

**BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A.)
REVISED SYLLABUS
I SEMESTER**

PART I LANGUAGE

Tamil Paper I

பகுதி I - தமிழ்

சென்னைப் பல்கலைக்கழகப் பாடத்திட்டம்

அனைத்து இளங்கலைப் பட்டப்பிரிவுகளுக்கும் பொதுவானது.

(B.Com, B.Sc., BBA, BCA அனைத்து முதலாமாண்டு மாணவர்களுக்கும்)

முதலாம் ஆண்டு- முதற்பருவம்

அலகு -1 தமிழ் இலக்கிய வரலாறு

1.நாட்டுப்புறப் பாடல்கள், கதைகள், கதைப்பாடல்கள், பழமொழிகள், விடுகதைகள்.

2.உரைநடை இலக்கிய வரலாறு

சிறுகதைகள் தோற்றமும் வளர்ச்சியும்

புதினங்கள் தோற்றமும் வளர்ச்சியும்

3. கவிதை இலக்கிய வரலாறு

மரபுக் கவிதைகள் தோற்றமும் வளர்ச்சியும்

புதுக் கவிதைகள் தோற்றமும் வளர்ச்சியும்

4. நாடக இலக்கியத்தின் தோற்றமும் வளர்ச்சியும்

(சிலப்பதிகாரம் முதல் தற்கால நாடகம் வரை)

அலகு -2

1. வாய்மொழி இலக்கியம்: நாட்டுப்புறப் பாடல்கள்

தாலாட்டு, காதல், ஒப்பாரி

2.புதுமைப்பித்தன் சிறுகதைகள்

கடவுளும் கந்தசாமிப் பிள்ளையும், செல்லம்மாள், மனித யந்திரம்,

ஆற்றங்கரைப் பிள்ளையார், ஒருநாள் கழிந்தது.

அலகு -3

1.பாரதியார்; காணிநிலம் வேண்டும், நல்லதோர் வீணை

2.பாரதிதாசன்; தமிழ்க்காதல், தமிழ் வளர்ச்சி, எந்நாளோ?

3.கவிமணி தேசிய விநாயகம் பிள்ளை: தன் வரலாறு கூறுதல்.

அலகு -4

1. சிற்பி: முள்.....முள்.....முள்.....
2. அப்துல் ரகுமான்: குருடர்களின் யானை
3. ஈரோடு தமிழன்பன்: ஒரு வண்டி சென்றியு
4. இரா.மீனாட்சி: சிற்ப் எழுத்து
5. வைரமுத்து: குண்டுசி
6. பழனி பாரதி: நான்கு மரக்கன்றுகள்

அலகு - 5

பம்மல் சம்பந்த முதலியார் - சந்திரஹரி

அலகு - 6

மொழிப்பயிற்சி

1. பொருந்திய சொல் தருதல்
2. மரபுத் தொடர்கள்
3. கலைச்சொற்கள்
4. நேர்காணல்

HINDI PART-I

Common for all UG Courses

First Year- First Semester

PART-I PAPER –I =PROSE

Prescribed Text Book -1) Hindi GADYA MALA Ed: By Dr.Syed Rehamathulla

2) FUNCTIONAL HINDI AND LETTER WRITING

Prescribed Text Book – Prayojan moolak Hindi

UNIT -1

- 1) Sabhyata ka Rahasya
- 2) Personal Applications
- 3) Leave Letters
- 4) Government Order
- 5) Administrative Terminology Hindi to English

UNIT-2

- 1) Mitrata
- 2) Letter to the Editor
- 3) Opening an A/C
- 4) Demi Official Letter
- 5) Administrative Terminology English to Hindi

UNIT-3

- 1) Yuvavon se
- 2) Application for withdrawal
- 3) Circular
- 4) Memo
- 5) Administrative Terminology Hindi to English

UNIT-4

- 1) Paramanu Oorja evam khadya padarath sanrakshan
- 2) Transfer of an A/C
- 3) Missing of pass book /cheque leaf
- 4) Official Memo
- 5) Administrative Terminology English to Hindi

UNIT -5

- 1) Yougyata aur Vyavasay ka Chunav
- 2) Complaints
- 3) Ordering for books
- 4) Notification
- 5) Official noting Hindi to English

UNIT-6

- 1) Enquiry
- 2) Resolution
- 3) Notice
- 4) Official noting English to Hindi

FRENCH
Semester I
Foundation Course: Paper I-French I
With effect from 2018-2019
Title of the Paper: Prescribed text and grammar-I

Prescribed textbook:

Régine Mérieux & Yves Loiseau, *Latitudes 1*, Paris, Didier, 2017 (Units 1-6 only).

The following texts from the prescribed textbook:

- Module 1- Unite 1 - Salut!
 Unite 2 - Enchanté !
 Unite 3 - J'adore!

- Module 2 – Unite 4 - Tu veux bien!
 Unite 5 - On se voit quand?
 Unite 6 – Bonne idée!

PART II – ENGLISH

COMMON TO ALL UNDER GRADUATE COURSES WHO STUDY PART II - ENGLISH FOR TWO SEMESTERS ONLY

B.Com (Gen,A&F,BM),BBA&BCA

First Year -First Semester

Text - **Catalyst A Multilevel English Refresher** by Anu Chitra Publications Rs. 95/-

Preparatory Lessons

1. Competition Matters - *Suzanne Sievert*
2. A Personal Crisis May Change History - *Dr. A.P.J. Abdul Kalam*
3. Why Preserve Biodiversity - *Prof. D.Balasubramanian*
4. A Call to Action - *Adapted from Hillary Rodham Clinton's address.....*
5. If Only there Were More like Him - *Revathi Seshadri*

Unit - I Prose

1. My Greatest Olympic Prize - *Jesse Owens*
2. If You are wrong admit it - *Dale Carnegie*
3. Monday Morning - *Mark Twain*
4. The Unexpected - *Robert Lynd*

Unit - II Poetry

1. Pulley or Gift of God - *George Herbert*
2. La Belle Dame Sans Merci - *John Keats*
3. The Night of the Scorpion - *Night of the Scorpion*
4. The Death of a Bird - *A.D. Hope*

