



PSGR KRISHNAMMAL COLLEGE FOR WOMEN

College of 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 (RETAIL MANAGEMENT)

**CHOICE BASED CREDIT SYSTEM &
OUTCOME BASED EDUCATION SYLLABUS**

BACHELOR OF BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

2017-2020



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



PROGRAMME OUTCOME

At the end of the programme student will be able to

PSO1:Develop ethical thinking,functional and general management skills,exhibit understanding of broad business concepts and principles.

PSO2:Evaluate different business problems using analytical,creative and integrative abilities with a global mindset

PSO3:Equip students to build and demonstrate leadership, team work and social skills.

PSO4:Communicate effectively in different contexts and understand geopolitical environment of business organisations, analyse financial performance of an organization applying various tools that aid in decision making.

PROGRAMME SPECIFIC OUTCOME

At the end of the programme student will be able to:

PSO1:Classify the retailers based on categories- traditional, merchandise offered ownership, operations and non store retailing.

PSO2:Evaluate the factors contributing to the growth of Indian retail industry and how it has an impact on the GDP of Indian economy.

PSO3: Design their own strategies for satisfying the retail customers.

PSO4: Analyze the cases on retail life cycle and strategies taken by the retail players at different stages during introduction, growth, maturity and decline stages.

PSO5: Design the retail business plan by doing SWOT analysis.

PSO6: Design the retail marketing mix and make decisions on product merchandise, price, supply chain, and promotional mix with respect to their retail business.

PSO7: Evaluate the impact of information technology on retail business concern.



PSGR KRISHNAMMAL COLLEGE FOR WOMEN
College of 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
(RETAIL MANAGEMENT)

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED
EDUCATION SYLLABUS & SCHEME OF EXAMINATION

2017- 2020

Semester	Part	Subject Code	Title of the Paper	Instruction per sem	Tutorial (Hrs)	Practical	Instruction per	Total (Hrs)	Duration of the	Exam Marks			Credits
										CIA Total	ESE	100	
I	I	TAM1601 / HIN1601/ FRE1601	Tamil Paper I / Hindi Paper I / French Paper I	86	4	-	6	90	3	40	60	100	3
I	II	ENG1601/ ENG16F1	English Paper I / Functional English Paper I	86	4	-	6	90	3	40	60	100	3
I	III	APB1601	Core -1: Principles and practice of Management	71	4	-	5	75	3	40	60	100	4
I	III	AOB1602	Core-2: Organisational Behaviour	71	4	-	5	75	3	40	60	100	4

				y									
I V	III	AHR1607	Human Resource Management	86	4	-	6	90	3	40	6 0	100	4
I V	III	AFM1608	Financial Management	86	4	-	6	90	3	40	6 0	100	4
I V	III	RM16C10	Principles of Economics	101	4	-	7	105	3	40	6 0	100	5
I V	III	IB16A02/ RM16A02	Allied-4 Corporate Governance /Banking and Insurance Management	86	4	-	6	90	3	40	6 0	100	5
I V	IV	SB14FA0 2	Skill Based Subject –Finance and Accounting for Business Process Services – Paper II (Theory)	41	4	-	3	45	2	25	7 5	100	3
I V	III	NM14EV S	Foundation Course : Environmental Studies	26	4	-	2	30	-	-	-	100	2
I V	IV		NCC/NSS/YRC	-	-	-	-	-	-	-	-	-	1
V	III	RM16C11	Core 11: Merchandise Management	71	4	-	5	75	3	40	6 0	100	4
V	III	RM16C12	Core 12: Services Marketing	71	4	-	5	75	3	40	6 0	100	4
V	III	RM16C13	Core 13: Customer Relationship Management	71	4	-	5	75	3	40	6 0	100	5
V	III	ARM1611	AOS 1: Research Methods for	71	4	-	5	75	3	40	6	100	5

		/ RM16E05	Management / Sales Management								0		
V	III	RM16E02 / RM16E06	AOS 2: Business Ethics / Brand Management	71	4	-	5	75	3	40	6 0	100	4
V	IV	SB16FAP 1	Skill Based Subject – Computational Finance – Paper- I (Practical)	41	4	-	3	45	2	25	7 5	100	3
V		NM13IS1	Information Security (Level I)	26	4	-	2	30	-	-	-	100	Grad e
V	III	IB16AC1	ALC 1: Financial services **	-	-	-	-	-	3	25	7 5	100	5
V	III	IB16AC2	ALC 2: Event Management**	-	-	-	-	-	3	25	7 5	100	5
V			Personality Development	-	-	-	-	-	-	-	-	100	-
V			Field Work									100	2
V	III		Comprehensive Examination									100	Grad e
V I	III	UED1601	Entrepreneurial Development	71	4	-	5	75	3	40	6 0	100	4
V I	III	RM16C14	Core 14: Mercantile Law	86	4	-	5	90	3	40	6 0	100	4
V I	III	SCM16E0 3/ RM16E07	AOS 3: Supply Chain Management/ Merchant Banking	71	4	-	5	75	3	40	6 0	100	4

V I	III	ASP1613/ RM16E08	AOS 4: Advertising and Sales Promotion / Rural Marketing	71	4	-	5	75	3	40	6 0	100	4
V I	III	RM16PR OJ	Project Work and Viva Voce	6	-	-	-	-	-	-	-	-	5
V I	IV	SB16FAP 2	Skill Based Subject – Computational Finance – Paper- II (Practical)	41	4	-	3	45	2	25	7 5	100	3
V I	III	IB16AC3	ALC 3: E- Business Management**	-	-	-	-	-	3	25	7 5	100	5
V I	III	RM16AC 4	ALC 4: Total quality management **	-	-	-	-	-	3	25	7 5	100	5

**** - self study course**

AOS: Application oriented subject

CIA: Continuous internal assessment

ESE: End semester examination

**ALC course: One paper to be selected in semester V and VI (optional and restricted to students with 75% or more percentage)

QUESTION PAPER PATTERN

CORE & ALLIED PAPERS

Continuous Internal Assessment : 50 Marks

SECTION	MARKS	TOTAL
A – 5 X 2 Marks	10	50
B – 4 X 5 Marks	20	
C - 2/3 X 10 Marks	20	

End Semester Examination : 100 Marks

SECTION	WORD LIMIT	MARKS	TOTAL
A-11/13 X 2 Marks	One or two sentences	22	100
B - 5/7 X 6 Marks	300	30	
C - 4/6 X 12 Marks	600-800	48	

SKILL BASED SUBJECT

Continuous Internal Assessment : 25 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 4 Marks	16	25
B – 1 / 2 X 9 Marks	9	

End Semester Examination : 50 Marks

SECTION	MARKS	TOTAL
A- 4 / 6 X 5 Marks	20	50
B – 2 / 3 X 15 Marks	30	

ADVANCED LEARNERS COURSE (ALC)

Continuous Internal Assessment : 25 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 4 Marks	16	25
B – 1 / 2 X 9 Marks	9	

End Semester Examination : 75 Marks

SECTION	MARKS	TOTAL
A-5/8X5=25 Marks	25	75
B – 5/8X10=50 Marks	50	

VALUE EDUCATION AND HUMAN RIGHTS / WOMEN STUDIES / AMBEDKAR STUDIES / GANDHIAN STUDIES / ENTREPRENEURSHIP / ENVIRONMENTAL STUDIES

Continuous Internal Assessment : 50 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 5 Marks	20	50
B – 2 / 3 X 15 Marks	30	

Value Education and Human Rights & Environmental Studies two internal tests will be conducted for 50 marks each and the total marks secured will be equated to a maximum of 75 marks and 25 marks is allotted for project / group discussion / presentation of a report.

INFORMATION SECURITY

Continuous Internal Assessment : 40 Marks

SECTION	MARKS	TOTAL
A – 5 / 8 X 2 Marks	10	40
B – 6 / 8 X 5 Marks	30	

FIELD TRAINING

1. An internship for a period of 15 days to be completed at the end of IV semester in an industrial establishment/organization approved by the concerned staff. The student is also required to maintain a work diary and submit a report in the V semester, which will be followed, by a viva voce.

MODE OF EVALUATION	MARKS	TOTAL
Attendance	10	100
Work Diary	10	
Report	60	
Viva-voce	20	

PROJECT

During the end of semester V, the students will be allotted to a staff coordinator who will be the guide and internal examiner for the project work. Each student should select a topic and the same to be approved by the guide. The fieldwork has to be done during the November vacation and during the beginning of semester VI,. The student should submit the project report on or before the last date specified for submission. The student submitting the report after the last date of submission will be rejected and the same will be treated as “Not completed”

The components of Marks for project work will be as follows:

INTERNAL EVALUATION

S.No	Components	Evaluation	Max. Marks
1	I Review	Selection of the field of study, Topic & research design	5 Marks
2	II Review	Literature & Data Collection	10 Marks
3	III Review	Analysis & Conclusion: Preparation of rough Draft	5 Marks
		Total	20 Marks

END SEMESTER EXAMINATION

S.No	Evaluation	Max. Marks
1	Evaluation of the project (Internal)	80 Marks
2	Viva voce (External)	20 Marks

CIA: Continuous internal assessment

ESE: End semester examination

WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF
CONTINUOUS INTERNAL ASSESSMENT

Theory

	CI A I	CI A II	Mod el Exa m	Assignme nt/ Class Notes	Semin ar	Qui z	Class Participati on	Libra ry Usag e	Attendan ce	Max. Mar ks
Core / Allied	5	5	6	4	5	4	5	3	3	40
SBS	5	5	15	-	-	-	-	-	-	25
ALC		10	15	-	-	-	-	-	-	25
Informati on Security	40	40		10		10				100

