



PSGR KRISHNAMMAL COLLEGE FOR WOMEN
College with Potential for Excellence
(An Autonomous Institution, Affiliated to Bharathiar University)
(Reaccredited with 'A' Grade by NAAC, An ISO 9001:2008 Certified Institution)
Peelamedu, Coimbatore-641004



DEPARTMENT OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM

BACHELOR OF BUSINESS ADMINISTRATION (BUSINESS PROCESS MANAGEMENT)

2015 - 2018

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DEPARTMENT OF BUSINESS ADMINISTRATION (BUSINESS PROCESS MANAGEMENT)
2015-2018

Scheme of Examination

(Applicable to students admitted during the academic year (2015– 2018))

Sem	Part	Subject Code	Title of the Paper	No. of Hrs			Exam Duration (ESE)	Exam Marks			Credits		
				Lecture hrs	Test hrs	Total hrs		CIA	ESE	TOTAL			
I	I	TAM1401/ HIN1401/ FRE1401	Language Paper I- Tamil/Hindi/French-PaperI	86	4	90	3	25	75	100	3		
I	II	ENG1301/ ENG13F1	English Paper I /Functional English Paper 1	86	4	90	3	50	50	100	3		
I	III	BA13C01	Core 1: Principles of Management	71	4	75	3	25	75	100	4		
I	III	BA13C02	Core 2: Business Economics	71	4	75	3	25	75	100	4		
I	III	TH14A25B/ TH14A25A	Allied I: Introduction to Business Mathematics LEVEL I/ LEVEL II	86	4	90	3	25	75	100	5		
I	IV	NME14B1/ NME14A1/ NME12WS/ NMB12AS/ NME12GS	BasicTamil/ Advanced Tamil/ Women studies/ Ambedkar/ Gandhian studies	28 28 26	2 2 4	30 30 30	3 3 -	50 25 100	50 75 -	100 100 100	2		
		II	I	TAM1402/ HIN1102/ FRE1402	Language Paper II- Tamil/Hindi/French-Paper II	86	4	90	3	25	75	100	3
		II	II	ENG1302 ENG13F2	English Paper II /Functional English Paper- II	86	4	90	3	25	75	100	3
II	II	BA14C03	Core 3-Human Resource Management	71	4	75	3	25	75	100	4		
II	III	BA14C04	Core 4- Business Law	71	4	75	3	25	75	100	4		
II	III	TH14A26B/ TH14A26A	Allied II: Introduction to Business Statistics LEVEL I/ LEVEL II	86	4	90	3	25	75	100	5		
II	IV	NME14B2 / NME14A2 / OPS1523	Basic Tamil / Advanced Tamil / Open Course:	28 28 29	2 2 1	30 30 30	3 3 2	50 25 25	50 75 75	100 100 100	2		

II	VI	NM08GAW	General Awareness	-	-	-	3	100	-		Grade
III	III	BA14C05	Core 5-Accounting for Management	101	4	105	3	25	75	100	5
III	III	BA13C06	Core 6-Supply Chain Management	86	4	90	3	25	75	100	4
III	III	BA13C07	Core 7-Retail Environment	86	4	90	3	25	75	100	4
III	III	BA13A03	Allied III: Insurance for business process services -Paper I	86	4	90	3	25	75	100	5
III	III	SB13FA01	Skill Based Subject– Finance & Accounting for business process services- Paper I	41	4	45	2	25	75	100	3
III	IV	NM10VED	Value Education	26	4	30	3	25	75	100	2
III	IV	NM08EVS	Foundation Course (Environmental Studies)	Self study	-	-	-	-	-	-	-
IV	III	BA13C08	Core 8-Banking for business process services –Paper I	86	4	90	3	25	75	100	4
IV	III	AFM1208	Core 9-Financial Management	86	4	90	3	25	75	100	5
IV	III	BA14C09	Core 10-Market Research	101	4	105	3	25	75	100	5
IV	III	BA13A04	Allied IV: Insurance for business process services-Paper II	86	4	90	3	25	75	100	5
IV	IV	SB13FA02	Skill Based Subject – Finance & Accounting for business process services –Paper II	41	4	45	2	25	75	100	3
IV	IV	NM08EVS	Foundation Course (Environmental Studies)	26	4	30	3	25	75	100	2
IV	V	Co-curricular	NSS/NCC/YRC	-	-	-	-	-	-	100	1
V	III	BA13C10	Core 11-Managing business processes-I	71	4	75	3	25	75	100	5
V	III	BA13C11	Core 12- Campus to corporate	71	4	75	3	25	75	100	4
V	III	BA13C12	Core 13- Banking for business process services –Paper II	71	4	75	3	25	75	100	4
V	III	ARM1311	AOS I- Research Methods for Management	71	4	75	3	25	75	100	4
V	III	BA13E01	AOS II- Capital markets for business process services –Paper I	71	4	75	3	25	75	100	4
V	IV	SB13FAP1	Skill based Subject- Computational Finance-I	43	2	45	2	40	60	100	3
V	III	BA13AC1/ BA13AC2	Advanced Learner Course**- Promotional Management / Services Marketing	-	-	-	3	25	75	100*	5*

V		NM13IS1	Information Security (Level I)	26	4	30	-	100	-	-	Grade
V			Personality Development	-	-	-	-	-	-	-	Grade
V	IV	INST1	Field Work/Institutional training	-	-	-	-	-	-	100	2
V	III	BA13CE	Comprehensive Examination	-	-	-	-	-	-	-	Grade
VI	III	BA13C13	Core 14-Managing business processes-II	71	4	75	3	25	75	100	4
VI	III	BA13C14	Core 15-International business environment	71	4	75	3	25	75	100	4
VI	III	BA13C15	Core 16-Customer Relationship Management	86	4	90	3	25	75	100	4
VI	III	AMS1410	AOS III-Management Information system	71	4	75	3	25	75	100	4
VI	III	BA13E02	AOS IV- Capital markets for business process services –Paper II	86	4	90	3	25	75	100	5
VI	IV	SB13FAP2	Skill based Subject- Computational Finance -II	43	2	45	2	40	60	100	3
VI	III	BA13AC3/ BA13AC4	Advanced Learner Course **: Entrepreneurship development/ Business ethics and CSR	-	-	-	3	25	75	100*	5*
TOTAL										3800	140

* The credits is applicable to candidates who takes up the advanced level course exam

INTERNSHIP TRAINING

Students undergo training in groups in the software companies for 15 days in the IV semester vacation.

Internship training is evaluated on 5th semester [July 1st week].

Students has to produce attendance certificate and Report after the training

Internship Evaluation

Work Diary + Attendance	= 25
Report	= 50 (40 Pages)
Viva Voce	= 25

	<u>100</u>

PROJECT AND VIVA-VOCE

Students undergo project work for 3 months individually in the software development companies

Project evaluation is for 100 marks.

Internal (20marks) : I Review : 5 Marks

II Review : 10Marks

III Review : 5Marks

External (80 marks)

Evaluation of project 60

Vivavoce 20

An internal mark is based on the review conducted to the students

Final dissertation is submitted by the students for their viva-voce.

QUESTION PAPER PATTERN(CIA)

Section A 5x2 =10 marks (5 out of 8)

Section B 4x5 =20 marks (4 out of 6)

Section C 2x10 =20 marks (2 out of 3)

QUESTION PAPER PATTERN(ESE)

Section A 5 x 2 = 10 Marks (Open choice – 5 out of 8)

Section B 5 x 5 = 25 Marks (Internal choice)

Section C 5 x 8 = 40 Marks (Open choice-5 out of 7)

ALLIED

Subject options are introduced in I, II, III and IV semesters.