Unit - III Short Story

1. Mrs. Packletide's Tiger - *Saki*
2. A Snake in the Grass - *R.K. Narayan*
3. Three Questions - *Leo Tolstoy*
4. The Gift of the Magi - *O. Henry*

Unit - IV

The Invisible Man by H.G. Wells (*An Abridged Novel*) by Emerald Publishers

Unit -V Grammar

Tense, Aspect, Auxiliaries (Primary and Modal), Negatives, Interrogatives (Yes or No, Wh Questions) Tag questions, completing the sentences, Common errors, Synonym, Antonym, Word class, Use in sentences of words. (Refer to the Grammar exercises in the Text Book)

Grammar Reference Book **Spring Board** by Orient Black swan Pvt. Ltd Rs.120/-

Part -I

Sound Right

Introduction to the Sounds of the English Language, Word Stress, Strong and Weak Forms, Sentences Stress and Intonation, Voice Modulation.

PART III
Core Paper I FINANCIAL ACCOUNTING
(Theory: 15 Marks Problems: 60 Marks)

UNIT I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

UNIT II

Preparation of Final Accounts of a Sole Trading Concern
– Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

UNIT III

Partnership Accounts-Final accounts of partnership firm
– Basic concepts of admission, retirement and death of a partner -including treatment of goodwill
- Rearrangement of capitals. (Simple problems on Partnership Accounts).

UNIT IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims – Average Clause (Loss of stock & Loss of Profit)

UNIT V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

Recommended Texts

1. R.L.Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting - Margham Publications –Chennai-17.
4. Shukla & Grewal, Advanced Accounting – S Chand - New Delhi.
5. Nirmal Gupta, Financial Accounting-Ane Books India – New Delhi.
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers – New Delhi.

Core Paper II - PRINCIPLES OF MANAGEMENT

UNIT I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

UNIT III

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation.

UNIT IV

Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and Purpose.

UNIT V

Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

Recommended Texts

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Weihrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

Allied Paper I -MANAGERIAL ECONOMICS

UNIT I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm

UNIT II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting

UNIT III

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis

UNIT IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Recommended Texts

1. Dr. S.Shankaran, Managerial Economics - Margram Publication - Chennai
2. P.L Metha, Managerial Economics - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications - New Delhi.
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd., - New Delhi.
5. Spencer M H, Contemporary Economics - Worth publishers - New York.
6. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases - Tata McGraw Hill - New Delhi.

SOFT SKILLS I

ESSENTIALS OF LANGUAGE AND COMMUNICATION – LEVEL I

Unit I

Recap of Language Skills – Speech, Grammar, Vocabulary, Phrase, clause, sentence, Punctuation.

Unit II

Fluency building what is fluency – Why is fluency important – Types of fluency – Oral fluency – Reading fluency – Writing fluency – Barriers of fluency – How to develop fluency.

Unit III

Principles of communication: LSRW in communication. What is meant by LSRW Skills – Why it is important – How it is useful – How to develop the skills?

Oral – Speaking words, articulation, speaking clearly.

Written communication – Generating ideas/ gathering data organizing ideas, Setting goals, Note taking, Outlining, Drafting, Revising, Editing and Proof reading.

Nonverbal communication – Body language, Signs and symbols, Territory/Zone, Object language.

Recommended Texts:

Hewing, Martin. 1999. Advanced English Grammar: A Self-study Reference and practice Book for South Asian Students. Reprint 2003. Cambridge University Press. New Delhi.

Lewis, Norman. 1991. Word Power Made Easy. Pocket Books. Hall and Shepherd. The Anti-Grammar Book: Discovery Activities for Grammar Teaching Longman. Powell. In Company. MacMillan.

Cotton, et al. Market Lader. Longman.

**NON MAJOR ELECTIVE I
BASICS OF RETAIL MARKETING**

UNIT – I

Retailing – Definition – Retail Marketing – Growth of organized retailing in India – Importance of retailing

UNIT – II

Functions of Retailing – characteristics of Retailing – Types of Retailing – store retailing – Non-store retailing

UNIT – III

Retail location factors – Branding in retailing – private labeling – Franchising concept.

UNIT – IV

Communication tools used in Retailing – Sales promotion, e-tailing- window display

UNIT - V

Supply chain management – definition – importance – Role of information Technology in retailing.

Reference Books:

- 1. Modern Retail Management – J.N.Jain & P.P.Singh** Regal Publications, New delhi
- 2. Retail Management – Suja Nair,** Himalaya Publishing house.

FIRST YEAR- SECOND SEMESTER

பகுதி I - தமிழ்

சென்னைப் பல்கலைக்கழகப் பாடத்திட்டம்

அனைத்து இளங்கலைப் பட்டப்பிரிவுகளுக்கும் பொதுவானது.

(B.Com, B.Sc., BBA, BCA அனைத்து முதலாமாண்டு மாணவர்களுக்கும்)

முதலாம் ஆண்டு- இரண்டாம் பருவம்

அலகு -1

தமிழ் இலக்கிய வரலாறு

1. சிற்றிலக்கிய வரலாறு
2. கிறித்துவ இலக்கிய வரலாறு
3. இசுலாமிய இலக்கிய வரலாறு

அலகு -2

1. நந்திக் கலம்பகம்
2. முத்தொள்ளாயிரம்
3. தமிழ் விடு தூது (முதல் 36 கண்ணிகள்)

அலகு -3

1. திருக்குற்றாலக் குறவஞ்சி (குறத்தி மலைவளம் கூறுதல்)
2. முக்கூடல் பள்ளு (நாட்டு வளம்)
3. இயேசு பிரான் பிள்ளைத்தமிழ் (செங்கீரைப்பருவம் முதல் 5 செய்யுள்கள்)

அலகு -4

நளவெண்பா (கலி நீங்கு காண்டம்)

அலகு -5

சீறாப்புராணம் (மானுக்குப் பிணை நின்ற படலம்)

அலகு -6

மொழிப் பயிற்சி

இலக்கணக் குறிப்புகள் : பண்புத்தொகை, வினைத்தொகை, உம்மைத்தொகை, உருவகம், உவமைத்தொகை, வேற்றுமைத்தொகை, அன்மொழித்தொகை.....