Practical

	Model Exam	Lab Performance	Regularity in Record Submission	Attendance	Maximum Marks
Core / Allied / SBS	12	20	5	3	40

RUBRICS

Assignment/ Seminar

Maximum - 20 Marks (converted to 4 marks)

Criteria	4 Marks	3 Marks	2 Marks	1 Mark
Focus Purpose	Clear	Shows awareness	Shows little awareness	No awareness
Main idea	Clearly presents a main idea.	Main idea supported throughout	Vague sense	No main idea
Organisation: Overall	Well planned	Good overall organization	There is a sense of organization	No sense of organization
Content	Exceptionally well presented	Well presented	Content is sound	Not good
Style: Details and Examples	Large amounts of specific examples and detailed description	Some use of examples and detailed descriptions	Little use of specific examples and details	No use of examples

CLASS PARTICIPATION

Maximum - 20 Marks (converted to 5 marks)

Criteria	5 Marks	4 Marks	3 Marks	2 Marks	1 Mark	Points scored
Level of Engagement in Class	Student proactively contributes to class by offering ideas and asks questions more than once per class.	Student proactively contributes to class by offering ideas and asks questions once per class	Student contributes to class and asks questions occasionally	Student rarely contributes to class by offering ideas and asking no questions	Student never contributes to class by offering ideas	
Listening Skills	Student listens when others talk, both in groups and in class. Student incorporates or builds off of the ideas of others.	Student listens when others talk, both in groups and in class.	Student listens when others talk in groups and in class occasionally	Student does not listen when others talk, both in groups and in class.	Student does not listen when others talk, both in groups and in class. Student often interrupts when others speak.	
Behavior	Student almost never	Student rarely	Student occasionally	Student often	Student almost	

	displays disruptive behavior during class	displays disruptive behavior during class	displays disruptive behavior during class	displays disruptive behavior during class	always displays disruptive behavior during class	
Preparation	Student is almost always prepared for class with required class materials	Student is usually prepared for class with required class materials	Student is occasionally prepared for class with required class materials	Student is rarely prepared for class with required class materials	Student is almost never prepared for class.	
					Total	

MAPPING OF POs WITH COs

COURSES	PROGRAMME OUTCOMES				
	PO1	PO2	PO3	PO4	PO5
COURSE 1 - APB1601					
CO1.	M	H	M	M	
CO2.	H	H	H	H	
CO3.	H	H	H	H	
CO4.	H	H	M	M	
CO5.	H	H	H	H	
COURSE 2 - AOB1602					
CO1.	H	H	H	H	
CO2.	H	H	H	H	
CO3.	H	H	H	M	
CO4.	M	H	H	M	
CO5.	M	H	H	M	
COURSE 3- RM16C03					
CO1.	H	H	H	H	
CO2.	H	H	H	H	
CO3.	H	H	H	H	
CO4.	H	H	H	H	
CO5.	H	H	H	H	
COURSE 4 - ABC1603					
CO1.	H	H	H	H	

CO2.	H	H	H	M	
CO3.	H	H	H	M	
CO4.	H	H	H	H	
CO5.	H	H	H	H	
COURSE 5 - AFA1604					
CO1	H	H	M	H	
CO2	H	H	M	H	
CO3	H	H	H	M	
CO4	H	H	H	H	
CO5	H	H	H	H	
COURSE 6 – RM16C04					
CO1.	H	H	H	H	
CO2.	H	H	H	H	
CO3.	H	H	H	H	
CO4.	H	H	H	H	
CO5.	H	H	H	H	
COURSE 7 – AMM1606					
CO1.	H	H	H	H	
CO2.	H	H	H	H	
CO3.	H	H	H	M	
CO4.	M	H	H	M	
CO5.	M	H	H	M	
COURSE 8- RM16A01					
CO1.	H	H	H	H	

CO2.	H	H	H	H	
CO3.	H	H	H	H	
CO4.	H	H	H	H	
CO5.	H	H	H	H	
COURSE 9- AHR1607					
CO1.	M	H	H	H	
CO2.	H	H	H	H	
CO3.	H	H	H	M	
CO4.	M	H	H	M	
CO5.	M	H	H	M	
COURSE 10- AFM1608					
CO1.	H	H	M	H	H
CO2.	H	H	M	H	H
CO3.	H	H	H	H	M
CO4.	H	H	H	H	H
CO5.	H	H	H	H	H
COURSE 11- RM16C10					
CO1	H	H	H	H	
CO2	H	H	H	H	
CO3	H	H	H	H	
CO4	H	H	H	H	
CO5	H	H	H	H	
COURSE 12- RM16A02					
CO1.	H	H	H	H	

CO2.	H	H	H	H	
CO3.	H	H	H	H	
CO4.	H	H	H	H	
CO5.	H	H	H	H	
COURSE 13 – RM16C11					
CO1	H	H	H	H	
CO2	H	H	H	H	
CO3	H	H	H	H	
CO4	H	H	H	H	
CO5	H	H	H	H	
COURSE-14 RM16C12					
CO1	H	H	H	H	
CO2	H	H	H	H	
CO3	H	H	H	H	
CO4	H	H	H	H	
CO5	H	H	H	H	
COURSE 15 – RM16C13					
CO1.	H	H	H	H	
CO2.	H	H	H	H	
CO3.	H	H	H	H	
CO4.	H	H	H	H	
CO5.	H	H	H	H	
COURSE 16 - ARM1611					

CO1	H	H	H	H	
CO2	H	H	H	H	
CO3	H	H	H	H	
CO4	H	H	H	H	
CO5	H	H	H	H	
COURSE 17 – RM16E05					
CO1	H	H	H	H	
CO2	H	H	H	H	
CO3	H	H	H	H	
CO4	H	H	H	H	
CO5	H	H	H	H	
COURSE 18 – RM16E02					
CO1.	H	H	H	H	
CO2.	H	H	H	H	
CO3.	H	H	H	H	
CO4.	H	H	H	H	
CO5.	H	H	H	H	
COURSE 19 – RM16E06					
CO1	H	H	H	H	
CO2	H	H	H	H	
CO3	H	H	H	M	
CO4	M	H	H	M	

CO5	M	H	H	M	
COURSE 20 – IB16AC1					
CO1	H	H	H	H	
CO2	H	H	H	H	
CO3	H	H	H	H	
CO4	H	H	H	H	
CO5	H	H	H	H	
COURSE 21 – IB16AC2					
CO1.	H	H	H	H	
CO2.	H	H	H	H	
CO3.	H	H	H	H	
CO4.	H	H	H	H	
CO5.	H	H	H	H	
COURSE 22 – UED1601					
CO1.	H	H	H	H	H
CO2.	H	H	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
COURSE 23 – RM16C14					
CO1.	H	H	H	H	
CO2.	H	H	H	H	
CO3.	H	H	H	H	
CO4.	H	H	H	H	

CO5.	H	H	H	H	
COURSE 24 – SCM16E03					
CO1.	H	H	H	H	H
CO2.	H	H	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H
CO5.	H	H	H	H	H
COURSE 25 – RM16E07					
CO1	H	H	H	H	
CO2	H	H	H	H	
CO3	H	H	H	M	
CO4	H	H	M	H	
CO4	H	H	H	M	
COURSE 26 – ASP1613					
CO1.	H	H	H	H	
CO2.	H	H	H	H	
CO3.	H	H	H	M	
CO4.	M	H	H	M	
CO5.	M	H	H	M	
COURSE 27 – RM16E08					
CO1	H	H	H	H	
CO2	H	H	H	H	
CO3	H	H	H	M	

CO4	M	H	H	M	
CO5	M	H	H	M	
COURSE 28 – RM16AC4					
CO1.	H	H	H	H	
CO2.	H	H	H	H	
CO3.	H	H	H	H	
CO4.	H	H	H	H	
CO5.	H	H	H	H	

COURSE NUMBER- APB1601	COURSE NAME – PRINCIPLES AND PRACTICE OF MANAGEMENT	Category	L	T	P	Credit
		Core	71	4	-	4

Preamble

- To develop ability to critically analyse and evaluate a variety of management practices in the contemporary context;
- To understand and apply a variety of management and organisational theories in practice;
- To be able to mirror existing practices or to generate their own innovative management competencies, required for today's complex and global workplace;
- To be able to critically reflect on ethical theories and social responsibility ideologies to create sustainable organisations.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Understand various management concepts and the functions at various levels in the organizational.	K1
CO2.	Identify and understand the various types of plans and their process and limitations.	K2
CO3.	Interpret why a good organisational structure and coordination is needed for effective organizations	K2
CO4.	Understand the various types of decision and how to apply scientific decision making process	K3
CO5.	Estimate various types of performance evaluation and apply how budgetary controls promote efficient and optimal utilization of resources	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1	M	H	M	M
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	M	M
CO5	H	H	H	H

H-H igh; M-Medium; L-Low

Syllabus

UNIT – I (15 Hours)

Management: Meaning & Definition – Scope -- Features - Level and Role of Management – Process of Managing — Management as an art or a science or a profession – Management Thought: Scientific & Modern Management thoughts only – Functions of Management.

UNIT – II (15 Hours)

Planning: Meaning and Definition – Nature and Characteristics of Planning – Importance – Types of Plans – Planning process – Limitations of Planning
Decision Making: Definition, meaning and features of decision making- Types of decision making – Decision making process.

UNIT – III (15 Hours)

Organising: Meaning and Definition – Principles of Organizing – Formal and Informal Organisation – Importance of Organization - Delegation and Authority – Forms of organisation (organisation structure) – Organisation Charts.

UNIT – IV (14 Hours)

Controlling: Definition – Characteristics of control – Importance of controlling- Control process – Effective control system – Limitations of controlling - Types of Control - Control Techniques: Budgetary control and Non budgetary control.