FOUNDATION COURSES

Semester I – Women Studies/
Ambedkar studies/Gandhian studies : 100 marks (CA I-25 + CA II -25 + MODEL - 25 + PROJECT-25)

Semester II - General Awareness : Grade
(ONLINE SELF STUDY)

Semester II - Open Course : 25marks(CIA)+75 marks (ESE)

Semester III – Value Education : 100 marks (CA I-25 + CA II -25 + MODEL - 25 + PROJECT-25)

- Semester IV – Environmental Studies : 100 marks (CA I-25 + CA II -25 + MODEL - 25 + PROJECT-25)
- Semester V- Information Security : 100 marks (CA I - 40 + CA II - 40 + Quiz-10+ assignment -10)

SKILL ORIENTED COURSE

- Maximum marks allotted for theory paper 75(ESE) + 25(CA)
- Total marks 400 with 12 credits

ADVANCE LEARNER COURSE:

- Student above 75% of marks and without any arrears is eligible for advanced level course at V and VI semester with subject options, so that the students can choose the subject of their interest.

COMPREHENSIVE EXAM

- Final year students undertake this online exam for 100 marks for 1 Hour

CREDITS

- Student receives 140 credits with 3800 marks

QUESTION PAPER PATTERN FOR INFORMATION SECURITY

Section A (5X2 = 10 Marks) (5 out of 8)

Section B (6X5 = 30 Marks) (6 out of 8)

Total = 40 Marks

Marks secured will be converted into grades

COMMUNITY ORIENTED SERVICE

UG Students should complete 30 Hrs Community Oriented Service during holidays before the end of fourth semester and can be taken up in any of the following fields: Literacy, Public Health, Hygiene, Crisis Management(Training the Public) Traffic Regulation, Green Projects etc., in villages, Schools, Orphanages,Hospitals, Old Age Homes, Prisons and SHG Groups

ADDITIONAL COURSES

- Add on course @ Certificate level = Job oriented course

Semester : I
Core : 1
Title : Principles of
Management Subject Code :
BA13C01

Credits : 4

Lecture Hours: 71

Objective:

To create an understanding of the fundamental principles of management and various forms of business organizations.

UNIT – 1 (14 Hours)

Management: Meaning – Process of Managing – Features – Management as an art or a science or a profession – Scientific Management – Principles and Functions of Management.

UNIT –2 (15 Hours)

Planning: Definition – Nature and Characteristics of Planning – Importance – Types of Plans – Planning process – Limitations.

Organising: Meaning – Principles and Types of Organisation – Delegation of Authority – Decentralisation – Organisational Charts.

UNIT – 3 (14 Hours)

Motivation: Meaning – Definition – Nature – Types of Motivation – Theories of Motivation

UNIT – 4 (14 Hours)

Leadership: Meaning – Nature – Importance – Types of Leadership – Qualities of a good leader – Leadership theories.

UNIT – 5 (14 Hours)

Controlling: Definition – Characteristics of control – Steps in controlling – Effective control – Control Techniques.

Co-ordination: Definition – Features and *Benefits of co-ordination – Techniques of effective co-ordination

* **Self Study**

TEXT BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	R.N. Gupta	Principles of Management	S.Chand & Company Limited	2005
2.	Dinkar Pagare	Principles of Management	Sultan Chand & Sons	2004

REFERENCE BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	K.Asathappa and G. Sudharsana Reddy	Management and Organisational Behaviour	Himalaya Publishing house	2010
2.	Harold Koontz and Heinz Weirich	Essentials of Management	McGraw – Hill Publishing Company	

Semester : I
Core : 2
Title : **Business Economics**
Subject Code : BA13C02
Credits : 4

Lecture Hours: 71

OBJECTIVE:

To enable the students to understand the nature and scope of Economics and to impart knowledge on consumer behavior, producer behaviour and factor pricing.

UNIT I (15 hrs)

Economics – Definition – Nature – Scope -Objectives of Firm – Social responsibilities of firm – Utility Analysis – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility. Demand – Meaning - Types- Demand Analysis --Indifference Curve Analysis – Elasticity of Demand – Consumer’s Surplus.

UNIT II (14 hrs)

Production – Factors of production – Production Function – Least Cost Combination – Laws of Returns – Law of Variable Proportions – Returns to Scale – Economies of Scale – Cost and Revenue concepts and curves.

UNIT III (14 hrs)

Market – Meaning – Types – Equilibrium of the firm – Industry – Pricing under Perfect Competition – Monopoly – Price Discrimination – Pricing under Monopolistic Competition – Pricing under Oligopoly and duopoly.

UNIT IV (14 hrs)

Distribution- Marginal Productivity Theory – Theories of Wages – Keynes liquidity preference theory of Interest, Theories of Profit and Rent.

UNIT V (14 hrs)

National Income-concepts and measurement, Inflation-types- causes and controlling methods, *Trade cycle-phases of trade cycle- Balance of Payments- Disequilibrium and correction.

* **Self Study**

TEXT BOOK

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	S.Sankaran	Economic Analysis	Margham Publications, Chennai	2005

REFERENCE BOOKS

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Kaveri, Sudha Nayak, Girija and Meenakshi	Micro Economic Theory	S.Chand and Co Ltd	2010
2.	Varshini and Maheswari	Managerial Economics	Sultan Chand and Son's	2001
3.	M.L.Jhingan	Microeconomic Theory	Vrinda Publications (P) Ltd	

Semester : **II**

Core : **3**

Title : **Human Resource Management**

Subject Code : **BA14C03**

Credits : **4**

Lecture Hours: 71

OBJECTIVE:

To provide basic conceptual knowledge of Human Resource Management

UNIT – 1 (14 Hours)

(A) Meaning and Definition of HRM – Objectives and Nature of HRM – Functions and Importance of HRM – Role of HRM.

(B) Job Analysis: Process of Job Analysis – Job Description –Job Specification.

UNIT - 2 (15 Hours)

(A)Recruitment: Definition and Objectives of Recruitment – Recruitment Policy –Sources of Recruitment and Methods of Recruitment. Selection: Definition and Purpose of Selection – Selection Procedure.

(B) Training and development of Employees – Training Objectives – Need for Training – Training Methods – Advantages of Training – Performance Appraisal System: Components and Methods of Performance Appraisal.

UNIT – 3 (14 Hours)

Individual and Organizational Development: Definition, Objectives and Characteristics of OD and HRD Intervention. Job Satisfaction: Definition and Factors of Job Satisfaction.

UNIT – 4 (14 Hours)

Career Planning and Succession Planning. Objectives, Process and Career Counseling – Advantages and Limitations – Career Development stages. Promotion, Transfer and Demotion

UNIT – 5 (14 Hours)

Definition of Labour Welfare- Objectives and Scope of Labour Welfare – Principles of Labour Welfare Programmes- *Ethics in HRM- Recent Techniques in HRM.

ESI benefits under ESI act – Gratuity – Meaning, Definition – Determination and recovery

of Gratuity

Case let – 5 Hrs (Internal evaluation only)

*** Self Study**

TEXT BOOK:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Subba Rao. P	Personnel and Human Resource Management (Text and cases)	Himalaya Publishing House	2004

REFERENCE BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Udai Pareek & T.Venkateswar Rao	Designing and Managing Human Resource Systems	Oxford and IBH Publishing Company	2003
2.	T.D.Tiwari & Anuja Thakkar	New Dimensions of HR	Wisdom Publication	2005
3.	L.M. Prasad	Human Resource Management	Sultan Chand & sons	2006
4.	N.D.Kapoor	Elements of Mercantile Law	Sultan Chand & sons	2008

Semester : II
Core : 4
Title : **Business Law**
Subject Code : BA14C04
Credits : 4

Lecture Hours: 71

OBJECTIVE:

To impart knowledge on the various provisions relating to the Indian Contract Act.

UNIT I: (14 Hrs)

Law of contract- Contracts- Essential of contract- Agreements- Classification of contracts- Offer- Legal rules as to offer & lapse of offer- Acceptance- Legal rules as to acceptance- Capacity of parties to create legal relation - Consideration - Legal rules as to consideration- Stranger to a contract- Contract without consideration

UNIT –II (15 Hrs)

Free consent- Coercion- Undue Influence- Misrepresentation- Fraud- Mistake of law and Mistake of fact- Discharge of contract- Remedies for Breach of Contract.
Contract of Indemnity and Guarantee- Essentials- Rights of Indemnity holder-Rights of Indemnifier- contract of Guarantee- Essentials- Invalid Guarantee- Surety's Liability- Discharge of Surety from Liability.