HINDI PART -1 PAPER -2
FIRST YEAR- SECOND SEMESTER

PART -1 PAPER -2- ONE ACT PLAY, SHORT STORY AND TRANSLATION

1) ONE ACT PLAY

Prescribed text book – AATHEKANKI Ed by Devendra ray Ankur, Mahesh Anand

2) SHORT STORIES- Prescribed Textbook SWARNA MANJARI ed by D.R. Chitti
Annapurna

3) Translation Practice- Prescribed Text Book –Prayogan Moolak Hindi

UNIT -1

- 1) Aurangzeb ke Aakhiri Raat
- 2) Mukthidhan
- 3) Practice of Annotation Writing
- 4) Practice of Summary and Literary Evaluation Writing

UNIT-2

- 1) Laksmi Ka Swagat
- 2) Mithayeewaala
- 3) Practice of Annotation Writing
- 4) Practice of Summary and Literary Evaluation Writing

UNIT -3

- 1) Basant Ritu Ka Natak
- 2) Seb Aur Dev
- 3) Practice of Annotation Writing
- 4) Practice of Summary and Literary Evaluation Writing

UNIT-4

- 1) Bahut Bada Sawal
- 2) Vivah Ki Teen Kathayen
- 3) Practice of Annotation Writing
- 4) Practice of Summary and Literary Evaluation Writing

UNIT-5

- 1) Translation Practice (English to Hindi)

Foundation Course: Paper II-French II
Title of the Paper: Prescribed text and grammar-II

Prescribed textbook: Régine Mérieux & Yves Loiseau, *Latitudes 1*, Paris, Didier, 2017
(Units 7-12 only).

The following texts from the prescribed textbook:

- **Module 3-** **Unité 7 – C’est où!**
 Unité 8 – N’oubliez pas !
 Unité 9 – Belle vue sur la mer!

- **Module 4 –** **Unité 10 – Quel beau voyage!**
 Unité 11 – Oh ! joli !
 Unité 12 - Et après !

Questions not to be asked from the Autoévaluation and Préparation au DELF

PART –II ENGLISH

First Year-Second Semester

Text - **Panorama English for Communication** by Emerald Publishers Rs.80/

Unit - I Prose

1. The Refugee - *K.A. Abbas*
2. The Lion and The Lamb - *Leonard Clark*
3. The Lady or the Tiger? - *Frank R. Stockton*
4. The Sky is the limit - *Kalpana Chawla*

Unit - II Poems

1. The Solitary Reaper - *William Wordsworth*
2. Gift - *Alice Walker*
3. O What is that Sound - *W. H. Auden*
4. Ode to the West Wind - *P.B. Shelly*

Unit - III Short Stories

1. The Fortune-Teller - *Karel Capek*
2. The Postmaster - *Rabindranath Tagore*
3. The Model Millionaire - *Oscar Wilde*
4. The Dying Detective - *Arthur Canon Doyle*

Unit - IV One-Act Plays

1. The Death Trap - *Saki (H.H. Munro)*
2. The Dear Departed: A Comedy in ONE-ACT- *Stanley Houghton*
3. The Sherif's Kitchen - *Ronald Gow*
4. The Anniversary - *Anton Chekkov*

Unit - V Drama

Arms and the Man by Bernard Shaw (*Drama*) by Orient BlackSwan.

Unit - VI Communicative Grammar - Refer to the Text - **Panorama Part III** from **Spring Board** by Orient Blackswan Pvt. Ltd
Rs.120/-Watch Your English

Grammar, Framing Questions, Common Errors, More Grammar, Word Building:

Prefixes and Suffixes.

PART –III Core Papers
Core Paper III - BUSINESS COMMUNICATION

UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

UNIT II

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT III

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT IV

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT V

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business.

Recommended Texts

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd. - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.- London.
6. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

Core Paper IV - MANAGEMENT ACCOUNTING
Theory: 15 Problems: 60

UNIT I

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

UNIT II

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools. Methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios- Liquidity, Profitability, turnover, capital structure and Leverage.

UNIT IV

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

UNIT V

Investment decisions; brief introduction of cost of capital; methods of capital budgeting; Average Rate of Returns (ARR), Pay Back Period (PBP), Net present Value (NPV) and Internal Rate of returns (IRR), capital rationing (simple problems on capital budgeting methods).

Recommended Texts

1. SN Maheswari, Management Accounting - Sultan Chand & Sons.
2. Jhamb, Fundamentals of Management Accounting – Ane Books India - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.
4. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Maegham Publication.

Allied Paper II - INTERNATIONAL TRADE

UNIT I

Difference between Internal and International trade – Importance of International Trade in the Global Context

UNIT II

Theories of Foreign Trade – Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, Haberler's, Heckscher – Ohlin theories only)

UNIT III

Balance of Trade, Balance of Payment Concepts, causes of disequilibrium methods to correct disequilibrium: Fixed and floating exchange rates

UNIT IV

International Monetary system:- IMF – International Liquidity – IBRD

UNIT V

WTO and its implications with special reference to India

Recommended Texts

1. Cherunilam Francis, International Trade and Export Management - Himalaya Publishing House - Mumbai.
2. T.T. Sethi, Money Banking & International Trade - S.Chand & Co., - Delhi.
3. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) - Pearson Education Asia - Addison Wesley Longman (P) Ltd. - Delhi-92.
4. Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadwon Publishing Company - California.
5. H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd.- New Delhi – 14.

SOFT SKILLS II

Essentials of Language and Communication – Level – II

Unit-I

Speaking Skills Formal and Informal Conversation – Conversation in the work place – Interviews – Public Speech – Lectures.

Unit – II

Listening Skill Comprehending – Retaining – Responding – Tactics – Barriers to Listening – Overcoming listening barriers – Misconception about listening.

Unit – III

Reading Skill Acquiring reading – Reading Development – methods teaching – Reading difficulties.