UNIT – V (12 Hours)

Co-ordination: Meaning and Definition – Features and Benefits of co-ordination –Essential for effective co-ordination.

Case study Analysis- Simple cases from all units.

Text Books :

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	A.Kumudha	Principles of Management	Kalyani Publishers	2012
2.	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2011

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Harold Kootz and Heinz Wehrich	Essentials of Management	Tata McGraw Hill	2014
2.	Stepten P. Robbins, Mary Coulter and Neharika Vohra	Management	Pearson Prentice Hall, New Delhi	2013
3.	Rao V.S.P.	Management: Text & Cases	Excel Books, New Delhi	2012
4.	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2011

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion , Case Study , Peer learning and assignment.

Course Designers:

Dr.A.Kumudha & Dr.S.Poornima.

COURSE NUMBER- AOB1602	COURSE NAME – ORGANISATIONAL BEHAVIOUR	Category	L	T	P	Credit
		Core	71	4	-	4

Preamble

- To provide an introduction to behavioural approach in management.
- To familiarize the students with the behavioural patterns of human beings at individual and group levels in the context of an organization
- To introduce students with the history of the behavioural movement in management.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify the determinants of personality and relate the importance of attitudes to understand behavior.	K1
CO2.	Recognize how workplace perceptions, attitudes, and behaviors impact organizational performance	K1
CO3.	Describe the concepts, theories and models of organisational behaviour.	K2
CO4.	Associate the behaviour of individuals and groups in organisations and identify the problems associated with organizing and managing teams	K2
CO5.	Demonstrate the ability to use theories in the practice of leadership	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	H	H	H	H
CO2.	H	H	H	H
CO3.	H	H	H	M
CO4.	M	H	H	M
CO5.	M	H	H	M

H- High; M-Medium; L-Low

Syllabus

UNIT – 1 (15 Hours)

Nature and importance of Organisational Behaviour (OB) — concept and relevance of OB in Modern Management- Models of OB- Challenges and Opportunities faced by Managers applying OB.

UNIT – II (15 Hours)

Perception- process, importance, factors influencing perception, Managerial and Behavioural applications of Perception. Motivation-Concept, Theories (Maslow, Herzberg and McGregor).

UNIT – III (15 Hours)

Attitudes: characteristics, components, measurement of attitude, attitude surveys. Personality, meaning, self concept, self -esteem, major determinants of personality – personality tests.

UNIT – IV (15 Hours)

Group Dynamics- Definition, types of Groups, Stages of Group development, Team Building, Group processes and group decision Making, Transactional Analysis and Johari Window, Kinesics, Body Language.

UNIT – V (11 Hours)

Leadership- Leader Vs Manager, Leadership styles, Concepts and Theories, Transformational vs. Transactional Leadership.

Case study Analysis- simple cases from all units. (For Internal Evaluation Only)

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	L.M. Prasad	Organizational Behavior	Sultan Chand & Sons	2014
2.	Fred Luthans	Organizational Behavior	Tata Mc Graw Hill	2014

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	K. Aswathappa	Organizational Behavior	Himalaya Publishing House Pvt. Ltd.	2014
2.	Shashi K. Gupta & Rosy Joshi	Organizational Behavior	Kalyani publishers	2014
3.	N. Kumar & R.Mittal	Organisational Behaviour	Anmol	2011

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion Case Study and peer learning.

Course Designers:

Dr.K.Vidyakala Ms.J.Deepa.

COURSE NUMBER- RM16C03	COURSE NAME – PRINCIPLES OF RETAILING	Category	L	T	P	Credit
		Core	71	4	-	4

Preamble

- To understand the impact of retailing industry on the business world, and on individuals.
- To understand the details of retailing and retail management and how that impacts and improves the rate of the success of a retail operation.
- To explore the techniques and strategies employed in retailing
- To impart how location decisions, vendor selections, pricing, and merchandising impact a retail operation

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify the types of retail organizations and their basic retail operations.	K1
CO2.	Identify and describe current domestic and international retail environment	K1
CO3.	Describe the key factors which influence the development of retail industry.	K2
CO4.	Discuss how to become a good retail planner and decision maker and help focus on change and adaption to change	K2
CO5.	Apply the strategic planning process in retailing sector to operate in the global retailing environment	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	H	H	H	H
CO2.	H	H	H	H
CO3.	H	H	H	H
CO4.	H	H	H	H
CO5.	H	H	H	H

H-H igh; M-Medium; L-Low,

Syllabus

UNIT – I (15 Hours)

Retail: Meaning – characteristics of a Retailer – Functions of a retailer – Services provided by a retailer - Reasons for studying Retailing – Retailing as a career – Trends in Retailing-Ethical issues in retailing.

UNIT – II (16 Hours)

Retail Model: Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – Rural retailing – Retail value stream - Multichannel retailing – Corporate social responsibility.

UNIT – III (17 Hours)

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control –Strategic planning process for global retailing-consumer decision-making process.

UNIT – IV (13 Hours)

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India– Foreign Direct Investment in retail – Challenges to retail developments in India- Role of BPO and IT in retail.

UNIT – V (10 Hours)

International Retail Environment- socio, economic, political, legal, technical environment- Global retail markets – Challenges and Threats in global retailing – Factors affecting the success of a global retailing industry.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Swapna Pradhan	Retailing Management- Text &cases	Tata McGraw-Hill Education Private Limited	2013

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Gibson G Vedamani	Retail Management – Functional Principles and Practice	Jaico Publishing House,	2013
2	Michael Levy, Barton a Weitz, Ajay Pandit	Retail Management	The McGraw-Hill companies	2010
3	Barry Berman ,Joel R. Evans, Mini Mathur	Retail Management – a Strategic Approach	Dorling Knundersley (India) p ltd	2011

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,Case Study,assignment and peer learning

Course Designers:

Mrs.G.Nagamuthu.

COURSE NUMBER-ABC1603	COURSE NAME – BUSINESS COMMUNICATION	Category	L	T	P	Credit
		Core	71	4	-	4

Preamble

- To give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program.
- To create an awareness of the importance of written expression to modern business communication.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify the importance of communication to gain a general understanding of communication process, and to overcome barriers in communication.	K1
CO2.	Recognize the importance of non-verbal communication and use of various communications devices.	K1
CO3.	Describe the concepts of Interpersonal communication, corporate and interpersonal communication.	K2
CO4.	Associate the fundamentals of the report writing process and to produce effective reports characterized by using creative charts, tables and diagrams.	K2
CO5.	Demonstrate the critical thinking skills to produce successful letters or emails; agenda and minutes in any given context or situation.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	H	H	H	H
CO2.	H	H	H	M
CO3.	H	H	H	M
CO4.	H	H	H	H
CO5.	H	H	H	H

H- High; M-Medium; L-Low

Syllabus

UNIT – I (15 Hours)

Communication: Meaning – Objectives – Importance – Channels – Media – Barriers to communication – Essentials of Effective Communication-Communication through letters – Layout of letter – Business letter format.

UNIT – II (16 Hours)

Business Letters-Enquiries and Reply – Offers and Quotations – Orders and Execution – Claims and Adjustments – Collection – Status Enquiries – Application for jobs.

UNIT – III (15 Hours)

Non-verbal communication – Body Language – Making Presentation – Use of Charts, Diagrams and Tables – Preparing Agenda & Minutes.

UNIT – IV (13 Hours)

Reports: Types, Preparation, structure and organization of reports – Reports by individuals and committees- Press Releases.

UNIT – V (12 Hours)

Interpersonal communication- Corporate culture- Inter cultural communication– Communication devices – Use of internet and email- Business étiquette and email étiquette.

Case study Analysis (For Internal Evaluation Only) - simple cases from all units .

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rajendra Pal &Korlahalli	Essentials of Business Communication	Sultan Chand & Sons.	2014
2.	Gupta C.B	Basic Business Communication	Sultan Chand & Sons.	2014

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Kitty O. Locker & Stephen Kyo Kaczmarek	Business Communication- Building Critical Skills	McGraw-Hill Irwin	2014
2.	Raj Kumar	Basic Business Communication	Excel Books Publishing house	2010
3.	M.V. Rodriques	Effective Business Communication	Concept Publishing Company	2003
4.	Ramesh, MS,& C. C Pattanshetti	Business Communication	R.Chand & Co,	2003

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion , Case Study, assignment and peer learning.

Course Designers:

Dr.K.Nithyakala & Dr.K.Vidyakala.

COURSE NUMBER-	COURSE NAME – FINANCIAL ACCOUNTING				Category	L	T	P	Credit
					CORE	86	4	-	4
A	AI 604	PO1	PO2	PO3	PO4				

Preamble

1. To understand the basic concepts and principles of financial accounting.
2. To deepen knowledge on all the components of the balance sheet, using a double entry bookkeeping perspective.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.
4. To effectively communicate financial results and position to stakeholders.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Identify the importance of accounting and to gain a broad understanding of concepts, principles and terminology of financial accounting.	K1
CO2	Recognize and familiarize kinds of accounts and use of various accounting tools.	K1
CO3	Associate the components of balance sheet using double entry booking keeping.	K2
CO4	Analyze and perform fundamental accounting operations.	K2
CO5	Demonstrate the critical thinking skills to analyze and prepare financial reports in any given context or situation.	K3

Mapping with Programme Outcomes

CO1	H	H	M	H
CO2	H	H	M	H
CO3	H	H	H	M
CO4	H	H	H	H
CO5	H	H	H	H

H-H igh; M-Medium; L-Low

Syllabus

UNIT – I (17 Hours)

Accounting Concepts – Principles – Kinds of Accounts – Journal, Ledger, Subsidiary

Books: Purchase Book, Sales Book, Returns Book, Cash Book.