UNIT III: (14 Hrs)

Law of sales of goods- Formation of Contract of Sale- Sale and agreement to sell- Sale and hire- Purchase agreement- Subject matter of contract of sale- Effect of destruction of goods- Document of title to goods- Delivery of Goods - Conditions and Warranties- Caveat Emptor- Exceptions- Transfer of property- Unpaid Seller – Rights of an Unpaid Seller.

UNIT IV: (14 Hrs)

Law of Agency: Creation of Agency- Classification of Agents- Relations of Principal and Agent- Delegation of Authority- Relation of Principal with third parties- Personal liability of agent- Termination of Agency.

UNIT V: (14 Hrs)

Contract of Bailment – Essentials – Sales Vs. Bailment – Kinds of Bailment – Consideration – Duties of Bailor – Duties of Bailee – Rights of Bailor – Rights of Bailee –

Rights of Bailor and Bailee against Wrong Doers- Pledge – Difference between pledge and Bailment – *Rights and duties of Pawnor and Pawnee – Pledge by non-owners.

Case let - 10hrs (Internal Evaluation only)

*** Self Study**

TEXT BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	N.D. Kapoor	Business laws	Sultan Chand & Sons	2012
2.	Pillai & Bagavathi	Business Law	S.Chand & Sons	2014

REFERENCE BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	P.P.S Gogna	A Text Book mercantile law (Commerical law)	Sultan Chand & Sons, New Delhi	2013
2.	Ravinder Kumar	Legal aspects of Business	Ceneage learning India (P) Ltd	2013
3.	P.C Tulsian	Business law	Tata Mc Graw Hill ed (p) Ltd	2013

OPEN COURSE
BASICS OF BUSINESS PROCESS SERVICES
SUB CODE: OPS1523

Total Hours:29

Credits:2

Unit I (6 hrs)

Outsourcing need - Basics – Benefits – Current trends – BPS areas – Horizontals and business verticals – BPS industry – Challenges of BPS - Employment opportunities - Future of BPS

Unit II(6 hrs)

Finance and Accounting for BPS – meaning – Reasons for outsourcing Finance and Accounting processes – basic concepts – meaning and process of Accounts payable, Accounts Receivable

Unit III (6 hrs)

Meaning and process of General Ledger, Supply Chain – BPS Cycle - Operating model of BPS Banking for BPS – meaning – Overview of Banking – Functions and products of banks – Account Services – KYC check

Unit IV (5 hrs)

ATM management – Services available and challenges – Cards - Basics-types of cards - card transactions-dispute resolution-Fraud management.

Unit V (6 hrs)

Insurance – Meaning – Reasons for outsourcing Insurance process – Concept of risk – purpose and need of insurance - The business of insurance – Types of Insurance – Personal, Commercial, Health, Life, etc - Insurance Regulators – India, UK, USA; Reinsurance concept

Semester : **III**
Core : **5**
Title : **Accounting for Management**
Subject Code : **BA14C05**
Credits : **5** **Lecture Hours: 101**

OBJECTIVE:

To equip the students with the basic of accounting and train them in the application of the various tools of analysis of financial statements

UNIT 1: (20 Hours)

Accounting Concepts – Principles – Accounting Cycle - Kinds of Accounts – Journal, Ledger, Trial Balance, Preparation of Bank Reconciliation Statement

UNIT II: (Problems only) (21 Hours)

Trading and Profit and Loss Account, Balance sheet – Treatment of adjustments.
Financial statement analysis – Analysis – Comparative, Common size statements and Trend analysis.

UNIT III: (Problems only) (20 Hours)

Ratio analysis-Liquidity, Profitability, solvency, capital structure ratios-preparation of balance sheets from ratios.

UNIT IV: (Problems and Theory) (20 Hours)

Fund Flow analysis – Cash flow analysis.

UNIT V: (Problems and Theory) (20 Hours)

Cost-volume-profit analysis –breakeven analysis- Budgets and Budgetary control –
*Types of budget- preparation of cash budget, flexible budget, production and sales budget.

*** Self Study**

Question paper comprises of 80% problems and 20% theory questions

TEXT BOOK:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	S P Jain and Narang	Financial Accounting	Kalyani Publishers	2005
2.	A. Murthy and S. Gurusamy	Management Accounting	Mc Graw Hill Education (India) Pvt. Ltd	2008
	R.K, Sharma and Gupta	Cost and Management Accounting	Kalyani Publishers	2004

REFERENCE BOOKS

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Maheswari. S.N	Management Accounting	Kalyani Publishers	2004
2.	Maheswari. S.N., and Maheswari. S.V	A text book of Accounting for Management	Vikas publication	2009

Semester : **III**

Core : **6**

Title : **Supply Chain Management**

Subject Code : **BA13C06**

Credits : **4**

Lecture Hours: 86

OBJECTIVE:

To familiarize the students with concepts of supply chain and logistics

UNIT-I (17Hrs)

Supply Chain Management (SCM) – Meaning and Definition- Objectives – Importance of SCM- Scope of SCM- Types of SCM- Major drivers of SCM- Supply chain as a profession- Need for SCM in market today-Supply chain strategy.

UNIT-II (17 hrs)

Demand Management-Basic concepts-supplier Management-Basic concepts-Operation Management in SCM- Basic principles- Lean Manufacturing and SCM- Concepts-Benefits of Lean Manufacturing-Elements. Mass Customization-Characteristics-Drives-Levels- characteristics-Methods- SCM and Mass customization-Outsourcing-Core competencies-working models.

UNIT-III (17)

Procurement Management in SCM- Introduction-Purchasing cycle- types – Bill of Materials - Inventory models-EOQ model-Inventory terminology- Inventory Management- Inventory counting system. JIT- Elements- Benefits-Vendor Management.

UNIT-IV (18)

Logistics Management- History and Evolution- Elements-Distribution of Management-Distribution strategies-Transportation Management- *Participants in transportation-modes of Transportation-decision factors and transport documentation- Fleet management- process- factors- Inter model transportation- containerization- Warehousing-Types- Warehouse Management System (WMS)-Packaging-3PL-4PL-Reverse Logistics.

UNIT-V (17)

Information Technology for SCM- concepts- IT applications in SCM- Benefits of Integrated SCM tools- Role of Internet in SCM- Green Logistics-Data Mining and Data Warehouse.

*** Self Study**

TEXT BOOK:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	D.K. Agarwal	Logistics and supply chain management	Macmillan India Ltd	2003

REFERENCE BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	David Simchi Levi, Philip Kaminsky and Edith Simchi Levi	Managing the supply chain - The Definite guide	Tata Mcgraw Hill	2004
2.	Burt, Dobler and Starling	World Class Supply Management - The Key to SCM	Tata McGraw Hill	11 th edition, 2003
3.	G. Raghuram, N. Rangaraj	Logistics and supply chain management	Macmillan India Ltd,	2010
4.	Donald Bowersox, David Closs, M. Bixby Cooper	Supply Chain Logistics Management	Mc Graw Hill	2012

Semester : **III**
Core : **7**
Title : **Retail Environment**
Subject Code : **BA13C07**
Credits : **4** **Lecture Hours: 86**

OBJECTIVE:

To familiarize the students about the concepts related to the management practices in retail trade.

UNIT - I **(17hrs)**

Retail: Meaning- Functions- Characteristics of a Retailing- Reasons for Studying Retailing- Marketing- types of retailing- Marketing Concepts applied to Retailing – Retailing as a Career- Trends in Retailing. Typical Day to day life cycle of Store Operations and Merchandising

UNIT - II **(18hrs)**

Retail Formats- functions of retail formats-Retail Value Stream - Life cycle and phases in growth of retail market- Business models in retail- Other retail models- -Rural retailing- consumerism and ethics in retailing-corporate social responsibilities in retailing. Evolution of Multi-Channel Retailing. New Marketing Strategies to address Multi-channel needs. Collaboration of Multi-channel retail with Brick and Mortar Stores.