Unit – IV

Writing skill Note-making – CV's – Report writing, copy writing, Agenda – Minutes – Circular – Essay writing on any current issues – paragraph – Essay writing, Writing Research papers – Dissertation.

Unit- V

Business Correspondence Meaning of Business correspondence – Importance of Business Correspondence essential qualities of a business letters. Different types of business letters – cover letter, thank you letters, message through email and Fax, Acceptance letters, rejection letters, and withdrawal letters.

Recommended Texts:

Minippally, Methukutty. M. 2001. Business Communication Strategies. 11th Reprint. Tata McGraw – Hill. New Delhi.

SasiKumar. V and P.V. Dharmija. 1993. Spoken English: A Self-Learning Guide Conversation Practice. 34th reprint. Tata McGraw – Hill. New Delhi.

Swets, Paul. W. 1983. The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates. Prentice Hall Press. New York.

John, Seely The Oxford guide to writing and speaking. Oxford U P, 1998, Delhi.
The Process of Writing: Planning and Research, Writing, Drafting and Revising.

NON MAJOR ELECTIVE II
BASICS OF BUSINESS INSURANCE

Unit – I

Introduction to Insurance – Type of Insurance – Principles of Insurance.

Unit – II

Salient features of IRDA Act – Administration of IRDA Act – Regulatory measures of IRDA

Unit – III

Life insurance products – Term, Whole life, Endowment.

Unit – IV

Introduction to general Insurance – fire, marine and motor insurance.

Unit – V

Government and insurance companies – LIC India- private players in Insurance in India.

Text Books Recommended:

Dr.N.Premavathy – Elements of Insurance, Sri Vishnu Publications, Chennai. Dr.A.Murthy – Elements of Insurance, Margham Publications, Chennai M.N.Mishra – Insurance, Principles and practice, S.Chand & Co. Ltd., New Delhi

References

Nalini Prava Tripathy, Prabir Paal – Insurance Theory & Practice, Prentice Hall of India
Anand Ganguly – Insurance Management, New Age International Publishers.

III Semester
Part III Core papers
Core Subject: V - FINANCIAL MANAGEMENT
(Theory: 15 Problems: 60)

UNIT I

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

UNIT II

Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.

UNIT III

Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

UNIT IV

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's – M.M. Hypothesis)

UNIT V

Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Reference Books:

1. Financial Management - I.M. Pandey
2. Financial Management – Prasanna Chandra
3. Financial Management – S.N. Maheswari
4. Financial Management – Y. Khan and Jain

Core Subject: VI - ORGANISATIONAL BEHAVIOUR

UNIT I

Need and scope of organizational behavior - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature - Types and uses of perception.

UNIT II

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

UNIT III

Work environment -Good housekeeping practices - Design of work place - Fatigue - Causes and prevention and their importance - Leadership -Types and theories of leadership

UNIT IV

Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

UNIT V

Organizational culture and climate - Organizational Development

Recommended Books

1. Uma Sekaran, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO.Ltd
2. Gangadhar Rao, Narayana, V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd, 1st edition
3. S.S. Khanka, Organisational Behaviour, S.Chand & Co, New Delhi.
4. J.Jayasankar, Organisational Behaviour, Margham Publications, Chennai. 3.

Core Subject: VII - COMPUTER APPLICATION IN BUSINESS

UNIT – I

Word Processing: Meaning and role of word processing in creating of documents, Editing, formatting and printing documents using tools such as spell check, thesaurus, etc., in word processors (MS Word), Electronic Spreadsheet, Structure of Spread sheet and its applications to accounting , finance, and marketing functions of business; Creating a dynamic/ sensitive worksheet; Concept of absolute and relative cell – reference; Using built – in functions; Goal seeking and solver tools; Using graphics and formatting to worksheet; Sharing data with other desktop applications ; Strategies of creating error – free worksheet (MS Excel)

UNIT – II

Programming under a DBMS environment: The concept of data base management system; Data field, records, and files, sorting and indexing data; Searching records. Designing queries, and reports; linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS – Access).

UNIT – III

Electronic Data Interchange (EDI) : Introduction of EDI - Basics of EDI; edi standards; Financial EDI (FEDI) FEDI for international trade transaction; Applications of EDI, Advantages of EDI; Future of EDI.

UNIT – IV

The internet and its basic concepts: Internet concept, History, Development in India: Technological foundation of internet; Distributed computing; Client – server computing ;internet protocol suite; Application of distributed computing ; Client server computing; Internet protocol suite in the internet environment ; Domain Name System (DNS); Generic Top – Level Domain (gTLD); Country code Top Level Domain (ccTLD) – India; Allocation of second level domains; IP addresses, Internet protocol; Applications of Internet in business, Education, Governance , etc.

UNIT – V

Information System Audit: Basic idea of information audit; - Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

Reference Books:

1. Agarwala Kamlesh N and Agarwala Deeksha – Business on the Net – Introduction to E-Commerce
2. Goyal – Management Information System.
3. Minoli Daniel, Minoli Emma – e Commerce Technology Handbook.
4. Kanter – Managing with informations.

Core Subject: VIII - MARKETING MANAGEMENT

UNIT I

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

UNIT II

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour

Market segmentation - Need and basis of Segmentation -Targeting - positioning.

UNIT III

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding -Packaging.

UNIT IV

Physical Distribution: Importance - Various kinds of marketing channels - distribution problems.

Sales management: Motivation, Compensation and Control of salesmen.

UNIT V

A brief overview of: Advertising - Publicity - Public Relations - personal Selling - Direct selling and Sales promotion.

Recommended Texts

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd, New Delhi.
3. Crrainfield, Marketing Management, Palgrave Macmillan
4. Sontakki . C.N , Marketing Management, Kalyanni Publishers, Ludhiana
5. Gary Armstrong & Philip Kotler, 2003, Marketing -An Introduction, sixth edition, Pearson Education (Singapore) Pvt Ltd, New Delhi
6. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand & Co , New Delhi.
7. Jayasankar, Marketing, Margham publications, Chennai.

Allied: III - BUSINESS STATISTICS

UNIT – I

Introduction – meaning and definition of statistics – collection and tabulation of statistical data – presentation of statistical data – graphs and diagram – measures of central tendency – Arithmetic mean, median, mode, harmonic mean and geometric mean.