UNIT – II (16 Hours)

Trial Balance-objectives and methods of preparing Trial Balance-Rectification of Errors -types of errors- preparation of suspense account - effect of errors on profit– preparation of Bank Reconciliation Statement.

UNIT – III (19 Hours)

Capital and Revenue expenditure- Preparation of Manufacturing – Trading and Profit and Loss Account – Balance Sheet- Treatment of adjustments

UNIT – IV (16 Hours)

Depreciation – Meaning, Need for depreciation - Methods: Straight line and Diminishing balance methods – Bills of Exchange – entries in the books of drawer and acceptor

UNIT - V (18 Hours)

Final accounts of a company- Horizontal and vertical forms of income statement and Balance sheet and its contents-Financial statement analysis- comparative, common size statements and trend analysis- Ethics in financial reporting.

(Theory and Problems in the ratio of 20% and 80% respectively)

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Mohan Juneja C	Financial Accounting	Kalyani Publishers	2013
2	S P Jain and Narang	Financial Accounting	Kalyani Publishers	2005 Reprint 2016

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Grewal T.S	Double entry book keeping	Sultan Chand & Company	2000
2	Gupta and Radhaswamy	Advanced Accountancy	Sultan Chand & Sons	2002
3	S.N. Maheswari	Financial Accounting	Sultan Chand & Sons.	2000

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

Course Designers:

Dr.S.Poornima & Dr.K.Nithyakala.

COURSE NUMBER- RM16C04	COURSE NAME – RETAIL OPERATIONS	Category	L	T	P	Credit
		CORE	101	4	-	5

Preamble

1. To enable the students to understand the importance of store location for a retailer.
2. To enlighten the students about the different store operating processes and their significance in running retail operations smoothly.
3. To increase an awareness and understanding of key financial operations such as profit planning, asset management and budgeting.
4. To help the students to develop skill and knowledge in retail methods of accounting.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify the types of retail locations and their merits.	K1
CO2.	Identify and describe site evaluation criteria and store layout.	K1
CO3.	Describe the scope of operations management in operational and financial dimensions.	K2
CO4.	Discuss the concept of trading area and storekeeping.	K2
CO5.	Apply the retail methods of inventory valuation.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

H- High; M-Medium; L-Low

Syllabus

UNIT –I (21 Hours)

Store Location: Trading Area Analysis-Importance of location to a retailer- Size and shape of Trading Areas- Use of GIS in TA Analysis-Delineating TA of an Existing Store and New Store- Methods of Evaluating Retail Trade Area-Characteristics of the trading areas.

UNIT –II (21 Hours)

Site selection :Types of location – Location and Site Evaluation - Characteristics of the available site - Retail store layout - The circulation plan - Space mix and effective retail space management - Floor space management.

UNIT- III (21 Hours)

Operations Management : Operational Dimensions - Operations Blueprint-Store maintenance , Energy management and renovations - Inventory management - Store security – Insurance - Credit management- Computerisation – Outsourcing – Crisis Management- Evaluating a retail operation: Store Operating parameters – Using the Strategic resources model in retailing- Designing a performance programme.

UNIT –IV (19 Hours)

Operation Management- Financial Dimensions-: Profit Planning- Asset Management- Budgeting, Store keeping : Objectives, Functions, Importance of Storekeeping – Duties and

Responsibilities of a storekeeper – Factors underlying successful storekeeping – Stores ledger – Bin card.

UNIT –V (19 Hours)

Retail Inventory : Inventory Planning - Return on inventory investments and stock turnover - Inventory Management - Physical and perpetual inventory systems - Retail method of inventory valuation , Retail Technology- e- Retailing, Retail Analytics, Retail Disruption.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Barry Berman and Joel R Evans	Retail Management, A strategic Approach	Prentice Hall of India, 12 th Edition	2013

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Swapna Pradhan	Retailing Management, Text and cases	Tata McGrawhill	2009
2.	Gibson G Vedamani	Retail Management ,Functional Principles and Practice	Jaico Publishing House, 4 th Edition	2012
3.	James R Ogden and Denise T Ogden	Integrated Retail Management	Biztantra	2015

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

Course Designers:

Mrs.N.V.Kavitha.Ms.V.Devipriya

COURSE NUMBER- AMM1606	COURSE NAME – MARKETING MANGEMENT	Category	L	T	P	Credit
		CORE	86	4	-	4

Preamble

1. To inculcate the importance and role of marketing mix in business world.
2. To develop marketing skills (communication skill, product).
3. To analyse the channel methods and its impact in organization.
4. To apply marketing research for the development of marketing functions.
5. To develop customer relationships and value through branding, packaging, and demonstration.
6. To provide knowledge and demonstrate e-marketing forms and benefits in marketing.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify the importance of marketing and to understand the role of marketing in economic development	K1
CO2.	Recognize how product mix have impact on buying behaviour.	K1
CO3.	To apply marketing research for the development of marketing function.	K2
CO4.	Analyze and perform the functions of channels in organisation.	K2
CO5.	Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	M
CO4	M	H	H	M
CO5	M	H	H	M

H-High; M-Medium; L-Low

Syllabus

UNIT – 1 (17 Hours)

Introduction to Marketing: Meaning and Nature of Marketing - Market – Objectives and Characteristics- Marketing Functions- Factors influencing on Marketing functions- Marketing Management- Role of Marketing in Economic Development- Analyzing Consumer Markets- Consumer Behavior- Factors influencing Buyer Behavior.

UNIT – II (17 Hours)

Market segmentation: Bases- Effective Segmentation criteria- Marketing Segmentation Strategy. Product: Definition, Characteristics and Product Policy- Product Classification-Product Positioning-Product Life Cycle and its implications- New Product Development.

UNIT – III (17 Hours)

Branding and Packaging: Brand Identity- Brand Image-Brand Equity- Types of Brand- Objectives and Functions of Packaging- Purpose of Labeling.

Pricing: Pricing Objectives- Factors affecting Pricing Decisions- Pricing Methods.

UNIT – IV (17 Hours)

Channel of Distribution: Channel Objectives-Channel Functions- Types of Channel-Channel Selection- Factors affecting Selections of Marketing Channel- Marketing Research- Objectives and Elements of Marketing Research- Importance and Limitations of Marketing Research.

UNIT – V (13 Hours)

e-marketing - meaning, definition and benefits ,traditional Vs e-marketing, forms of e-marketing, 7Cs of e-marketing, e-business, past, present and future. Ethics in marketing

- * 5 Hrs case study (internal valuation only)

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.N.Sontaki	Marketing Management	Kalyani Publishers	2014
2	Dr.A.Kumudha and J.Deepa	Marketing Management	Kalyani Publishers	2016

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Ramasamy and S. Namakumari	Marketing Management	Mc Million Ltd.,	2013
2.	S.H.H Kazmi	Marketing Management Text and cases	Excel books, First edition, New Delhi.	2007
3	Philip Kotler and Kevin Lane Keller	A Framework for Marketing Management	Third edition, Pearson Education, New Delhi.	2015

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,Case Study, Assignment and peer learning

Course Designers:

Dr.A.Kumudha & J.Deepa.

COURSE NUMBER- RM16A01	COURSE NAME – TOURISM MANAGEMENT	Category	L	T	P	Credit
		Allied	86	4	-	5

Preamble

1. To enable the student to understand the tourism concept and the role played by different types of tourists.
2. To help the students to apply relevant knowledge and skills on domestic and international tour.
3. To increase the awareness and understanding the importance of technology in tourism.
4. To help the students to develop the skill and knowledge in business tourism.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To impart fundamentals of tourism management.	K1
CO2.	To understand the theoretical foundations of tourism and enabling them to learn the pattern, methods and services of tourism.	K2
CO3.	To acquaint the students with the managerial functions of tourism.	K2
CO4.	To compare various aspects relating to global tourism.	K2
CO5.	To analyse the services provided by tourism in other sector.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

H-High; M-Medium; L-Low

Syllabus

UNIT – I (17 Hours)

Introduction of Tourism: Definition and Meaning - Basic Components-Elements-Domestic Tourism – Measurement-Historical Developments - WTO.

UNIT – II (17 Hours)

Marketing Concepts and Strategies In Tourism: Definition of Marketing Concept-Marketing for Tourism-The Tourist Product- Special Features of Tourism Marketing-Marketing Functions-Marketing Research-Market Segmentation-Tourist Marketing Mix.

UNIT – III (18 Hours)

Marketing Communication: Advertising - Planning the Advertising- Advertising Agency- Public Relations in Tourism- Public Relation Techniques- Sales Support- Sales Support Techniques-Tourist Publicity- Travel Agency Operation- Scope of Work of Travel Agency- The Tour Operator.

UNIT – IV (17 Hours)

Business Tourism: Defining Business Travel - Geographical Factors for Distribution -Structure of the Market- Conference Bidding Process – ICCA – ICPB - Incentive Travel- Marketing Objectives.

UNIT – V (17 Hours)

Information Technology in Tourism: Modern Media Techniques – Networking – Internet and Tourism Industry – Computer Technology – Computers in Air Cargo, Airlines, Hotels and Railways – Computers Reservation Systems (CRS).