UNIT - III **(17hrs)**

Retail Market Strategy-Strategic Planning in Retailing-Strategic retail planning process- Situation Analysis –Objectives- Need for Identifying Consumer Needs- Overall Strategy, Feed Back and Control- Consumer Decision Making Process. Online Marketing -Social Media Strategy.

UNIT - IV **(18hrs)**

Retail in India: Evolution and Size of Retail in India- Drivers of Retail Change in India-shopping trends in Indian retail market- Challenges in Retail Developments in India-Environment and Legislation for Retailing, Face of E-Commerce in India, FDI in Retailing. Difference between Retailing in US Vs India – Potential gains Vs loss, Threats of FDI to Unorganised Retail

UNIT – V**(17hrs)**

Global Retail Markets: Strategic Planning Process for Global Retailing- Challenges and threats of global retailing- U.S Retailers and Foreign Markets. Motives of International Retailing, International *Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological environment. Retail research and its need-Retail Data-Importance of retail data validation-Retail research report , Role of BPO and IT in Retail

*** Self Study****TEXT BOOK:**

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Swapna Pradhan	Retailing Management, Text and cases	Tata Mc Grawhill	2009

REFERENCE BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Barry Berman and Joel R Evans	Retail Management, A strategic Approach,	Prentice Hall of India	12 th edition, 2011
2.	James R Ogden, Denise Ogden	Integrated, Retail Management	Biztantra	2005
3.	Gibson G Vedamani	Retail Management, Functional Principles and Practice	Jaico Publishing House	4 th edition, 2012

Semester : **III**
Allied : **III**
Title : **Insurance for Business Process Services -Paper I**
Subject Code : **BA13A03**
Credits : **5** **Lecture Hours: 86**

OBJECTIVE:

To provide detailed understanding of life insurance concepts and related processes

UNIT I (18hrs)

RISK MANAGEMENT-concept of Risk –Risk Management-Basic Concepts (Hazards, Perils, Assets, etc) – Types of Risk, Risk identification- Risk evaluation- Risk Avoidance-Fundamentals of Insurance-Characteristics of a valid contract-Insurance contract –Principles and Practices of an Insurance Contract-Important terminology Parties in Insurance contract, Concept of premium, concept of Bonus; Insight into Group Insurance-**Group Life Insurance**

UNIT II (17hrs)

LIFE INSURANCE -Insight to Insurance-Important terminologies in a Life Insurance Policy-Parties in a Life Insurance Policy-Individual life Insurance Plans-Supplementary Benefits – Policy Provisions-Ownerships rights- Life Insurance Policy Life cycle(New Business & Underwriting, Policy servicing, Claims, etc); Popular Life Insurance plans in UK & USA.

UNIT III (17hrs)

ANNUITY-concept of Pension & Annuity-Types of Annuity-Annuity contract Provisions-Annuity; USA - Fixed Annuity, Fixed Index Annuity, Insurance contract Insurance contract Variable Annuity-Qualified & Non Qualified Annuity, Pension plan in UK – State, Employer, Individual; Annuity & Income Drawdown Plan; Group Retirement Plan; Group Pension plan in UK.

UNIT IV (17hrs)

Types of Insurance (Personal, Commercial, Health, Life, etc)-History of Insurance-Types of Insurance Companies-Business units in an Insurance company; *Insurance Regulators – India, UK, USA; Reinsurance concept.

UNIT V (17hrs)

RETIREMENT SERVICES-Concept of Retirement Services-Retirement Planning-Asset Allocation and Asset Classes-Life stages of an Investor-Defined Benefit &Defined Contribution-Individual Retirement Arrangement in USA-Third Party Administrator for

Retirement Services in USA-Life cycle of Participants in a plan (enrollment contributions)-Categories of pension in UK-DWP & TPR-Annuity and Income Drawdown Plan.

*Self study

TEXT BOOKS: : TCS MATERIALS

Semester : III

Skilled Based Subject

Title : Finance & Accounting for Business Process Services -Paper I

Subject Code : SB13FA01

Credits : 3

Lecture Hours: 41

OBJECTIVE:

To give an understanding of F&A standards, accounts payable and receivable financial processes and general ledger activities.

Unit –I (6hrs)

Outsourcing need and current trends- BPO areas- horizontal and business verticals-BPO industry- Future of BPO

Unit II (10hrs)

Accounts payable- vendor master-invoice and payment processing-vendor reconciliation- Role of technology in accounts payable

Unit III (11hrs)

Accounts receivable-Sub categories-credit management-sales order management-Billing and revenue recognition-collection procedures-cash application-reconciliation and reporting

Unit-IV (8 hrs)

General Ledger Process-Chart of accounts-Tax accounting-Tax accounting in India and US-Reporting

Unit-V (6hrs)

Accounting standards Board-Key Indian Accounting Standards-India and IFRS- International financial accounting standards-comparison between Indian/US GAAP and IFRS

TEXT BOOKS: TCS MATERIALS

Semester : IV
Core : 8
Title : **Banking for Business Process Services -Paper I**
Subject Code : BA13C08
Credits : 4 **Lecture Hours: 86**

OBJECTIVE:

Objective: To provide an overview of banking functions and retail banking products

Unit I (17Hrs)

Commercial Banks - functions –Central Banking- functions-Credit Control- methods adapted by Central Bank- State Bank of India- structure and functions: Co-operative Banks in India: Commercial Banks in rural financing -NABARD- Recent trends in Indian Banking – E-Banking – Core Banking – Universal Banking – Corporate Banking,

Unit II (17Hrs)

Overview of banking-Functions and products of banks-liabilities-deposits-Asset-Loans and advances-payments-risk management
Customer Service-Data and voice-maintenance disputes and complaints-Metrics management-productivity-quality SLA tracking and monitoring-pricing methodologies-commonly available certifications--Risk &control-AMC-KYC info security

Unit III (18Hrs)

Retail Banking-account origination-Account servicing-Issue of cheque books-AML/KYC check-Account conversion-closure-customer correspondence ATM management
Time deposits-Placement, Maintenance Breakage Liquidation-Roll over Booking and Top up-Payment processing
Retail wealth management-Mutual fund processing-*equities- bonds -structured notes corporate actions-Reconciliation-risk control and information security

Unit IV (17Hrs)

Cards- Basics of card- components-types-entities involved-overview on association
Origination-account opening-dispatch delivery card maintenance Payment-concepts applications-investigation-statement validation-Products on cards-rewards programs merchandising offers

Unit V (17Hrs)

Cards authorization and risk reviews-settlement life cycle- reconciliation-accounting and interchange settlement-Referral authorization-bank account and payment reconciliation-GL and ATM reconciliation-Dispute processing and fraud investigation-collections including data review-Field collection and collection audit

***Self study**

TEXT BOOKS: : TCS MATERIALS

Semester : IV
Core : 9
Title : **Financial Management**
Subject Code : **AFM1208**
Credits : 5 **Lecture Hours: 86**

OBJECTIVE:

To familiarize the various concepts, principles of financial management and to equip necessary skills to take decisions on various financial matters.

UNIT – I-Theory (17 Hours)

Meaning of finance – Definition and scope of finance function – Objectives of financial management – Functions – *Source of finance long term equity – Preference – Debt – Short term bank and non bank sources

UNIT – II-Theory (17 Hours)

Working capital management: Meaning – Concepts – Importance – Determinants of working capital – Cash management: Motives for holding cash – Objectives and strategies of cash management. Receivables management: Objectives – Cost of credit extension, Benefits – Credit policies – Credit terms – Collection policies.

UNIT – III-Theory (17 Hours)

Capital structure – Factors influencing capital structure – Approaches – MM – Optimal capital structure – Operating leverages and financial leverage.
Dividend decisions-Determinants-Dividend policies-forms

UNIT – IV-Theory and Problems (17 Hours)

Financing decision: Cost of capital – Cost of specific sources of capital – Equity – Preferred stock – Debt – Reserves – Weighted average cost of capital

UNIT – V-Theory and Problems (18 Hours)

Hours)

Capital Budgeting-Meaning-Factors affecting capital expenditure-Methods of appraisal-pay back-ARR-NPV-IRR-Profitability index.