UNIT – II

Measures of variation – standard deviation, mean deviation – Quartile deviation – skewness and kurtosis – Lorenz curve. Simple correlation – scatter diagram – Karl Pearson's correlation – Rank correlations – regressions.

UNIT – III

Analysis of Time series – methods of measuring trend and seasonal variations.

UNIT – IV

Index number s- consumer's price index and cost of living indices – statistical quality control.

UNIT – V

Sampling procedures – simple, stratified and systematic.

Hypothesis testing – Fundamental ideas – Large sample Test – small sample test –t, F, Chi – square (without proof) – simple applications.

REFERENCE BOOKS

1. P.R Vittal, Business mathematics & statistics
2. S.C.Gupta & V.K.Kapoor.

Soft skills III
Essentials of Spoken and Presentation Skills – Level – I

Unit – I

Communication Skills for effective Business Presentation, perfecting oral skills; aural skills; Reading Skills

Unit – II

Non Verbal Communication: cultural codes for effective and business Presentations; Business Etiquettes.

Unit – III

Informal and Informal conversations, Introducing, Opening and closing Speeches, Inviting, thanking, Apologizing, Expressing anger Resolving conflict, Giving and taking information.

Unit – IV

Etiquettes for Public Speaking (extempore and lectures), Interviews and Group Discussions, Telephone conversations and Business Meetings

Unit – V

Etiquettes for Business presentations – Team presentations and Individual presentation.

Recommended texts: Powell. In Company. MacMillan.

Cotton, et al. Market Leader. Longman.

Pease, Allan. 1998. Body Language: How to Read Others Thoughts by their Gestures. Suda Publications. New Delhi.

Gardner, Howard. 1993. Multiple Intelligences: The Theory in Practice: A Reader Basic Book. New York.

De Bono, Edward. 2000. Six Thinking Hats. 2nd Edition. Penguin Books.

De Bono, Edward. 1993. Serious Creativity. Re print. Harper Business.

ENVIRONMENTAL STUDIES PROGRAMME
ABILITY ENHANCEMENT COMPULSORY COURSES
(AECC- Environmental Studies)

SYLLABUS With effect from the academic year 2018-2019 (i.e. for batch of candidates admitted to the course from the academic year 2017-18)

Unit 1:

Introduction to Environmental Studies □ Multidisciplinary nature of environmental studies;
□ Scope and importance; concept of sustainability and sustainable development.

Unit 2 : Ecosystem (2 lectures)

□ What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: Food chains, food webs and ecological succession, Case studies of the following ecosystem: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystem (ponds, stream, lakes, rivers, ocean, estuaries)

Unit 3:

Natural Resources: Renewable and Non – renewable Resources (6 lectures)

□ Land resources and land use change: Land degradation, soil erosion and desertification. □ Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
□ Water: Use and over –exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state). □ Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4:

Biodiversity and Conservation (8 lecturers)

□ Levels of biological diversity: genetics, species and ecosystem diversity, Biogeographic zones of India: Biodiversity patterns and global biodiversity hot spots □ India as a mega-biodiversity nation, Endangered and endemic species of India. □ Threats to biodiversity: Habitat loss, poaching of wildlife, man- wildlife conflicts, biological invasions; Conservations of biodiversity: In-situ and Ex-situ Conservation of biodiversity. □ Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5:

Environmental Pollution (8 lecturers)

□ Environmental pollution: types, causes, effects and controls: Air, Water, soil and noise Pollution. Nuclear hazards and human health risks □ Solid waste management: Control measures of urban and industrial waste □ Pollution case studies.

Unit 6: Environmental Policies & Practices (8 lecturers)

□ Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture □ Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

□ Nature reserves, tribal populations and rights, and human Wildlife conflicts in Indian context.

Unit 7: Human Communities and the Environment (7 lectures)

□ Human population growth, impacts on environment, human health and welfare. □ Resettlement and rehabilitation of projects affected persons; case studies. □ Disaster management: floods, earthquake, cyclone and landslides. □ Environmental movements: Chipko, Silent Valley, Bishnois of Rajasthan. □ Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. □ Environmental communication and public awareness, case studies (e.g. CNG Vehicles in Delhi)

Unit 8: Field Work (6 lectures)

□ Visit to an area to document environmental assets: river / forest/ flora/ fauna etc. □ Visit to a local polluted site – Urban / Rural/ Industrial/ Agricultural. □ Study of common plants, insects, birds and basic principles of identification. □ Study of simple ecosystem- pond, river, Delhi Ridge etc.

(Equal to 5 Lectures)

Suggested Readings:

1. Carson, R. 2002. Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
4. Gleick, P.H. 1993. Water Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalayas dams. Science, 339:36-37
7. McCully, P. 1996. Rivers no more: the environmental effects of dams (pp.29-64). Zed books.
8. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Odum, E.P., Odum, H.T. & Andrees, J. 1971. Fundamental of Ecology. Philadelphia Saunders.
10. Pepper, I.L., Gerba, C.P & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M & Berg, L.R. 2012. Environment. 8th edition. John Willey & sons.
13. Rosencranz, A., Divan, S., & Noble, M.L. 2001. Environmental law and policy in India. Tirupathi 1992.
14. Sengupta, R. 2003. Ecology and Economics: An approach to sustainable development. OUP
15. Singh, J.S., Singh, S.P and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology :Voices from the Tropics. John Willey & Sons.
17. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren,

C.E.1971.Biology and water Pollution Control. WB Saunders. 19. Willson, E.O.2006. The Creation: An appeal to save life on earth..New York: Norton. 20. World Commission on Environment and Development.1987.Our Common Future. Oxford university press.

IV SEMESTER

Part III Core Papers

Core Subject: IX - BUSINESS TAXATION

UNIT – I

Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types.

UNIT – II

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties – Settlement – Appellate Provisions.

UNIT – III

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

UNIT - IV

Central Sales Tax Act – Levy and Collection of CST -Important Definitions - Sales Purchase in the course of export or import- Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties.