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Bhatia, A.K.	Tourism Development and Principles and Practices	Sterling Publisher	2014

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Vandhana Joshi and Archana Biwal	Tourism Operations Management	Oxford Publications	2016
2.	A.K. Raina	Fundamentals of Tourism System	Kanishka Publishers	2003
3.	Dr. Lathika Goswami	Perspectives of Tourism Development	S.S. Publishers	2007

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion , Case Study assignment and peer learning

Course Designers:

K.Sathiya priya & V.Akalya

SEMESTER –III
SKILL BASED SUBJECT

FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES– Paper I-

SUB CODE_- SB14FA01

Credits:3

Hours-41

Objectives: 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 (8hrs)

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

COURSE NUMBER- AHR1607	COURSE NAME – HUMAN RESOURCE MANAGEMENT	Category	L	T	P	Credit
		CORE	86	4	-	4

Preamble

1. To provide the students with knowledge on concepts, theories, scope and development of Human Resource Management practice at national and global level.
2. To develop human relation skills (Writing a Job Description, Job Specification, Job Design).
3. Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
4. Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results and evaluate a company's implementation of a performance-based pay system.
5. To Import knowledge on e-HRM and its significance in business.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Analyze the process of Job analysis and its importance as a foundation of human resource management practice.	K1
CO2.	Understand the importance of career planning and succession planning.	K1
CO3.	Understand the practical knowledge on e-HRM, e-compensation, e-learning	K2
CO4.	Expose knowledge on HRD intervention in Business	K2
CO5.	Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	M	H	H	H
CO2	H	H	H	H
CO3	H	H	H	M
CO4	M	H	H	M
CO5	M	H	H	M

H-High; M-Medium; L-Low

Syllabus

UNIT – 1 (16 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 – II (17 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 – III (16 Hours)

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

UNIT – IV (16 Hours)

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

UNIT – V (16 Hours)

e-HRM, Nature of e-HRM, e-learning, e-compensation -Recent Techniques in HRM: HRM audit, Knowledge management, Talent management, cloud computing, ethics in HRM.

Case let -5Hrs (Internal evaluation only).

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Subba Rao. P,	Personnel and Human Resource Management (Text and cases)	Himalaya Publishing House	2010
2	C.B. Gupta	Human resource Management	Sultan Chand & sons.	2015

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.S .Khanka	Human Resource Management Text and cases	S Chand Company private limited	2013
2.	L.M. Prasad	Human Resource Management	Sultan Chand & sons.	2016
3	Shashi K. Gupta	Human Resource Management	Kalyani publishers	2014

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion , Case Study assignment and peer learning

Course Designers:

Dr.A.Kumudha & J.Deepa

COURSE NUMBER- AFM1608	COURSE NAME – FINANCIAL MANAGEMENT	Category	L	T	P	Credit
		CORE	86	4	-	4

Preamble

1. To understand the basic concepts, principles and objectives of financial management.
2. To deepen knowledge on all the components of the financial environment of business.
3. To equip necessary skills to take decisions on various financial matters.
4. To convey sufficient knowledge for organizing financial transaction effectively.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify the importance of financial management and to gain a broader understanding of concepts, principles and terminology in financial management.	K1
CO2.	Recognize and familiarize the various tools used in financial management.	K1
CO3.	Associate the components of capital budgeting using time value of money.	K2
CO4.	Analyse and perform fundamental financial decisions by associating the tools and techniques with the situation	K2
CO5.	Demonstrate the critical thinking skills for interpretation of business information and application of financial theory in corporate investment decisions, with special emphasis on working capital management.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	H	M	H	H
CO3	H	H	H	H	M
CO4	H	H	H	H	H
CO5	H	H	H	H	H

H-H igh; M-Medium; L-Low

Syllabus

UNIT – I-Theory (17 Hours)

Meaning of finance – Definition and scope of finance function – Objectives of financial management Time Value of money – Present value, Future Value, Lumpsum & Annuity – Functions – Sources of finance long term equity – Preference – Debt – Short term bank and non bank sources.

UNIT – II-Theory and simple 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 – 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 simple Problems (18 Hours)

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

UNIT – V-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.

***70% theory and 30% problems.**

Text Book

S. No.	Author	Book name	Publisher	Year of Publication
1.	Sharma RK and Gupta SP	Financial Management	Kalyani Publications	2012

Reference Books:

S. 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

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion , Case Study assignment and peer learning

Course Designers:

Dr. S. Poornima & Mrs. N. Nandhini devi

COURSE NUMBER- RM16C10	COURSE NAME – PRINCIPLES OF ECONOMICS	Category	L	T	P	Credit
		CORE	101	4	-	5

Preamble

1. To familiarize the students with elementary concepts of Economics.
2. To acquaint the students with tools and techniques that are useful in their profession in Managerial Decision Making which will enhance their employability.
3. To gain understanding of some Macroeconomic concepts to improve their ability to understand the business climate.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Remember concepts of demand, supply, cost and revenue.	K1
CO2.	Identify and describe the cost minimization techniques and relevant theories.	K1
CO3.	Describe the scope of macroeconomic variables in influencing business decisions.	K2
CO4.	Discuss the concept of factor distribution and its pricing.	K2
CO5.	Apply the strategies of pricing product under different market types.	K3

Mapping with Programme Outcomes

COS	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

H-High; M-Medium; L-Low

Syllabus

UNIT - I (21 Hrs)

Meaning and Definition of Economics, Nature and Scope of Economics, Firm- Industry- Objectives of firm-Profit Maximization-Social responsibilities of firm- Demand- Meaning- Types-Law of demand- Elasticity of Demand- Measurement of Elasticity of Demand – Advertising Elasticity of Demand – Demand Forecasting : Types and Methods.

UNIT - II (20 Hrs)

Production- Factors of Production- Production function- Least cost combination- Laws of Returns- Law of Variable Proportions- Returns to scale- Economies of Scale- Law of Supply- Elasticity of Supply - Cost and Revenue- Concepts and curves.

UNIT - III (20 Hrs)

Market- Meaning- Types- Equilibrium of the firm- Industry- Pricing under perfect competitions- Monopoly- Price Discrimination- Pricing under Monopolistic Complementmentation- Pricing under Oligopoly – Pricing under Duopoly.

UNIT – IV (20 Hrs)

Distribution- Factor Pricing- Marginal Productivity theory- Wages- Demand and supply theory- Causes for wage difference- Trade Union and wages- Rent- Ricardian theory rent- Quasi – Rent- Modern theory of rent- Interest- Profit – Theories of Profit.

UNIT - V (20 Hrs)

National Incomes- Concepts- measurement – Problems- Uses- Inflation- Types- Causes and Control – Trade Cycle – Balance of Payments.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sankaran S	Principles of Economics	Marghan Publications	2015

Reference books:

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1.	H.L Ahuja	Business Economics	Sultan Chand & Sons	2014
2.	PL Mehta	Managerial Economics	Tata McGraw Hill	2008
3.	Kaveri,SudhaNayak, Girija&Meenakashi	Business Economics	Sultan Chand & Sons	2013

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment , Case Study and peer learning

Course Designers:

Mrs.N.V.Kavitha & Mrs. P. Saranya.

COURSE NUMBER- RM16A02	COURSE NAME – BANKING & INSURANCE MANAGEMENT	Category	L	T	P	Credit
		Allied	86	4	-	5

Preamble

1. To give students a basic understanding of corporate banking and insurance markets.
2. To impart the principles and governance perspectives in the current banking and insurance environment.
3. To inculcate students with knowledge in life and non-life insurance including reinsurance management.
4. To analyze practical applications of insurance and risk management techniques in a dynamic business environment.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To obtain fundamentals of banking and insurance markets.	K1
CO2.	To understand the structure and pattern of banking and insurance operations in India.	K2
CO3.	To accustom the students with the knowledge on policy framework of various types and terms of insurance business.	K2
CO4.	To acquaint the students with the structure and procedures of regulatory authorities in India.	K2
CO5.	To analyse the risk associated in banking and insurance markets and enabling the students to apply risk management concepts in the business.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

H-H igh; M-Medium; L-Low

Syllabus

UNIT – I (17 Hours)

Introduction to Banking Sector- Basic Concepts: Origin, Need, Scope and Functions of Banking - Need for Regulation and Supervision.

UNIT – II (18 Hours)

Banking Scenario in India - Banking Operations -Types of accounts - Banking Services - Current Scenario, Financial Inclusion and Banking Regulations & Role of RBI.

UNIT – III (18Hours)

Understanding Risk - Kinds of business risks - Principles of insurance, Types of insurance and policies, Need and Scope of insurance - Risk and Return relationship.

UNIT – IV (18 Hours)

Principles of General Insurance- Role of Tariff Advisory Committee- Fire insurance- Essentials elements, types, Coverage- Marine insurance –Basic Principles, Types of Marine insurance Policies, Coverage.

UNIT – V (15 Hours)

Insurance Business Environment in India - Growth of Insurance Business - Actuarial Role - Claim and Settlement Procedures - Insurance Regulations Role of IRDA.

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	P.K Guptha	Insurance and Risk Management	Himalaya Publishing House	2016
2.	O.P.Agarwal	Banking and Insurance	Himalaya Publishing House	2014

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Vasant desai	Banks and Institutional Management	Himalaya Publishing House	2010
2.	Shakti R. Mohapatra,	Banking and Insurance	Dorling Kindersley (India) Pvt Ltd.,	2012
3.	Neelam C. Gulati	Banking and Insurance	Anurag Jain for Excel Books	2011

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment Case Study and peer learning

Course Designers:

Mrs. N.V.Kavitha & S.Deivamani

SEMESTER –IV

SKILL BASED SUBJECT

FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES- Paper II

SUB CODE : SB14FA02

Credits:3

Hours-41

Objectives: 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 3402 provision-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

COURSE NUMBER- RM16C11	COURSE NAME – MERCHANDISE MANAGEMENT	Category	L	T	P	Credit
		CORE	71	4	-	4

Preamble

1. To enable the students to understand the importance of merchandise management for a retailer.
2. To impart knowledge on merchandise budget through increase awareness to the students about branding strategies, merchandise planning and control concepts.
3. To enlighten the students about the different marketing channels and its importance.
4. To help the students to develop skill and knowledge in role of information system in merchandise management.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Identify the concept of merchandise management	K1
CO2	Associate the various structure of marketing channel.	K2
CO3	Describe the role of information system and various applications in merchandise management	K2
CO4	Describe the types of buying and different branding strategies and demonstrate through exercise in given context.	K3
CO5	Describe the steps involved in merchandise planning, control and merchandise budget and demonstrate through exercise in any given context.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO 4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

H-H igh; M-Medium; L-Low

Syllabus

UNIT - I (14 Hrs)

Merchandising – Meaning – Concept – Factors affecting merchandising -Merchandising
Merchandising function – Merchandise hierarchy – Merchandise Mix – Components of
merchandise management – Merchandise strategies.