*** Self Study****TEXT BOOK:**

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Sharma RK and Gupta SP	Financial Management	Kalyani Publications	2008

REFERENCE BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Khan and Jain	Financial Management Approach	Tata McGraw Hill Publishing	2004
2.	I.M.Pandey	Financial Management	Vikas Publishing	2009
3.	S.N.Maheswari	Management Accounting	Sultan Chand & Sons	2008

Semester	: IV	
Core	: 10	
Title	: Market Research	
Subject Code	: BA14C09	
Credits	: 5	Lecture Hours: 101

OBJECTIVE:

To provide an insight into the concepts of Market and Marketing research and its types

UNIT I (21 Hours)

(A)Market: - Meaning, Definition, Classification of Markets. Marketing: - Meaning, Definition, Features, Importance, Functions of Marketing. Modern Marketing Concepts – Marketing Mix: definition – concepts – and elements of marketing mix –benefits and limitations of marketing.

(B)Market segmentation: meaning –basis of segments –effective segmentation criteria (successful segmentation) –marketing segmentation strategy –methods of segmenting market –practice of market segment.

(C) Marketing research –meaning –definition –scope –objectives of Marketing research –marketing research and market research –elements, functions and classification of marketing research –steps in marketing research –importance and limitations of marketing research.

UNIT II (20 Hours)

(A)Product: - Meaning, Definitions – Elements of Product Policy –classification of products & CPG (Consumer Packaged Goods) -Product Life Cycle and New Product Planning & Development.

(B)Branding and packaging: Brand, brand name, brand mark – brand image and product image –Types of brand –advantage of branding –limitation of branding –characteristic of good brand name

(C)Price: - Meaning, Definition, Importance, Factors affecting pricing decisions, Kinds of Pricing.

UNIT III**(20 Hours)**

(A) Promotion Mix: - Sales Promotion, Meaning, Definition, Objectives, Advantages and Kinds of Sales Promotion. Advertising: - Meaning, Definition, Functions, Objectives, Advantages, *Kinds of Advertising Media.

(B) Channels of Distribution:- Meaning, Definition, Importance, Types, Factors Determining Choice of Channel of Distribution.

UNIT IV**(20 Hours)**

(A) Consumer behaviour –meaning –definition –need for the study –kinds of consumer market –buyer behaviour – buying motives – buyers decision making process –factors influencing buyer behavior

(B) Consumer Research – Meaning – Need – Consumer Research Cycle – Consumer Research for New & Existing Products.

UNIT V**(20 Hours)**

Retail research- Introduction to Retail-characteristics of retailing-Retail Functions-Types of retailers-retail CPG industry-Process in Retailing-Retail Image

Media Research – Definition & Need - Advertising Research – Product Appeal Research – Copy Testing – Pre & Post Testing – Media Data – Importance of Media Data validation - Media Research Report.

*** Self Study****TEXT BOOK:**

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Philip Kotler	Marketing Management		

REFERENCES:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Tull, Donald S, and Hawkins, Del I	Marketing Research: Measurement & Method	Prentice-Hall	sixth edition
	Sharma, D.D	Marketing Research	Sultan Chand & Sons	

Semester : IV
Allied : IV
Title : **Insurance for Business Process Services-Paper II**
Subject Code : BA13A04
Credits : 5 **Lecture Hours: 86**

OBJECTIVE:

To give detailed understanding of insurance types and non-life insurance processes

UNIT I (18 hrs)

INSURANCE GENERIC OVERVIEW- What is Insurance- Purpose and Need of Insurance -The Business of Insurance – Pooling of Risks & Resources- Contract of Insurance- Condition necessary for a contract- Contractual Duty – Role of Insurance in Economic Development. I.R.D.A- Regulations Insurance Act, 1938

UNIT II (17 hrs)

HEALTH CARE INSURANCE-Concept of Health care insurance-How Health care insurance works-Key challenges of Health Care Industry-*Health Care Eco system- Health Care regulations and standards; USA - HIPAA-Medicare-Medicaid-Individual Health care insurance policies-Managed Care.

UNIT III (17 hrs)

Property and Casualty Insurance-Non-Life Insurance Concepts; Hazards, Perils, Catastrophe, Property Damage & Business Interruption, Policy Exclusions, Indemnity, Deductibles, Retention, Premiums, Limits, Salvage, Subrogation, etc; Insurance Providers- Co-Insurance, Reinsurance, Captive Insurance; Underwriting Process- Policy servicing Process, Claims Process; Property Insurance plans – USA;

UNIT IV (17 hrs)

Deposit and Credit Insurance – Nature, terms and Conditions, claim recovery etc., public liability insurance; emerging risk insurance structure and power, function of General Insurance Corporation of India; Deposit Insurance and Credit Guarantee Corporation.

UNIT V (17 hrs)

Marine Insurance – Law relating to marine insurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity; cause; voyage; warranties; measurement; subrogation; contribution; under insurance.-

Fire Insurance- The Standard Fire & Special Perils Policy- Terrorism Cover- Special Policies

***Self study**

TEXT BOOKS: : TCS MATERIALS

Semester : IV

Skill Based Subject

Title : Finance & Accounting for Business Process Services-Paper II

Subject Code : SB13FA02

Credits : 3 Lecture Hours: 41

OBJECTIVE:

To give an insight into supply chain, F & A control and compliance and Operating model of BPS

Unit I (7hrs)

Emerging trends in F&A technology-ERP-ERP software system-XBRL reporting

Unit II (8hrs)

Supply chain- Decision process- Activities – e-procurement-SIPOC-SCOR model

Unit III (11hrs)

F&A control and compliance-Internal controls-SOX act-2002-corporate governance in India-SAX compliance/ISAE 3402provision-types of SSAE 16-audit engagements-information security

Unit IV (7Hrs)

Operating model of BPS -Cost effectiveness and process efficiency-Phases before process outsourcing-transaction flows in BPS-SIPOC-ISO standards-CMMI

Unit V (8Hrs)

Role of quality in BPO- Introduction to Lean Management – Introduction to Six Sigma

TEXT BOOKS: TCS MATERIALS

Semester : V
Core : 11
Title : **Managing Business Processes-Paper I**
Subject Code : BA13C10
Credits : 5 **Lecture Hours: 71**

OBJECTIVE:

To provide an understanding of BPO processes and techniques

UNIT I PROCESS MANAGEMENT (19 hrs)

Process management- Definition-Identification of Business Process-Core Vs Support Processes-components of Process Management-Understanding Internal/External Customer and End User requirements.

UNIT II PROCESS MANAGEMENT IN BPO (9 hrs)

Process management in BPO – Role of BPO in Process Management- Typical Business Processes outsourced - Operating Models-BPO-Lifecycle

UNIT III PROCESS MAPPING TECHNIQUES (10 hrs)

Process mapping techniques -SIPOC-Swim lane diagram-Process Mapping Tools

UNIT IV QUALITY MANAGEMENT (19 hrs)

Quality management - Introduction-Transaction monitoring -Quality assurance methods

UNIT V DELIVERY MANAGEMENT* (14 hrs)

Delivery management-Customer Management - Knowledge Management-capacity planning-people management-transition management - finance management

***Self Study**

TEXT BOOKS: TCS MATERIALS

Semester : V
Core : 12
Title : **Campus to Corporate**
Subject Code : BA13C11
Credits : 4 **Lecture Hours:**
71

OBJECTIVE:

To familiarize students with various communication methods that exists in business and to train them for smooth transition from campus to corporate

UNIT – I (13 Hours)

Overview of corporate-History of corporate- campus and corporate -distinction-overview of BPO industry in India and world- Oral and written communication merits and demerits-Communication through letters – Layout of letter – Business letter format

UNIT – II (14 Hours)

Business letters--Enquiries and Reply — Orders and Execution – Claims and Adjustments – Collection – Sales letters – Bank Correspondence – Application for jobs - preparation of resume

UNIT – III (17 Hours)

Reports: Types, Preparation, structure and organization of reports – Reports by individuals and committees –Meetings- kinds of meetings -Preparing Agenda & Minutes.