UNIT- V

Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT – Set off / Input Tax credit – Carrying over of Tax credit – Registration – TIN – Returns – Assessment of VAT Liability – Declaration form – Service Tax – Tax on different services – Rate of Service Tax.

REFERENCE BOOKS

1. Central Excise Act.
2. Customs Act
3. Central Sales Act
4. Practical Approach to Income Tax – Ahuja Girish and Gupta Ravi
5. Students Guide to Income Tax by Dr. Vinod K. Singhania and Monica Singhania.
6. Indirect Taxes – Datty

7. Business Taxation – T.S. Reddy & Dr. Y. Hariprasad Reddy.

Core Subject: X - BUSINESS REGULATORY FRAME WORK

UNIT I

Brief outline of Indian Contracts Act - Special contracts Act - Sale of goods Act - Contract of Agency

UNIT II

Brief outline of Indian Companies Act 1956.

UNIT III

Brief outline of FEMA - Consumer Protection Act

UNIT IV

The laws of Trade Marks - Copyright - Patents - Designs - Trade related Intellectual Property Rights. (TRIPS) RTP -IDRA -an overview

UNIT V

Brief outline of Cyber Laws

Recommended Text books

1. N.D.Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
2. K.S.Anantharaman, 2003 Business and Corporate Laws, Sitaraman&co. Pvt.Ltd.
3. Chandrasekaran ,2004 Sitaraman&co Pvt Ld , Intellectual Property Law
4. Bare Acts- FEMA, Consumer Protection Act
5. Acharya -2004, Intellectual Property Rights Asia Law House Publication,

Core Subject: XI - FINANCIAL SERVICES

UNIT I

Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.

UNIT II

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

UNIT III

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

UNIT IV

Venture Capital – Credit Rating – Consumer Finance

UNIT V

Mutual Funds: Meaning – Types – Functions – Advantages – Institutions Involved – UTI

REFERENCE BOOKS

1. Financial Services – M.Y.Khan
2. Financial Services – B.Santhanam
3. Law of Insurance – Dr.M.N. Mishra
4. Indian Financial System – H.r. Machiraju
5. A Review of current Banking Theory and Practice – S.K. Basu.

Core Subject: XII - MANAGEMENT INFORMATION SYSTEM

UNIT I

Definition of Management Information System - MIS support for planning, organizing and controlling - Structure of MIS - Information for decision - making.

UNIT II

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT III

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

UNIT IV

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT V

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function

Recommended Books:

1. Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.
2. Sadagopan , "Management Information Systems" - Prentice- Hall of India 3. CSV Murthy -"Management Information Systems" Himalaya publishing House.
4. Dr. S.P. Rajagopalan , "Management Information Systems and EDP " , Margham Publications , chennai .

Allied: IV - OPERATIONS RESEARCH

UNIT – I

Introduction to OR – Meaning and scope – Characteristics – models in OR.LPP-
Formulation graphical method – Simplex method- Big M Method application in Business
– merits and Demerits.

UNIT – II

Transportation model – basic feasible solution – formulation, solving a TP. Assignment
models – formulation – solution.

UNIT – III

Network analysis – work break down analysis – construction – numbering of event.
Time Calculation – critical path, slack, float – application.

UNIT – IV

Queuing models- elements of queuing system – characteristics of queuing model.

UNIT – V

Decision theory – statement of Baye's theorem application. Probability – decision trees.
Game theory meaning and characteristics – saddle point – Dominance property.

RECOMMENDED TEXTS / REFERANCE BOOKS

1. P.R. Vittal & V.Malini, Operative Research – Margham Publications –
Chennai – 17.
2. P.K.Gupta & Man mohan, Problems in Operations Research – Sultan
Chand & sons – New Delhi
3. V.K.Kapoor, Introduction to operational Research – Sultan chand &
sons – New Delhi
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of
India- New Delhi.

Soft Skills IV
Essentials of Spoken and Presentation Skills – Level – II

Unit – I

Body Language – Kinesics, Proxemics, Para linguistic, Chronemics, Nuances of Speech Delivery. Personality Development: Building self-esteem.

Unit – II

Team work and participating in group discussions – Team building and Team work, Team briefing, Role of Team leader, Conflict resolution, Methodology of Group discussions, Role Functions in Group Discussion, Types of Non – functional Behavior, Improving group performance. Participating in Mock group discussions.

Unit – III

Interviews – Types of Interviews, preparing for interviews, facing interviews, reviewing performance, participating in mock interviews.

Unit – IV

Business Presentations – Preparing successful presentations, thinking about audience, making effective use of visual aid, Delivering presentation, using prompts, dealing with questions and interruptions, Mock presentations.

Recommended Texts: Peter, Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw Hill. 2012. Print.

Singh, Prakash and Raman, Meenakshi. Business Communication. New Delhi: Oxford UP. 2006. Print.

Bailey, Edward P. Writing and Speaking at Work: A Practical Guide for Business Communication. Pennsylvania: Prentice Hall. 2007. Print.

Pease, Allan and Peas, Barbara. The Definitive Book of Body Language. New York: Random House. 2006. Print.

De Bono, Edward. 1993. Serious Creativity. Re print. Harper Business.

ENVIRONMENTAL STUDIES
ABILITY ENHANCEMENT COMPULSORY COURSES
(AECC- Environmental Studies)

Unit 1:

Introduction to Environmental Studies □ Multidisciplinary nature of environmental studies;
□ Scope and importance; concept of sustainability and sustainable development.

Unit 2: Ecosystem (2 lectures)

□ what is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: Food chains, food webs and ecological succession, Case studies of the following ecosystem: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystem (ponds, stream, lakes, rivers, ocean, estuaries)

Unit 3:

Natural Resources: Renewable and Non – renewable Resources (6 lectures)

□ Land resources and land use change: Land degradation, soil erosion and desertification. □ Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
□ Water: Use and over –exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state). □ Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4:

Biodiversity and Conservation (8 lectures)

□ Levels of biological diversity: genetics, species and ecosystem diversity, Biogeographic zones of India: Biodiversity patterns and global biodiversity hot spots □ India as a mega-biodiversity nation, Endangered and endemic species of India. □ Threats to biodiversity: Habitat loss, poaching of wildlife, man- wildlife conflicts, biological invasions; Conservations of biodiversity: In-situ and Ex-situ Conservation of biodiversity. □ Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

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Environmental Pollution (8 lectures)

□ Environmental pollution: types, causes, effects and controls: Air, Water, soil and noise Pollution. Nuclear hazards and human health risks □ Solid waste management: Control measures of urban and industrial waste □ Pollution case studies.

