2,7.3 10.1-10.4)

UNIT III :

Games and Strategies- Introduction: Two person Zero Sum Game – The Maximin-Minimax Principal Games Without Saddle Points Mixed Strategies ,Solution of 2x2 rectangular games – Graphical Method- Simple Problems (9.1-9.3,9.5-9.6)

UNIT IV :

Network Scheduling by PERT / CPM – Network and Basic Components – Rules of Network Construction – Time Calculations in Networks – Critical Path Method – PERT :Pert Calculations.- Simple Problems (Sections 21.1 to 21.7)

UNIT V :

Replacement of Equipment or asset that deteriorates gradually:Introduction – replacement of equipment that fails suddenly- Simple Problems (19.1-19.2)

TEXT BOOKS:

“ Operations Research ” by KantiSwarup , P.K. Gupta and Man Mohan , Sultan Chand and Sons , Educational Publishers , New Delhi (2002).

REFERENCE BOOKS :

- | | | | |
|---|--|---|-------------|
| 1 | Operations Research | - | HamdyA.Taha |
| 2 | Operations Research Problems and solution- | | V.K. Kapoor |

Internal Marks: 25
External Marks: 75
Total Marks : 100

V Semester

Subject Code : UAK
Total Exam Hrs : 3

CC XI - RESEARCH METHODOLOGY

Objective: Application of Management research to solve problem in functional areas of management.

UNIT - I

Research – Definition – Importance - Advantages and Limitations. The Research Process - Problem Identification-Design of Research-Types of Design.

-15hrs

UNIT -II

Sampling Process and Selection -Sample Types-Sample Size And Sampling Errors

-15hrs

UNIT -III

Data Collection-Methods-Tools - Questionnaire-Interview Schedule - Kinds of Data-Attitude Measurement of Scaling Technique-Editing, Coding, Tabulation

-15hrs

UNIT -IV

Statistical Data Analysis-Hypothesis- and its sources-Formulation and Testing of Hypothesis- T - Test-Chi Square Test

-15hrs

UNIT-V

Interpretation and Report Writing-Steps in writing reports-Layout of report, Types and Principles of Report Writing-Graphical representation of results.

-15hrs

TEXT BOOK

- 1.C.R.Kothari -Research Methodology
- 2.P.Saravanvel -Research Methodology

REFERENCE

- 1.Goode And Hatt-Methods in Social Research
- 2.Earl Babbie- Practice of Social Research
- 3.C.T.Kurein -Research Methodology in Economics.
- 4.Salvatore Dominick -Statistics And Economics Mc. Graw Hill Co., New Delhi.
- 5.Morrial Carl N.and -Introduction to Data Analysis and Statistic Inference Practice.
John E RolphHall,Inc.Engle Wood

Internal Marks : 25
External Marks : 75
Total Marks : 100

V Semester

Subject Code : UAL
Total Exam Hrs : 3

CC XII - MANAGEMENT ACCOUNTING

Objectives: To impart Knowledge about Accounting tools for Managerial decision Making.

UNIT-I

Management Accounting - Meaning- Objectives- Scope of Management Accounting- Financial Accounting- Management and Cost Accounting - Utility and Limitation of Management Accounting
-11hrs

UNIT-II

Analysis of Financial Statements - Tools for Analysis - Comparative Financial Statements - Common Size Statement - Accounting Ratios - Analysis for Liquidity, Solvency and Profitability - Significance of various Ratios and their Computation -Uses and Limitations of Ratio.
-16hrs

UNIT-III

Fund Flow Analysis - Concept of Funds - Source and Uses of Funds- Concepts of flow of funds – Managerial Uses of Fund Flow Analysis – Construction of Fund Flow Statement.
-16hrs

UNIT-IV

Cash Flow Analysis- Distinction of Cash Flow From Funds Flow - Construction of Cash Flow Statement - Working Capital Management- Meaning and Importance.
-16hrs

UNIT-V

Marginal Costing and Profit Planning - Distinction between Absorption Costing and Marginal Costing - Break Even Analysis-Cost Volume Profit Analysis.
-16hrs

TEXT BOOK

1. Management Accounting - Sharma and Shashi Gupta.

REFERNCE BOOKS

1. Theory and Problems of Management Accounting - Khan and Jain-TMH.
2. Management Accounting -S.N.Maheswari,Sultan Chand & Sons.
3. Management Accounting -Ramachandran and Srinivasan

Internal Marks : 25
External Marks: 75
Total Marks :100

V Semester

Subject Code : UAE3
Total Exam Hrs : 3

MBE III - ADVERTISING AND SALES MANAGEMENT

Objective: To gain an insight into various aspects of Advertising and Salesmanship.