UNIT – IV (14 Hours)

Fundamentals of English- *constructing sentences-correct use of tenses-articles-international phonetic alphabet-vowel and consonant sounds-syllable stress-intonation – listening-principles of good listening-accent comprehension-practical exercises

UNIT – V (13 Hours)

Corporate etiquette-Dressing and grooming skills-Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette-Presentation skills
.Professional competencies: analytical thinking-listening skills-time management-team skills-stress management-Assertiveness-Facing group discussion and interview

*Self Study

TEXT BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Rajendra Pal & Korlahalli	Essentials of Business Communication	Sultan Chand & Sons	2008

Semester : V
Core : 13
Title : **Banking for Business Process Services-Paper II**
Subject Code : BA13C12
Credits : 4 **Lecture Hours: 71**

OBJECTIVE:

To provide an understanding of the banking process related to consumer loans, mortgages and cash management

Unit I (14hrs)

Forms of credit-Principles of lending-Secured and unsecured loans-micro credit- Modes of Securing Advances – Lien, Hypothecation and Mortgages – Advances Against Security- syndicated loans-corporate advances-receivable finance-supplier finance – commodity finance-Channel finance and bill finance and discounting

Unit II (14hrs)

Consumer loans- Regulations-Mortgage originations-New application management-support and settlement services-pre underwriting and underwriting-verification-closing-quality control and repurchase

Unit III (14hrs)

Mortgages-Customer service-Account maintenance-payment processing-account closure-collection default management-Front end activities-foreclosure and loss mitigation bankruptcy-support functions-quality assurance-regulatory agencies

Unit IV (15hrs)

Cash management product suite-A glance on all products-payment life cycle-payment origination and various products in origination phase*Introduction to fund transfer-various types of fund transfer-Bills receivable -collection-lock box-bulk remittance-pre-fund transfer- account opening and workflow management-Fund transfer payments-payment security-routing and accounting entries-settlement and payment structuring

Unit V (14hrs)

Various clearing system-overview-post fund transfer-nostro reconciliation-proofing-investigations-financial messaging-tracking MIS and treasury reporting amendments and collections. Risk management in payments-STP analysis –improvements case studies
*Self study

TEXT BOOKS: : TCS MATERIALS

Semester : **V**

AOS : **I**

Title : **Research Methods for Management**

Subject Code : **ARM1311**

Credits : **4**

Lecture Hours: 71

OBJECTIVE:

To provide basic knowledge, understanding and skills as a researcher and in particular, awareness of the realities of research.

UNIT – 1 **(15 Hours)**

Research – Definition –Importance – Advantages and Limitations – Research Process- Problem Identification – Hypothesis: Advantages of Hypothesis – Criteria of a good Hypothesis – Types of Research Hypothesis.

UNIT - 2 **(16 Hours)**

Research Design: Exploratory Research Design – Descriptive Research Design. Sampling – Sampling Process and Selection – Determination of Sample Size and Sampling errors.

UNIT – 3 **(15 Hours)**

Data Collection : Types and Sources of Data – Techniques of Data Collection : Questionnaire – Interview – Observation. Attitude Measurement and Scaling Techniques – Reliability and Validity concepts. Data Processing (Editing, Classification and Tabulation).

UNIT – 4 **(16 Hours)**

Statistical Measures for Data Analysis: Formulation and Testing of Hypothesis – Z-test, t-test and Chi-square Test (Simple Problems).

UNIT - 5* **(09 Hours)**

Interpretation and Report Writing – Steps in Report Writing – Layout and Types of Report.

*** Self Study**

TEXT BOOK:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	C.R. Kothari	Research Methodology	Wishwa Prakashan	2008

REFERENCE BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	P.P. Arya and Yesh Pal	Research Methodology in Management (Theory & Case studies)	Deep & Deep Publications	2000
2.	P. Saravanavel	Research Methodology	Kitab Mahal	2004
3.	Boyd and Westfall	Marketing Research	AITBS	2001

Semester : V
AOS : II
Title : **Capital Markets for business process services - Paper I**
Subject Code : BA13E01
Credits : 4 **Lecture Hours: 71**

OBJECTIVE:

To provide an understanding of the functioning of the financial markets

Unit I (14Hrs)

Investments – Meaning and Importance – Speculators – Factors favourable for Investments-problems – sources of Investment information.

Unit II (14Hrs)

Financial services – Concepts – Objectives – Functions – Characteristics-Financial service market-Concepts -Constituents-Growth and financial services in India - Problems-Regulatory framework.

Unit III (14Hrs)

Introduction to capital market – Meaning – Importance of capital market-role of capital market – Regulatory framework for capital market – Types of security – *Equity – fixed income and government securities-OTC Products- Participants in Trade.

Unit IV (14Hrs)

New issue market – Instruments of issues-functions – Players in the New issue Market- SEBI Guidelines of public issue--Recent Trends. Secondary market-Role – Importance-organisation – listing of securities in stock exchanges-Trading mechanism -E-Trading.

Unit V (15Hrs)

Derivatives – Meaning- Definition-Kinds of Financial Derivatives-Importance of Derivatives-Types of Derivatives and Features-Forward-Future-Options-SWAP.-

*Self study

TEXT BOOKS: : TCS MATERIALS

Semester : V

Skill Based Subject

Title : Computational Finance – Paper –I

Subject Code : SB13FAP1

Credits : 3

Lecture Hours: 43

OBJECTIVE:

To enable the students to construct spreadsheet for basic financial applications using financial functions available in spreadsheet.

Unit I (9hrs)

Preparation of Income Statement

Input: Receipts & Payments

Functions to be used: Data validation, Audit Toolbar, 'fx' – functions, Conditional Formatting, Combo Boxes, Controls, Scenarios, Goal Seek, Auto Correct.

Expected Output: Income Statement

Unit II (9hrs)

Time Value of money

Input: Cash Flows

Functions to be used: FV, NPER, PMT, PV, TYPE,

Expected Output: NPV, IRR, ROI

Unit III (8hrs)

Estimating the share price

Input: Share Prices

Functions to be used: Graph, Trend Setting

Expected Output: Trend

Unit IV (9hrs)

Calculation of Risk Adjusted Rate

Input: Share Prices

Functions to be used: CAPM Functions

Expected Output: Beta value and Trend line

Unit V**(8hrs)**

Capital Rationing

Input: Cash Flows

Functions to be used: Solver Parameters

Expected Output: Ranking based on Pay-back period

Note: Practical Classes to be arranged in Computer lab.

Software essential: MS Office Excel

TEXT BOOK:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Bodhanwala.R.J	Financial Management using Excel Spreadsheet	Taxmann Publication, New Delhi	3rd Edition, 2010

Semester : V
ALC : Paper-I
Title : **Promotional Management**
Subject Code : BA13AC1
Credits : 5

OBJECTIVE:

To impart the skill of constructing an advertisement and the essentials of advertisement programs and various sales promotion activities.

UNIT – I

Advertising: Meaning – Importance – Objectives – Media: Print Media, Electronic Media, Outdoor Media, Point of Purchase and Internet (Medium of the New Millennium), Cinema– Exhibitions, Trade fair – Transportation advertising.

UNIT – II

Advertising Agencies: Features and Functions of Advertising Agencies – Selection of an Advertising Agency. Advertising Budget - Advertising Appeal: Essentials of Good Appeal – Classifications of Advertising Appeals. Ethics in Advertising.

UNIT –III

Advertising Layout – Functions –Types Layout – Advertising Campaign – Steps in Campaign Planning – Measurement of Advertising Effectiveness: Pre – Concurrent and Post testing.

UNIT – IV

Sales Promotion: Meaning – Methods – Promotional Strategy –Advertising Technique of Sales Promotion – Consumer and Dealer Promotion – After Sales service – Warranty – Guarantee – Personal selling – Objectives – Process of Personal Selling – Salesmanship – Types of Salesmen.

UNIT – V

Sales Force Management – Importance – Sales Force decision – Sales Force size – Training , Methods and Motivating Salesmen – Fixing sales territories – Quota – Evaluation.