Unit 6: Environmental Policies & Practices (8 lectures)

□ Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture □ Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act;

Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

□ Nature reserves, tribal populations and rights, and human Wildlife conflicts in Indian context.

Unit 7: Human Communities and the Environment (7 lectures)

□ Human population growth, impacts on environment, human health and welfare. □ Resettlement and rehabilitation of projects affected persons; case studies. □ Disaster management: floods, earthquake, cyclone and landslides. □ Environmental movements: Chipko, Silent Valley, Bishnois of Rajasthan. □ Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. □ Environmental communication and public awareness, case studies (e.g. CNG Vehicles in Delhi)

Unit 8: Field Work (6 lectures)

□ Visit to an area to document environmental assets: river / forest/ flora/ fauna etc. □ Visit to a local polluted site – Urban / Rural/ Industrial/ Agricultural. □ Study of common plants, insects, birds and basic principles of identification. □ Study of simple ecosystem- pond, river, Delhi Ridge etc.

(Equal to 5 Lectures)

Suggested Readings:

1. Carson, R. 2002. Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
4. Gleick, P.H. 1993. Water Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalayas dams. Science, 339:36-37
7. McCully, P. 1996. Rivers no more: the environmental effects of dams (pp.29-64). Zed books.
8. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Odum, E.P., Odum, H.T. & Andrees, J. 1971. Fundamentals of Ecology. Philadelphia Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & sons.
13. Rosencranz, A., Divan, S., & Noble, M.L. 2001. Environmental law and policy in India. Tirupathi 1992.
14. Sengupta, R. 2003. Ecology and Economics: An approach to sustainable development. OUP
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
17. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren, C.E. 1971. Biology and water Pollution Control. WB Saunders.
19. Willson, E.O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
20. World Commission on Environment and Development. 1987. Our Common Future. Oxford university press.

V SEMESTER
Part III Core Papers

Core Subject: XIII - BUSINESS ETHICS AND VALUES

UNIT I

Role and importance of Business Ethics and Values in Business - Definition of Business ethics - impact on business policy and Business strategy - Role of CEO - Impact on the Business culture.

UNIT II

Types of Ethical issues - Bribes - Coercion - Deception - Theft - Unfair Discrimination

UNIT III

Ethics internal - Hiring - Employees - Promotions -Discipline -Wages - Job Description - Exploitation of employees

UNIT IV

Ethics External - Environment Protection - Natural - Physical -Society - Relationship of values and Ethics - Indian Ethos - Impact on the performance.

UNIT V

Social Responsibilities of Business

Recommended Texts

1. Dr.S.Sankaran, Business Ethics and Values, Margham Publication, Chennai.
2. Mamoria & Mamoria, Business Planning & Policy, Himalaya Publication House, Mumbai.
3. D.Senthil Kumar & Dr. A.Senthil Rajan, Business Ethics and Values, Himalaya Publication House, Mumbai - 4.

Core Subject: XIV - MARKETING RESEARCH

UNIT I

Introduction - Definition of Marketing Research - Nature and Scope - Marketing Research as aid to rational decision-making. Marketing Research Methodology

UNIT II

Sampling techniques - Random - Stratified - Area – Quota
Questionnaire - Interview techniques - Interviewing skills on the part of Investigator.

UNIT III

Motivation Research - Product Research

UNIT IV

Consumer Survey - Sales Control Research

UNIT V

Media Research - Various Techniques - Measuring advertising effectiveness - Analysis and reporting research findings to the management.

Recommended Texts

1. D D Sharma, Marketing Research -Principles, Application and Cases, Sultan Chand Publications, New Delhi
2. Suja R Nair, Marketing Research, Himalaya Publications, New Delhi
3. C R Kothari-1990-Research Methodology Methods and Techniques- Second Edition- Wishwa Prakasham Publications-New Delhi
4. G. C. Beri-1993-Marketing Research-Second Edition- Tata Mc-Graw Hill Publication- New Delhi
5. Gupta Sunil, Bansal .S.P. & Verma O.P.,Marketing Research , kalyani Publishers, Ludhianna .

Core Subject: XV - PRODUCTION MANAGEMENT

UNIT I

Production system – Introduction – Production –Productivity -Production management – Objectives – Functions – Scope Relationship with other functional areas.

UNIT II

Production planning and control – Routing and scheduling –Dispatching – Maintenance management – Types of maintenance-Breakdown – Preventive – Routine – Maintenance scheduling.

UNIT III

Plant location – Introduction need for selecting a suitable location – Plant location problems – Advantages of urban, semi – urban and rural locations – Systems view of locations – Factors influencing plant location.-Plant layout – Plant layout problems – Objectives – Principles of plant layout – Factors influencing layout – Types of layout.

UNIT IV

Work and method study – Importance of work study –work study Procedures –Time study –Human considerations in work study –Introduction to method study – Objectives of method study – Steps involved in method study.-Work measurement – Objectives of work, measurement – Techniques of work measurement –Computation standard time- Allowance – Comparison of various techniques.

UNIT V

Quality control – Types of inspection – Centralized and decentralized – P chart – X- Chart –Construction – Control – TQM.

Recommended Texts

1. P Khanna, Industrial Engineering & Management, Danpat Rai Publishing House
2. Martand T Telsang, , “Production Management”, S.Chand & Co, New Delhi.
3. Sharma Gagan Deep, Gursharnjit, Harpreet Singh, Production and Operations Management”, Kalyani Publishers, Ludhiana
4. R.Senapati, 2002, ”Production and Materials Management”,ARS Publications, Arpakkam, T.N.