UNIT - II (14 Hrs)

Merchandise planning – Steps involved – Merchandise control – The open –to buy – Assortment
planning – Steps involved –Merchandise budgets.

UNIT - III (15 Hrs)

Merchandise buying – Types of buying – Sources of Supply – Identifying and Contracting –
Evaluating Sources – Branding Strategies – Category Management – Components of Category
Management – Role of Category Captain.

UNIT - IV (14 Hrs)

Meaning of Marketing Channels – Functions – Structure of Channels–Customer, Competitive,
Internal, Environmental analysis- Analytical tools for evaluating alternative structure.

UNIT - V (14 Hrs)

Role of technology in merchandise management: Need-Importance-benefits- Application of technology: Database management, RMS, RTM, RESA.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Donald J. Bower sox	Strategic Marketing Channel management	Mc Graw Hill	2002
2.	SwapnaPradhan	Retailing Management, Text and cases	Tata McGrawhill	2011

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Barry Berman & Joel R Evans	Retail Management	Mc Graw Hill	2002
2.	Chetan Bajaj and Ranjith	Retail Management	Oxford university press, Second Edition	2005

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment, Case Study and peer learning

Course Designers:

Mrs. D.Mythili & Mrs. K.Sathya Priya

COURSE NUMBER- RM16C12	COURSE NAME – SERVICES MARKETING	Category	L	T	P	Credit
		CORE	71	4	-	4

Preamble

1. To provide students with a basic knowledge of service marketing concepts.
2. To understand the meaning of services and the significance of marketing the services.
3. To inculcate knowledge on Service delivery system.
4. To impart knowledge about practical application of concepts in service industry.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	To recognize the primary requirements and magnitude of services marketing in promoting services.	K1
CO2	To Identify and discuss characteristics and challenges of managing service firms in the modern world.	K2
CO3	To enable the students in evolving marketing strategies that meets the unique challenges and opportunities of the services industry.	K2
CO4	To examine the service gap between customers' expectation and perceived services by developing appropriate communication system.	K2
CO5	To analyse the customer satisfaction by applying key elements of service concepts in service industry and to establish and sustain service excellence and provide better customer value for long run.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

H-High;

Syllabus

UNIT –I (14 Hours) Introduction to Services - Service Marketing - Meaning and Definition- Nature and Scope- Characteristics - Challenges and issues of service marketing- Service marketing in India – Classifications of services - Services and Technology.

UNIT -II (14 Hours)

Marketing Mix in Service Marketing: The Seven Ps: Product Decision, Pricing, Strategies and Tactics, Promotion of Service and Placing of Distribution Methods for Services- additional dimension in Services Marketing – People, Physical Evidence and Process.

UNIT - III (14 Hours)

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, – objectives - methods -Services on retail sector – Service Level Agreements (SLA) – Service marketing triangle - Integrated Service marketing communication.

UNIT- IV (15 Hours)

Importance of quality in services, Delivering Quality Service: Causes of Service – Service Quality Dimensions-Service Quality Models, Parsuraman-Zeithamal-Bitnerv(PZB) Gaps Model, SERVQUAL and SERVPEF.

UNIT – V (14 Hours)

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services – Applying technology to service settings – e-services.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler	Services marketing: Integrating customer focus across the firm	Dubuque McGraw-Hill Education	2018

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	R. Srinivasan	Services Marketing: The Indian Context	PHI Learning Pvt. Ltd	2014
2.	Malcolm McDonald, PennieFrow, Adrian Payne	Marketing Plans for Services: A Complete Guide	Wiley India Pvt. Limited	2015
3.	K Rama Mohana Rao	Services Marketing	Pearson Education	2011

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment, Case Study and peer discussion

Course Designer: Ms. V. Devipriya & Mrs. K. Sathiya priya

COURSE NUMBER- RM16C13	COURSE NAME – CUSTOMER RELATIONSHIP MANAGEMENT	Category	L	T	P	Credit
		CORE	71	4	-	4

Preamble

1. To provide students with a basic knowledge of building customer-retailer relationship and the ways to manage it.
2. To inculcate students with the benefits of customer retention strategies and technologies.
3. To impart knowledge on e- CRM solutions and CRM software packages.
4. To analyze the successful implementation of CRM, aimed at winning and retaining customers profitably.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To identify the fundamental needs and importance of maintaining a good customer relationship.	K1
CO2.	To understand the Customer relationship management concepts, techniques and strategies.	K2
CO3.	To elucidate the students with the successful framework of CRM and its implementation in an organization.	K2
CO4.	To use strategic customer acquisition and retention techniques in CRM with an introduction of CRM software packages.	K2
CO5.	To analyse the customer satisfaction by implementing CRM practices, strategies and technologies thereby, to retain customers as well as to achieve long term profitability.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	H	H	H	H
CO2.	H	H	H	H
CO3.	H	H	H	H
CO4.	H	H	H	H
CO5.	H	H	H	H

H-High

Syllabus

UNIT- I (15 Hours)

Relationship Marketing- Overview, Meaning- Basis of Building Relationships- Customer Lifetime Value- Transactional Vs Relationship Approach- Customer Acquisition and Customer Retention.

UNIT- II (15 Hours)

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 (15 Hours)

Strategic CRM planning process - Framework of Successful CRM- CRM: Implementation Steps- Role of CRM Managers, the HCRM Model, CRM: Opportunities, Challenges and Ways to avoid Pitfalls.

.UNIT- IV (14 Hours)

Sales Force Automation (SFA)- Sales Territory Management , Lead, Contact and Knowledge Management, Strategic Advantages, Disadvantages, - Call Center- Objectives, Classification, Functionality and Developments.

UNIT- V (12 Hours)

e-CRM-Levels, e-CRM tools- Difference between CRM and e-CRM- Data Warehousing – Data mining for CRM – an introduction to CRM software packages -Siebel, Oracle, People soft, My SAP CRM.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dr. K. Govinda Bhat	Customer Relationship Management	Himalaya Publishing House	2010

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jagdish N Sheth, Parvatiyar Atul, G Shainesh	Customer Relationship Management: Emerging Concepts, Tools and Applications	McGraw Hill Education	2017
2.	Alok Kumar Rai	Customer Relationship Management: Concepts and Cases	PHI Learning Pvt. Ltd.,	2012
3.	<u>William G. Zikmund,</u> <u>Raymond Mcleod,</u> <u>Faye W. Gilbert</u>	CRM: Integrating Marketing Strategy and Information Technology	Wiley India Pvt. Limited	2012
4.	Anil Maheswari	Data Analytics	McGraw Hill Education (India) Private Limited	2018

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment ,peer learning and Case Study.

Course Designers:

Mrs. S.Deivamani & Ms.V.Devipriya.

COURSE NUMBER- ARM1611	COURSE NAME – RESEARCH METHODS FOR MANAGEMENT	Category	L	T	P	Credit
		AOS	71	4	-	5

Preamble:

1. To understand the basic concepts of research
2. To deepen knowledge on all the components of data collection and analysis in research.
3. To impart knowledge on interpretation and use the information provided by research in an effective manner.
4. To effectively communicate research solution in the form of report for future use.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Understand meaning of research types and methodology.	K1
CO2	Identify various sampling methods and its scope.	K1
CO3	Understand the statistical application and its importance.	K2
CO4	Understand the process of designing questionnaire and tabulation.	K2
CO5	To analysis the data and report writing.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

H-High; M-Medium; L-Low

Syllabus

UNIT – I (15 Hours)

Meaning and Importance of Research – Methods of research – Defining research problem – Research process.

UNIT – II (13 Hours)

Research Design - Formulation –Sampling and Sampling Design - Sampling Method:Probability Sampling and Non- probability Sampling.

UNIT – III (16 Hours)

Data Collection – Primary and Secondary Data – Designing of Questionnaire – Interview – Observation – Pilot Study and Case Study.Measurement and Scaling Techniques. Data Processing: Editing, Coding, Classification and Tabulation.

UNIT – IV (14 Hours)

Statistical Measures for Data Analysis: Types of Hypothesis - Formulation and testing of Hypothesis – t-test, Chi- Square Test and one-way Anova(Simple Problems only).

UNIT – V (12 Hours)

Interpretation and Report Writing – Techniques of Interpretation – Steps in Report Writing – Layout and Types of Report.Norms for using Index,Tables, Charts, Diagram, Appendix and Bibliography.