TEXT BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	P. Saravanavel & S. Sumathi	Advertising & Salesmanship	Margham Publications	2006
2.	C.N. Sontakki	Advertising	Kalyani Publishers	2006

REFERENCE BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Chunawalla, Kumar, Sethia Subramanian & Suchak	Advertising – Theory & Practice	Himalaya Publishing House	2002
2.	George E. Belch & Michael A Belch	Advertising & Promotion	Tata Mc Graw Hill Publishing Company	2004

Semester : V
ALC : Paper-II
Title : Service Marketing
Subject Code : BA13AC2
Credits : 5

OBJECTIVE:

To introduce the basic services concept and impart knowledge about different service sectors.

UNIT - I

Characteristics of Services – Service classification – Service Marketing – Service Design and Blue printing.

UNIT - II

Segmentation and target market for services – Positioning of services -Services quality and measurement.

UNIT - III

Concept of the service product-developing service product-pricing techniques and strategies

UNIT - IV

Promotion-tools, mix and campaign planning distribution-Channel for services, Role of intermediaries franchising.

UNIT - V

Customer care and services, Evaluation of customer dissatisfaction and retention, Services strategies.

TEXT BOOK:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Helen Woodruffe	Services Marketing	Mc Milan	1995

REFERENCE BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Payne	Essence of Service Marketing	PHI	1993
2.	R.S.N.Pillai & Bagavathi	Modern Marketing- Principles & Practices	S.Chand & Sons	2005
	K Ramamohana Rao	Services Marketing	Pearson Education	2000
	Philip Kotler	Marketing Management	Prentice Hall	2005

Semester : V
Title : **Information Security (Level I)***
Subject Code : NM13IS1
Credits : 2 **Lecture Hours: 26**

OBJECTIVE:

This course aims on introducing the theory and practice of designing and building secure computer systems that protect information and resist attacks. It covers all aspects of cyber security including network security, computer security and information security.

UNIT I (5 HRS)

Information security: History of IS-What is security?-characteristic of IS-components of I system –security system life cycle model.

UNIT II (6 HRS)

Cryptography: Concepts and techniques-Plain text and cipher text- Encryption principles- Cryptanalysis. Authentication methods-passwords-keys versus passwords-Attacking Systems via passwords-Password verification

UNIT III (5 HRS)

Fire walls: Viruses and worms- Digital rights management-What is firewalls- Types of Fire wall-Design Principles of Firewall

UNIT IV (5 HRS)

Hacking: Hacker hierarchy-password cracking-Phishing- Network Hacking- Wireless hacking.

UNIT V (5 HRS)

Case studies: DNS,IP SEC- Social media

Applicable to

*** BA(all Branches), B. Sc Advanced Zoology & Biotechnology, B. Sc Plant Biology & Plant Biotechnology, B. Sc Chemistry, B. Com Aided & SF , BBA Aided & SF MA & M. Sc all branches except Mathematics & Physics**

TEXT BOOK:

S.no	Author	Title of book	Publisher	Year of publication
1	Dr.Michael E. Whitman, Herbert J. Mattord	Principles and Practices of Information Security	Course Technology Cengage Learning	4 th edition, 2012
2	Atul Kahato	Cryptography and Network Security	McGraw Hill Education	3 rd Edition 2012
3	William Stallings	Network Security Essential Applications and standard	Prentice Hall	2 nd Edition 2009
4	Devan N. Shah	Information Security Principles and Practice	Wiley India	2009

Course material will be supplied

Semester : VI
Core : 14
Title : **Managing Business Processes – Paper II**
Subject Code : BA13C13
Credits : 4 **Lecture Hours: 71**

OBJECTIVE:

To provide an understanding of BPO processes and techniques

UNIT I PROBLEM SOLVING TECHNIQUES (14hrs)

Problem solving steps -7QC tools-Why Why analysis - Failure Mode and Effects Analysis (FMEA)

UNIT II PROCESS IMPROVEMENTS – SIX SIGMA (15hrs)

Meaning of Six sigma-history-application of six sigma-variation measures (mean, median, mode)-level of performance-characteristics of Normal distribution-CTQ-six sigma approaches-DMAIC/DFSSS.

UNIT III PROCESS IMPROVEMENTS – SIX SIGMA (14hrs)

Six sigma Organization- six sigma project methodology (with description of activities done in each phase) – define-measure-analyse-improve-control.

UNIT IV PROCESS IMPROVEMENTS (LEAN METHODOLOGY) (14hrs)

Process improvements- Introduction to lean - lean Principles-Types of Waste-Kaizen-LEAN tools

UNIT V RISK MANAGEMENT* (14hrs)

Risk Management- Introduction to risk management–Risk factors-types of risks- fraud management-business continuity plan –Identity management

***Self study**

TEXT BOOKS: : TCS MATERIALS

Semester : VI
Core : 15
Title : **International Business Environment**
Subject Code : BA13C14
Credits : 4 **Lecture Hours: 71**

OBJECTIVE:

To acquaint the students with the basic concepts of international trade and trade finance

UNIT - I (14 Hrs)

IB an overview – Reasons for International Business-Types of International Business-Exporting-Importing-Joint venture-Franchising-Constraints of International Business.

UNIT – II (14 Hrs)

International business decisions - International Business Environment - Culture environment - Economic environment - Political Environment – Regulatory environment - Technology environment - Demographic environment.

Definition and Meaning of Multinational Corporations – Merits and Demerits of MNC-MNC and International Trade

UNIT – III (17Hrs)

Globalization of Indian business – obstacles to globalization – factors favoring globalization – Globalization strategies – Scope of marketing Indian products abroad.

International institutions- IMF, WTO, World Bank

UNIT – IV (12 Hrs)

Trade finance-Parties and terminology in international trade-risk associated and its mitigants - role of banks and documents in international trade-Letter of credit-parties to L/C-Types of L/C- confirmation- document checking, acceptance and payment.

Collections, Parties to Collections &Types of Collections- Document Checking, Acceptance &Payment Method of payment-advance, open account-documentary collection and documentary credit

UNIT – V* (14 Hrs)

Guarantee-SBLC-types of guarantee –Issuance, amendment claim and settlement and cancellation-Reimbursement authorization-clean payment-irrevocable undertaking-FI advance.

Reimbursements Authorizations, Claims, Payments. Loans and Finances Syndicated Loans .Corporate Advances, Receivable Finance, Supplier Finance Commodity Finance

Channel Finance and Bill Finance Discounting.

Basics of UCP ,ISBP,URC,URR URDG and ISP -Value added services-after service-customer service (Voice/ non voice) investigation reconciliation proofing and reporting.

*Self study

TEXT BOOK:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Francis Cherunilam	International Business	PHI Learning Private Ltd	2009

Semester : VI
Core : 16
Title : Customer Relationship Management
Subject Code : BA13C15
Credits : 4 **Lecture Hours: 86**

OBJECTIVE:

To provide a thorough understanding of customer-retailer relationship and the ways to manage it.

UNIT- I (18hrs)

Relationship Marketing- Overview, Meaning- Basis of Building Relationships- Customer Lifetime Value- Conflict Management and Customer Retention.

UNIT- II (17hrs)

CRM- Evolution, Meaning, Definition, Objectives, and Benefits- Relationship between CRM & Technology- Creating a CRM culture- Building blocks of CRM- CRM Strategies- Types of CRM.

UNIT- III (17hrs)

Planning CRM Project- General Business Goals and Objectives- Framework of Successful CRM- CRM: Implementation Steps- Role of CRM and Employees, the HCRM Model, Way Forward.

UNIT- IV (17hrs)

Sales Force Automation (SFA)- Overview, Strategic Advantages, Disadvantages, SFA at Inception and Today- Call center- Objectives, Classification, Functionality, Developments- CRM & Data Warehousing- Steps, Information Processing- Data Mining Technology and Process.

UNIT- V (17hrs)

CRM Marketing Initiatives- What is ECRM? - Levels, ECRM Tools- Difference between CRM and ECRM- *CRM: Opportunities, Challenges and Ways to avoid Pitfalls.