UNIT I

Advertising -Advertising on Element of Marketing Mix- Objectives -Advertising and Salesmanship-Role and Importance -Planning for Advertisement- Communication Process-Formal and Informal.

-15hrs

UNIT II

Advertisement Copy-Kinds-Appeals-Advertising Mix-Advertising Budget and Relevant Decisions.

-15hrs

UNIT III

Advertising and their Role-Types of Advertising -Measuring the effectiveness of Advertisement -Advertising Agency-Online Advertising and Mobile Advertising.

-15hrs

UNIT IV

Kinds of Salesman-Sales Force for Services-Qualities of Successful Salesman-Training-Promotion-Remuneration to Sales Force-Motivation of Sales Force-Methods of Motivation.

-15hrs

UNIT V

Sales Promotion-Objectives-Advantages-Tools and their effectiveness-Aggressive Selling-Personal Selling-Measuring the effectiveness of Sales

-15hrs

TEXT BOOK

- | | |
|--|---|
| 1.Advertising Theory and Practice | - Chunawalla, Kumar, Sethia, Subramanian, Suchak, Himalaya Publishing House |
| 2.Marketing Salesmanship and Advertising | - R.L Chand, R.Still, Edward W.Cundiff, Prentice Publishing Hall, |
| 3.Marketing Salesmanship & Advertising | -C.N.Sontakki, Kalyani Publishers, New Delhi. |

Internal Marks: 25
External Marks: 75
Total Marks : 100

V Semester

Subject Code : UAS3
Total Exam Hrs :3

SBE III - CAPACITY BUILDING FOR EMPLOYMENT

Objective : To Understand the Nature and Essentials of Capacity Building for Employment

UNIT: I

Communication Skill, Listening Skill, Presentation Skill, Creativity, Creative Thinking, Positive Attitude, Self Image.

-12hrs

UNIT:II

Decision Making, Leadership, Confidence, Time Management, Team Work, Emotional Stability. Entrepreneurship – Women Entrepreneurship – Government of Tamil Nadu Schemes for women entrepreneurship and SHG.

-12hrs

UNIT:III

Counseling for choosing the right field, Preparation required for Competitive Exam -Collecting the Information's.

-12hrs

UNIT:IV

Interview-A concept of mutuality, How to Prepare Bio-Data/CV/Resume, Grooming for the Interview, Impression Management, Guidelines for facing Interview.

-12hrs

UNIT:V

Self Help Groups- Schemes. Schemes Offered by District Industrial Centre.

-12hrs

Internal Marks: 25

External Marks: 75

Total Marks : 100

VI Semester

Subject Code : UAM

Total Exam Hrs : 3

CC XIII - BUISNESS POLICY AND STRATEGIC MANAGEMENT

Objective: To provide a clear view on Strategy Formulation and Implementation

UNIT-I

Business Policy-Meaning -Features-Classification-Process of Policy making - Objectives of Business Policy.

- 20hrs

UNIT-II

Business Strategies -Meaning -Features-Importance-Strategic Management Process-SWOT Analysis-ETOP Analysis - TOWS Matrix - BCG Matrix -7's approach to Quality-Motorola Quality Concept-Six Sigma.

-22hrs

UNIT-III

Organizational Appraisal- Factors- Factors Affecting Organizational Appraisal –Approaches, Methods & Techniques.

-20hrs

UNIT-IV

Strategy Implementation - Organizational Design - Leadership Implementation - Strategists Style and Strategy - Personal Values, Business Ethics - Social Responsibility of Business - Operational Implementation.

-21hrs

UNIT-V

Strategic Evaluation and Control- Strategic Evaluation - Importance, Barriers , Requirement for effective evaluation - Types of Strategic Control - Process of Evaluation - Measurement of Performance.

-22hrs

TEXT BOOK

Business Policy And Strategic Management – Azhar Kazmi, Tata Mcgrwl Hill.

REFERENCE BOOK

- 1.Business Policy -L. M.Prasad,Sultan Chand & Sons
- 2.Business Policy and Strategic Management -Francis Cherunilum Mrs.Meena Panday
Himalaya Publishing House
- 3.Business Policy and Strategic Management -P.Subba Rao, Himalaya Publishing House

Internal Marks: 25
External Marks: 75
Total Marks : 100

VI Semester

Subject Code : UAN
Total Exam Hrs : 3

CC XIV - ENTREPRENEURIAL DEVELOPMENT

Objective: To Identify the areas of Entrepreneurship and provide a comprehensive knowledge to the students about EDP.