- Case study – Internal Evaluation only
- Theory and problems in the ratio of 80% and 20% respectively.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.R.Kothari	Research Methodology	New Age Intrnational(P) Ltd Publishers	Re-print 2017

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	P.Saravanel	Research Methodology	KitabMahal	2015
2	P.P.Arya and Yesh Pal	Research Methodology in Management (Theory and Case studies)	Deep and Deep Publications	2nd Revised edition 2011
3	C. Burns Alvin, Veeck Ann, F. Bush Ronald	Marketing Research	Pearson Education	8 th edition 2017

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment ,Case Study and peer learning

Course designers:

Mrs.D.Mythili & Mrs.G.Nagamuthu

COURSE NUMBER- RM16E05	COURSE NAME – SALES MANAGEMENT	Category	L	T	P	Credit
		AOS	71	4	-	5

Preamble

1. To impart the students with the knowledge, concepts of the unique aspects involved in sales force management.
2. To give students a basic understanding of services and various risks associated with it.
3. To develop and improve the ability to plan for sales and implement for that.
4. To learn and apply skills to improve sales in today's competitive world.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	To acquire the basic sales knowledge, concepts, tools which are necessary to understand sales.	K1
CO2	To understand how companies adjust their sales strategies based on the global marketing changes.	K2
CO3	To understand the importance of recruiting proper sales force.	K2
CO4	Apply knowledge and to gain insights into planning, executing and evaluating sales.	K3
CO5	Apply knowledge and to gain insights into analyzing sales volume and evaluating the performance of sales person.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

H-H igh; M-Medium; L-Low

Syllabus

UNIT - I (14 Hours)

Conceptual understanding of Sales Management, Importance of sales force management in the Indian context, Personal selling process- prospecting, pre approach, approach presentation, convincing the prospect, handling the objection and closing.

UNIT - II (15 Hours)

Forecasting Sales and Developing Sales Budgets, Designing and organizing Sales Territories.

UNIT - III (14 Hours)

Sales organisations, Relations with other departments, Profiling and recruiting sales people, Selecting and hiring applicants.

UNIT - IV (14 Hours)

Planning, executing and evaluation of sales training programs. Motivating a sales force and Sales force compensation, Sales force expenses and transportation, Sales meeting and Sales contest.

UNIT - V (14 Hours)

Analysis of Sales Volume, Marketing Cost and Profitability Analysis, Evaluating Sales persons performance books.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Spiro, Stanton, Rich	Management of Sales Force	Tata – Mcgraw Hill	2003

Reference Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Still,R.R. & Cundiff, et al	Sales Management Decision Strategies & Cases	Prentice Hall	1996

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment, peer learning and Case Study.

Course Designers:

Mrs. K.Sathiya Priya & Ms.V.Devipriya

COURSE NUMBER- RM16E02	COURSE NAME – BUSINESS ETHICS	Category	L	T	P	Credit
		AOS	71	4	-	4

Preamble

1. To give students a basic understanding of ethics and its role in business.
2. To appreciate ethical practices in business/ profession.
3. To increase an awareness and understanding of key factors which influence ethics in business.
4. To help the students to Formulate reasonable solutions to ethical dilemmas.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify ethical issues that arise in everyday business and social situations	K1
CO2.	Demonstrate knowledge and application of ethical principles	K1
CO3.	Describe the key factors which influence the development of business.	K2
CO4.	Express the students to become a good business planner and decision maker.	K2
CO5.	Apply ethical reasoning and critical analysis to real-world scenarios	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	H	H	H	H
CO2.	H	H	H	H
CO3.	H	H	H	H
CO4.	H	H	H	H
CO5.	H	H	H	H

H-High;

Syllabus

UNIT – I (15 Hours) Ethics – Meaning, Definition, Objectives, Sources, Types – Ethics and Business– Need, Importance, Nature, Scope and Objectives – Myths about Business Ethics - Ethics and the Organisation -Running an ethical business.

UNIT – II (16 Hours)

Ethics in Marketing: Ethics in area of advertising, new product pricing, product packaging and labelling, personal selling, International marketing, Supply Chain Management - Criticism of ethics in marketing – Establishing ethical standards – Ethics in Retail Business.

UNIT – III (17 Hours)

Ethics in HRM: Privacy issues – Psychological expectation model – Restructuring and layoffs – wages empowerment of the weakest and unique – advancement of women in the workforce- Human Quality Development – Discrimination – Whistle Blowing Vs. Organizational loyalty – Employer rights and responsibilities

.UNIT – IV (13 Hours)

Ethics in Production and Operations Management – Ethics in Finance Specific laws that affect retailers.

UNIT – V (9 Hours)

Ethics in global business – Ethical International decision-making methods – Corporate Responsibility and the environment.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C S V Murthy	Business Ethics, Text and Cases	Himalaya Publishing House, Second Edition	2006

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Joseph W Weiss	Business Ethics, A Stakeholder and Issues Management Approach	Thomson(South-Western), Third Edition	2003
2	Swapna Pradhan	Retailing Management ,Text and Cases	Tata McGraw Hill, Second Edition	2004

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment ,peer learning and Case Study.

Course Designers:

Mrs.K.Sathiya Priya & Mrs. G.Nagamuthu

COURSE NUMBER- RM16E06	COURSE NAME – BRAND MANAGEMENT	Category	L	T	P	Credit
		AOS	71	4	-	4

Preamble

1. To explain the basic concepts in brand management.
2. To impart the students with the latest techniques followed in brand management.
3. To explain specific guidelines and values of brand management.
4. To develop analytical skills for investigating and analysing brand management issues.
5. To explain the process of planning for brand management.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Identify the importance of history, challenges and opportunities of branding	K1
CO2	To recognize the role of brand positioning	K1
CO3	To understand the capturing market performance comparative methods.	K2
CO4	Analyze and perform the tactics for brand elements and its new perspective on marketing.	K2
CO5	Demonstrate the critical thinking skills and analyze brand strategies	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	M
CO4	M	H	H	M
CO5	M	H	H	M

H-H igh; M-Medium; L-Low

Syllabus

UNIT - I (14 Hours)

Brand-history of branding-importance of branding-strategic brand management process brand image-branding challenges and opportunities.

UNIT -II (15 Hours)

Brand positioning-brand equity-sources-building a strong brand-brand building Implications-identifying brand positioning-positioning guidelines-defining brand values internal branding.

UNIT - III (14 Hours)

Planning and implementing brand marketing-choosing brand elements-criteria-options and tactics for brand elements-new perspective on marketing-co-branding-guidelines licensing guidelines.

UNIT - IV (14 Hours)

Measuring and interpreting brand performance-brand value chain-brand tracking studies establishing effective brand equity management systems-capturing market performance comparative methods.

UNIT - V (14 Hours)

Implementing brand strategies-brand product matrix-breadth and depth of branding strategy-brand hierarchy-designing a long term brand strategy-brand extensions advantages and disadvantages-reinforcing brands-adjusting brand portfolios.

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Kelvin Lane Keller	Strategic Brand Management	Prentice Hall India	2016

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jean Noel Kapferer	Strategic Brand Management	Prentice Hall	2016
2.	Micheal Moon And Dova Millison	Building Brand Loyalty In the Internet Age	Tata McGraw Hill	2013
3.	Ajay Kumar	Brand Management Text and Cases	India Book Distributors	2013

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment , peer learning and Case Study.

Course Designers:

Mrs. K. Sathiya Priya & Mrs. S.Deivamani

SKILL BASED SUBJECT

Computational Finance Paper I - SB16FAP1

Credit: 3

Hours: 43

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

Unit I (9 hrs)

Introduction to Excel: Creating an Excel Workbook- Entering Data - Formatting - Using Formulas - Working with Rows and Columns- Editing Worksheets- Finalizing Excel Worksheets. Computation of Mean, Mode, Standard Deviation and Correlation in Ms Excel.

Unit II (9 hrs)

Preparation of Income Statement

Input : Receipts & Payments

Tools to be used: Data Validation, 'fx' – functions, Conditional Formatting, Scenarios, Goal seek, Auto correct & Combo boxes

Expected Outcome : Income statement

Unit III (9 hrs)

Financial Analysis with Spread sheets

Input : Cash flows

Tools to be used: NPV, IRR

Expected output : NPV,IRR and Payback

Unit IV (8 hrs)

Forecasting and Estimation of Share price

Input : Share Prices

Tools to be used: Graph and Trend

Expected output : Trend

Unit V (8 hrs)

Preparation of Cash Budget and Flexible Budget

Input : Cash flows

Tools 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 : V of UG programme / III of PG programme

Title : Information Security (Level I)*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 (5HRS)

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 (5HRS)

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

UNIT IV (5HRS)

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

UNIT V (5HRS)

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

COURSE	COURSE NAME –	Category	L	T	P	Credit
---------------	----------------------	-----------------	----------	----------	----------	---------------

NUMBER- IB16AC1	FINANCIAL SERVICES	ALC	-	-	-	5
----------------------------	---------------------------	------------	---	---	---	----------

Preamble

1. To enrich the students with the basics of Indian financial system.
2. To provide the students with adequate knowledge and understanding of banking and non banking functions.
3. To have understanding about negotiable instrument and credit rating agencies.
4. To develop an insight on SEBI guidelines on mutual funds operations.

Course Outcomes

- On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Acquire conceptual knowledge about the fundamentals of Financial services in India	K1
CO2	Understanding the importance and functions of financial institutions in Indian financial market.	K2
CO3	Recognize and familiarize the process of negotiable instruments	K2
CO4	Explain the process and functions of various credit rating agencies in India.	K2
CO5	Application of their knowledge in Project appraisal, credit appraisal, pre and post Issue management activities	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

H-High; M-Medium; L-Low

Syllabus

UNIT - I

Financial system-introduction-components of the formal financial system-functions- financial system designs-nature and role of financial institutions (intermediaries) and financial markets-relationship with financial system & economic growth.

UNIT - II

Banking and non banking institutions: development of banking in India-categories of banks, reforms in banking sector-phase I and phase II-merger and acquisition in banking-risk management in Indian banks- nonperforming assets.

Non banking financial companies-definition-types-growth-overview of regulation of NBFCs since 1997(brief).