***Self study**

Text Book:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Dr. K. Govinda Bhat	Customer Relationship Management	Himalaya Publishing House	2010 edition

Reference Books:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	S. Shajahan	Relationship Marketing	McGraw Hill	1997
2.	Paul Green Berg	CRM	Tata McGraw hill	2002

Semester : VI
AOS : III
Title : **Management Information System**
Subject Code : AMS1410
Credits : 4 **Lecture Hours: 71**

OBJECTIVE:

To provide knowledge on concepts and application of information systems in business.

UNIT I (14 Hours)

MIS- objectives foundations- levels-features - real world systems - roles-trends-types- managerial challenges-components-information system resources- competitive advantage, business process re-engineering - creating agile and virtual company - knowledge management systems

UNIT II (15 Hours)

Data Base Management System – concept - Database Structures - Data resources -Types - Database warehouse- Mining - Database Management approach, Software - Application software- End user applications- Groupware-Software Alternatives-Cloud computing - Software Licensing - Application Service Providers

UNIT III (14 Hours)

Systems approach- System Analysis and Design- System Development Life Cycle- End user development-Steps in implementing systems-evaluating hardware - software-testing-conversion-maintenance

UNIT IV (14 Hours)

Decision Support System -Trends-Components-Online Analytical processing-DSS Analysis-EIS-Enterprise portal and Decision support-Artificial Intelligence technologies, Telecommunication network model-Types of Telecommunication network- Telecommunication processors-Tele communication media-wireless technologies

UNIT V (14 Hours)

Functional Sub Systems- Marketing- Manufacturing- Human Resource- Payroll - Accounting -Finance -Inventory – Account payables –Receivables, Enterprise Resource planning: The business backbone-benefits and challenges-costs-causes of failure-

* Self study

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	James A O Brien, et al,	Management Information Systems	McGraw Hill Education (India) P Ltd	2013

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Kenneth.C.Laudon, Jane.P. Laudon	MIS –Managing the digital firm	Pearson Publications	2013
2	LM .Prasad, Usha Prasad	Management Information System	Sultan Chand & Sons	2005
3	Saroj Kumar, Ratna Yadav	Management Information System	Thakur publication	2010

Semester : VI
AOS : IV
Title : **Capital Markets for Business Process Services-Paper-II**
Subject Code : BA13E02
Credits : 5 **Lecture Hours: 86**

OBJECTIVE:

To familiarize the students about few products and processes relating to financial markets

Unit I (18Hrs)

Basics of investment banking – trade life cycle – clearing and settlement – securities lending – prime brokerage – collateral management – corporate actions: mandatory & voluntary – Corporate actions: How they affect securities.

Unit II (17hrs)

Mutual funds- Definition – *Products- types – Transactions in Mutual funds – Fund expenses –Transfer agency – Mutual funds in India – Recent trends in Mutual fund

Unit III (17hrs)

Hedge funds – Meaning -Hedging Definition-types of hedging – Hedge funds – Hedge fund strategies - Recent techniques

Unit IV (17hrs)

Private equity – Understanding private equity operations – Fund accounting & NAV calculations – Performance reporting – Reconciliations in Asset management.

Unit V (17hrs)

Risk management – Measures of risk –Risk management in capital market – Counterparty credit risk management – Market risk management-Global Financial Market.

***Self study**

TEXT BOOKS: : TCS MATERIALS

Semester : VI

Skill Based Subject

Title : Computational Finance-Paper II

Subject Code : SB13FAP2

Credits : 3

Lecture Hours: 43

OBJECTIVE:

To enable the students to construct spreadsheet for basic financial applications using financial functions available in spreadsheet.

Unit I (9hrs)

Leverage

Input: Various Cost

Functions to be used: Goal Seek

Expected Output: DOL, DFL and DCL; BEP graph

Unit II (9hrs)

Designing Capital Structure

Input: Summarized Income Statement

Functions to be used: Goal Seek

Expected Output:EPS, EPS growth rate.

Unit III (8hrs)

Inventory Management

Input: Inventory data

Functions to be used: Scenarios

Expected Output: EOQ, Max level, Min level, Graph.

Unit IV (9hrs)

Credit Policy

Input: Opening and Closing Receivables.

Functions to be used: Min, Max

Expected Output: Aging Schedule

Unit V (8hrs)

Cash flow Estimation

Input: Cash flows

Functions to be used: Auto correct

Expected Output: Cash Budget

Note: Practical Classes to be arranged in Computer lab.

Software essential: MS Office Excel

TEXT BOOK:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Bodhanwala.R.J	Financial Management using Excel Spreadsheet	Taxmann Publication, New Delhi	3rd Edition, 2010

Semester : VI
ALC : Paper III
Title : Entrepreneurship Development
Subject Code : BA13AC3
Credits : 5

OBJECTIVE:

- 1) To impart knowledge and skills needed to become a successful entrepreneur
- 2) To motivate young minds to set up own venture and contribute to national economic development.

Unit I:

Entrepreneurship Meaning- Characteristics- Functions- Traits- Types- Intrapreneur- Women Entrepreneurship- Rural Entrepreneurship- Role of Entrepreneurship in Economic Development – Entrepreneurship Development Programme- Need- Objectives- Course Contents- Phases-Evaluation

Unit II

Factors affecting entrepreneurial growth- Institutional Support to Entrepreneurs- DIC, NSIC, SIDO, KVIC, SIDC, TIIC, Industrial Estates, NIESBUD, SIDBI, SISI- EDII- TCO- SIPCOT- IIE- NISIET- Angel Investors- Incubators- STEP- Venture Capital- Clusters.

Unit III

Development of Business Plan and starting venture- Registration Formalities- Incentives and Subsidies- Need for Incentives and Subsidies- Tax benefits for SSI Units- Sickness in Small Industries- Causes and Remedies and Revival.

Unit IV

Project - Idea Generation- Project Identification- Project Formulation- Feasibility Analysis- Project appraisal, Project Report Presentation- Planning Commission Guidelines for Formulating a Project.

Unit V:

Financial Analysis- Capital Cost Estimation- Operating Cost- Revenue Estimates- Working Capital- Cash Flow- Errors in Estimation-Case study analysis- Field Visit and business plan submission.

Text Book:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Khanka SS	Entrepreneurial Development	S.Chand & Co. Ltd	2010

Reference Books :

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Gupta CB and Srinivasan NP	Entrepreneurship Development in India	S.Chand & Co. Ltd	
2.	Robert D Hisrich et al	Entrepreneurship Development	Tata McGraw- Hill publishing company Ltd	2007
3.	Prasanna Chandra	Projects- Planning, Analysis, Financing, Implementation & Review	Tata McGraw- Hill publishing company Ltd	2006

Semester : VI
ALC : Paper IV
Title : **Business Ethics And Corporate Social Responsibility**
Subject Code : BA13AC4

Credits : 5

OBJECTIVE:

The paper aims to provide an insight into the ethical aspects in all areas of business, including global business.

UNIT I

Ethics – Meaning, Definition, Objectives, Sources, Types – Ethics and business – Need, Importance, Nature, Scope and Objectives – Myths about business ethics – Ethics and the organization – Running an ethical business.

UNIT II

Ethics in marketing: Ethics in areas of advertising, new product pricing, product packaging and labeling, personal selling, international marketing, supply chain management – criticism of ethics in marketing – Ethics in ;retail business.

UNIT III

Ethics in HRM: Privacy issues – psychological expectation model – Restricting and layoffs – wages empowerment of the weakest and unique – Advancement of women in the workforce – Human quality development – Sexual harassment – Discrimination – Whistle Blowing vs Organizational loyalty – Employer rights and responsibilities

UNIT IV

Ethics in production and operations management – Ethics in finance
Specific laws that affect retailers.

UNIT V

Ethics in global business – Ethical international decision – Making methods – Corporate responsibility and the environment

TEXT BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	C S V Murthy	Business Ethics- Text and cases	Himalaya publishing house	2 nd edition, 2006

REFERENCE BOOKS:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Joseph W Weiss	Business ethics – A stakeholder and issues management approach	Thomson (South-Western)	3 rd edition, 2003
2.	Swapna Pradhan	Retailing management – Text and cases	Tata McGraw Hill	2 nd edition, 2004