Core Subject: XVI - MATERIAL MANAGEMENT

UNIT I

Materials management -Definition and function - Importance of materials management

UNIT II

Integrated materials management - The concept - Service function advantages - inventory control - Function of inventory -Importance - Replenishment stock -Material demand forecasting -MRP - Basis tolls - Inventory control- ABC - VED - FSN analysis-Inventory control of spares and slow moving items - EGO -ESQ -Stores planning

UNIT III

Purchase management - Purchasing - Procedure – Dynamic Purchasing - Principles - import substitution -International purchase- Import purchase procedure

UNIT IV

Stock keeping and materials handling - Objectives - Function store keeping - Stores responsibilities -Location of store house -centralized store room - Equipment - security measures - Protection and prevention of stores

UNIT V

Vendor rating - Vendor management - Purchase department -Responsibility - Buyer - seller relationship - Value analysis - ISO -Types.

Recommended Texts:

1. Sumathi & Saravanavel, Production & Materials management, Margham Publications,Chennai.
2. M.M. Varma, 1999, Materials Management, 4th Edition, Sultan Chand & Sons, New Delhi
3. Hill, Operations management, Palgrave Macmillan

ELECTIVE – I

ENTREPRENEURIAL DEVELOPMENT

UNIT I

Concept of Entrepreneurship

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.

UNIT II

Entrepreneurial Development – Agencies

Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI

UNIT III

Project Management

Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities -Preparation of Project Report – Tools of Appraisal.

UNIT IV

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Role of Government in organizing EDPs – Critical evaluation.

UNIT V

Economic development and entrepreneurial growth

Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising / Dealership – Development of Women Entrepreneurship.

REFERENCE BOOKS:

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai – Project management
4. Jayashree Suresh – Entrepreneurial development
5. Holt – Entrepreneurship – New Venture Creation
6. J.S. Saini & S.I. Dhameja – Entrepreneurship and small business.
7. P.C. Jain – Handbook for New Entrepreneurs

8. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business.

PART- IV VALUE EDUCATION

Common for all U.G. & Five Year Integrated Courses
(Effective from the Academic Year 2012-2013)

Objective

Values are socially accepted norms to evaluate objects, persons, and situations that form part and parcel of sociality. A value system is a set of consistent values and measures. Knowledge of the values are inculcated through education. It contributes in forming true human being, who are able to face life and make it meaningful. There are different kinds of values like, ethical or moral values, doctrinal or ideological values, social values and aesthetic values. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be. There are representative values like, "Equal rights for all", "Excellence deserves admiration". "People should be treated with respect and dignity". Values tend to influence attitudes and behavior and help to solve common human problems. Values are related to the norms of a culture.

Unit I

Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.

Unit II

Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self esteem and self-confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking

Unit III

Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam's ten points for enlightened
Citizenship – Social Values and Welfare of the citizen – The role of media in value building.

Unit IV

Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

Unit V

Social Evils – Corruption, Cyber-crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women-
How to tackle them

Books for Reference:

1. M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003
2. Chakravarthy, S.K. : Values and ethics for Organizations:Theory and Practice, Oxford University Press, New Delhi , 1999.
3. Satchidananda, M.K.: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991
4. Das, M.S. & Gupta, V.K. : Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995
5. Bandiste, D.D.: Humanist Values: A Source Book, B.R.Publishing Corporatio

VI SEMESTER
Part III Core Papers

Core Subject: XVII - BUSINESS ENVIRONMENT

UNIT I

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

UNIT II

Political Environment - Government and Business relationship in India

UNIT III

Social environment - Cultural heritage - Social attitudes - Castes and communities - Joint family systems -linguistic and religious groups - Types of social organization

UNIT IV

Economic Environment - Economic systems and their impact of business - Fiscal deficit - Plan investment -Five Year Planning.

UNIT V

Financial Environment - Financial system - Commercial bank Financial Institutions - RBI Stock Exchange - IDBI - Non Banking Financial Companies NBFCs

Recommended Texts

1. Francis Cherunilam, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran , Business Environment, Margham Publications.
3. K Aswathappa , 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India.
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

Core Subject: XVIII - SERVICES MARKETING

UNIT I

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT II

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT IV

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT V

Marketing of Service with Special Reference To: 1.Financial services, 2.Health services, 3.Hospitality services including travel, hotels and tourism, 4.Professional service, 5.Public utility service, 6.Educational services.

Recommended Texts

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Baron, Services Marketing, Second Edition. Palgrave Macmillan
- 3 Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur .G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna .

5. Dr. B. Balaji , Services Marketing and Management ,S. Chand & Co , New Delhi .

Core Subject: XIX - HUMAN RESOURCE MANAGEMENT

UNIT I

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement.

UNIT II

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

UNIT III

Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

UNIT IV

Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers' participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

UNIT V

Human Resource Audit – Nature – Benefits – Scope – Approaches.

REFERENCE BOOKS:

1. Human Resource Management – V S P Rao
2. Human Resource Management – Ashwathappa
3. Human Resource Management – Garry Deseler
4. Human Resource Management – L M Prasad
5. Human Resource Management – Tripathi.

ELECTIVE - II

CUSTOMER RELATIONSHIP MANAGEMENT

UNIT-I

Communication - need/ Mode of communication – barriers, channels of communication - oral - written -listening skill – Verbal skill- interpersonal communication and intra personal communication, Essentials of business letter.

UNIT -II

CRM - concept and approach - CR in competitive environment public relation and image building

UNIT -III

Banker - customer relationship -retaining and enlarging customer base - customer services - quality circle.

UNIT -IV

Nature and types of customer - complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - ombudsman.

UNIT - V

Market Segment - Customer Data Base - Market Research. Review and Evaluation of Customer Satisfaction.

Recommended Books

1. H.Peeru Mohamed & A. Sangadevan , Customers Relationship Management - A Step –by – step approach , Vikas Publishing House Private Limited , Noida .
2. Mukesh Chaturvedi Abhinav , Chaturvedi , Customers Relationship Management – An Indian Perspective , Excel Books , New Delhi .

Elective - III: PROJECT WORK (GROUP)

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the University 15 days prior to the commencement of the University Examinations.

The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.

Those who fail in the project work will have to redo the project work and submit to the college for external examination by the University.

Part IV Extension Activities