UNIT: I

Concept of Entrepreneurship-Definition - Characteristics-Functions -Classification of Entrepreneur-Importance- Achievement Motivation-Sociological and Psychological factors of Entrepreneurial Development. **- 21 hrs**

UNIT II

Content of Entrepreneurship Development Programme - Measures - Objectives of Entrepreneurial Training - EDP Institute -NIESBUD New Delhi - SIET Hyderabad – MSME and NSIC- SIPCOT in Tamilnadu. **- 22 hrs**

UNIT III

Project Identification-Classification of Project- Project Formulation. **– 20 hrs**

UNIT IV

Role of Management Consultant in India-Different Types of Organisation - Partnership Company - Seed Capital - Fixed Capital – Working Capital – Leasing. **- 21 hrs**

UNIT V

Problem faced by Women Entrepreneur’s –Institutions Finance of Entrepreneurs-IDBI-IFCI-ICICI-SFC of Tamil Nadu. **– 21 hrs**

TEXT BOOK

- 1s.Entrepreneurial Development - C.B.Gupta and N.P Srinivasan, Sultan Chand, and Sons
2. Entrepreneurial Development - Jayashree Suresh, Margham Publications.

REFERENCE BOOK:

1. Entrepreneurial Development Principles, Policies & Programmes. – P. Saravanavel, Himalaya Publishing House.
2. A Practical guide to Industrial Entrepreneurs - S.B. Srivastava, Sultan Chand & Sons

Internal Marks: 25
External Marks: 75
Total Marks : 100

VI Semester

Subject Code : UNO
Total Exam Hr : 3

CC XV - FINANCIAL MANAGEMENT
(80% THEORY, 20%PROBLEMS)

Objectives: To know about the Functions ,Responsibilities of Financial Manager while Taking Managerial Decisions by solving Financial Problems.

UNIT-I

Nature of Financial Management - Meaning and Scope of Finance Function - Financial Management and its Functions-Importance of Financial Management-Organization of Financial Department-Goals of Financial Management: Profit Maximization and Wealth Maximization.

-15hrs

UNIT-II

Cost of Capital-Concept-Importance and types of Cost of Capital-MM Theory-Weighted Average Cost of Capital-Operating and Financial Leverages.

-18hrs

UNIT-III

Capital Structure – Meaning -Factors affecting Capital Structure-Capital Gearing, High and Low Gearing, Significance, Meaning of Trading on Equity and Limitations of Trading on Equity.

-19hrs

UNIT-IV

Capital Budgeting - Nature of Capital Expenditure - Concept of Capital Budgeting -Capital Budgeting Procedures - Methods of Ranking Investment Proposals-Payback Method-Return on Investment Method - Present Value Method.

-20hrs

UNIT-V

Financial Planning and Forecasting - Concepts-Characteristics and Factors affecting Financial Planning - Necessity and Limitations-Cash Forecasting.

-18hrs

TEXT BOOK

1.Financial Management - S.N Maheswari, Sultan Chand & Sons

REFERENCE BOOKS

1.Financial Management Theory and practice - Prasanna Chandra,

Tata McGraw Hill

2.Financial Management - M.Y Khan, P.K Jain, Kalyani Publishers

3. Financial Management - Pradeep Kumar, Kendar Natharam Nath and Co.

Internal Marks: 25
External Marks: 75
Total Marks : 100

VI Semester

Subject Code : UAE5
Total Exam Hrs : 3

MBE III - RETAIL MARKETING MANAGEMENT

Objective: To understand the nature and objective of Retail Marketing and to get The knowledge of Retail Marketing

UNIT-I

Definition of Retail Marketing-Evolution of Retail Marketing- Features of Modern Retail Marketing- Importance of Retail Marketing-Retail Marketing mix.

-11hrs

UNIT-II

Functions of Retail Marketing- Buying-Assembling-Selling-Transporting.

-11hrs

UNIT-III

Storage and Warehousing - Risk Bearing - Retail market Information-Grading and Standardization-Retail market Function.

-11hrs

UNIT-IV

Buyer Behavior-Consumer Goods and Industrial Goods-Buyer Behavior Model-Factors Influencing Buyer Behavior-Market Segmentation - Need and Basis-Targeting-Positioning.

-13hrs

UNIT-V

Retail Sales Forecasting – Methods -Analysis and Application-Products-Classifications-New Product Development Process-Product Life Cycle-Product Portfolio Analysis-Line and product mix decisions.

-14hrs

TEXT BOOK

Retail Marketing Management-David Gilbert, Perason Education.

REFERENCE BOOK

Global Marketing Management-Warren J.Keejan,Printice-Hall of India