UNIT - III

Negotiable instrument-crossing-types-endowment –types-payment and collections of cheque . Principles of sound lending. Banker customer relationship-opening and closing A/c-special type of customer- types of deposit, secrecy of customers A/c.

UNIT - IV

Introduction to Primary and Secondary Markets: Nature and Role of money market in India, Commodity and Derivatives market, money and forex market, Management of IPO, Commercial

Papers, Certificate of Deposits, Bills of Exchange. Secondary market, Demat, Stock exchanges in India: BSE, NSE.

UNIT -V

Mutual Funds-introduction-definition-benefits-growth of mutual funds in India-types- net asset value-organization-SEBI regulations relating to mutual funds-association of mutual funds in India.

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Bharati V.Pathak	Indian financial system	Pearson Education	2015

REFERENCE BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sundaram and Varsheney	Banking Law and Practices.	Margham Publishers	2010

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment , peer learning and Case Study.

Course Designers:

Ms.V.Akalya & Ms.M.Theivanayaki

COURSE NUMBER- IB16AC2	COURSE NAME – EVENT MANAGEMENT	Category	L	T	P	Credit
		ALC	-	-	-	5

COs	PO1	PO2	PO3	PO4
------------	------------	------------	------------	------------

Preamble

1. The purpose of this course is to enable the students to acquire a general knowledge about the "event management"
2. To enable students to understand how to organize events.
3. To understand about sponsoring and marketing the events.
4. To gain knowledge regarding event delivery and evaluation.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To acquire an understanding of the role and purpose(s) of special events in the organizations.	K1
CO2.	To acquire an understanding of the techniques and strategies required to plan successful special events.	K2
CO3.	To acquire the knowledge and competencies required to promote, implement and conduct special events.	K2
CO4.	To acquire the knowledge and competencies required to assess the quality and success of special events.	K3
CO5.	To apply the knowledge on how to market an event, publicize it, generate interest and attract participants.	K3

Mapping with Programme Outcomes

CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

H-H igh; M-Medium; L-Low

Syllabus

UNIT I

INTRODUCTION :An overview of event marketing – types of events – 5 G’s of Events - Event Designing Understanding the structure of event industry, economy, culture and trends – Creating Opportunities for Better Deals with Different-Media - Diverse Marketing Needs.

UNIT II

DESIGNING EVENT MARKETING

Application of Marketing mix to events – designing and developing – Adoption of events – Event life cycle analysis – Key drivers influencing strategic planning and execution of different types of events – Branding issues for events - Segmentation and Targeting of the Market for Events - Targeting Clients - Selecting Event Categories to Serve - Selecting and Contracting.

UNIT III

PRICING STRATEGIES

Pricing methods for events - Revenue Generating Customers – Approach towards sponsorships, funding agencies - types and choice of sponsorships – Event Hierarchy - Profitability analysis – Skills Required for-Negotiating the Best Price.

UNIT IV

EVENT PROMOTION

Pre-event Activities, During-event Activities, Post-event Activities - Campaign for sports cultural - Entertainment - Formal functions – Event advertising – Establishment – Festivals –

Conventions – Exhibitions - Public relations – Interpersonal relationship – Media management – Role of regulatory authorities - Gaining-Competitive Advantages - Market Attractiveness - Business Strengths.

UNIT V

EVENT DELIVERY AND EVALUATION

Dealing with agents, Promoters and event executors – Event Planning Implementation and evaluation from stake holders perspectives - Evaluation Process,-Establishing Tangible Objectives and Sensitivity in Evaluation - Measuring Performance - Concept Research - Formative Evaluation, Objective Evaluation,-Summative Evaluation Correcting deviations, Critical Evaluation Points and report.

TEXT BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Charles Bladen, James Kennel, Emma Abson and Nick Wilde	Event management	Routledge publishers	2017

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Logan gaspar	Event management	Spna book house	2009
2.	Sita Ram singh	Event management	APH Publishing corporation	2009

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment , peer learning and Case Study.

Course Designers:

Ms.V.Akalya & Ms.M.Theivanayaki

COURSE NUMBER- UED1601	COURSE NAME – ENTREPRENEURIAL DEVELOPMENT	Category	L	T	P	Credit
		CORE	71	4	-	4

Preamble

1. To impart knowledge and skills needed to become an entrepreneur.
2. To motivate young people to set up own ventures and contribute to national economic development.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Understand the concept, origin and growth of entrepreneurship	K1
CO2.	Examine the various governmental and non-governmental support offered to the entrepreneurs	K2
CO3.	Understand the process of starting a new venture	K2
CO4.	Prepare a business plan	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	H	H	H	H	H
CO2.	H	H	H	H	H
CO3.	H	H	H	H	H
CO4.	H	H	H	H	H

H-High; M-Medium; L-Low

Syllabus:

UNIT - I (15 Hours)

Entrepreneurship-Meaning-Origin-Theories of Entrepreneurship-Functions-Factor affecting entrepreneurial growth-Traits-Types-Entrepreneur Vs Intrapreneur Vs Manager-Women entrepreneurship-Rural entrepreneurship-Barriers in Entrepreneurial development- Social Entrepreneur-Role of entrepreneurship in economic development.

UNIT - II (14 Hours)

Entrepreneurial support - DIC, Industrial Estates- SIDCO – SIPCOT – STEP – SIDO – EDII – NSIC – SISI - TIIC – NAYC – KVIC – TCO – SEZ – Incubators - Angel Investors - Venture Capital -Entrepreneurship Development Programme. Incentives and subsidies.

UNIT - III (14 Hours)

Innovation-concept-Types-Role of Innovation in Entrepreneurship-Innovation as a core business process-Building into innovative organization-creativity process-Intellectual property-Meaning-Need for protection – Copyright- Registration-Patents-Trademark-Design and Procedure for registration. Causes and remedies for industrial sickness

UNIT - IV (14 Hours)

Starting a New venture – Steps for starting a small Industry - Project- Idea generation- Project identification and Clarification - Project Formulation- Feasibility Analysis – Market Analysis – Technical Analysis - Project appraisal- Project Report Presentation as per MSME format..

UNIT - V (14 Hours)

Financial Analysis- Estimation and Projection - Operating Cost- Revenue estimates-Working capital- cash Flow- errors in estimation – ***case study analysis- Field visit and Developing Business plan.**

Note: *For internal only

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
----------------	------------------	--------------------------	------------------	----------------------------

1.	Gupta. C.B and Srinivasan. N.P	Entrepreneurial Development	Sultan Chand and Sons	2017
2	Sauhari Vinnie and Bhushan Sudhashu	Innovation Management	Oxford	2014

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Kolb Bonita M	Entrepreneurship for the creative and cultural industries	Routedge	2015
2.	Prasanna Chandra	Projects- Planning , Analysis, Financing ,Implementation and review	Tata Mcgraw Hill Publishing CompanyLtd, New Delhi	8 th edition 2017

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

Course Designers:

Mrs.D.Mythili and Mrs.G.Nagamuthu

COURSE NUMBER- RM16C14	COURSE NAME – MERCANTILE LAW	Category	L	T	P	Credit
		CORE	86	4	-	4

Preamble

1. To have an overview of Indian Laws governing business environment, certain corporate bodies and related matters.
2. The objective of the course is to make students to understand the principles and concepts of law dealing with business.
3. It will facilitate in legal thinking and encourage them in being on the right side of law.
4. To understand the applications of these laws to practical commercial situations.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Basic knowledge and understanding about the principle laws governing the business organization.	K1
CO2.	Understand the key concepts of business law relating to contract formation, sale of goods, companies act, consumer protection and right to information.	K2
CO3.	Future Managers and Entrepreneurs learn to minimize legal risk in business and safeguard their rights.	K2
CO4.	Apply the concepts of law at various provisions in business to minimize risk.	K2
CO5.	Ability to analyze legal issues faced by the company with the knowledge gained.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

S- Strong; M-Medium; L-Low

Syllabus

UNIT - I (16 Hours)

Law of contract – Contracts – Essentials of contract – Nature of contract – Offer – Acceptance – Consideration – Capacities of parties - Free consent – Coercion – Undue influence – Misrepresentation – Fraud – Mistake of law and Mistake of fact.

UNIT - II (16 Hours)

Discharge of Contracts – Breach of Contract – Remedies of Breach of Contract – Quasi Contract – Contracts of Bailment : Essentials of Bailment , Duties of Bailor and Bailee, Rights of Bailor and Bailee - Finders of lost goods.

UNIT - III (18 Hours)

Sale of goods Act 1930 – Contracts of Sale – Essentials – Duties of Buyer and Sellers – Conditions and Warranties – Transfer of Property– Rights of an unpaid seller.

Negotiable Instruments Act 1881 – Meaning of negotiable instruments – type of negotiable instruments – promissory note – bill of exchange – cheque.

UNIT - IV (18 Hours)

The Companies Act 2013 – Meaning and types – Incorporation, Memorandum & Articles of association – Prospectus – Issue of shares and bonus shares, – rights issue, sweat equity – role of directors – share qualification – company meetings – winding up.

UNIT - V (18 Hours)

Consumer Protection Act 1986 – Objectives – Rights of Consumers – Consumer Protection Council – Consumer Redressal agencies – Complaint Procedure – Remedies to consumers.

The Right to Information Act 2005 – Salient features and coverage of the act – definition of terms information – right, record, public authority – obligations of public authorities – Refusal of Information – Rights of Third Party.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Kapoor, N.D	Elements of Mercantile Law	Sultan Chand and Sons, New Delhi	2017
2.	P.C.Tulsian	Business Law	Tata McGraw-Hill	2008

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Akhilshwar Pathak	Legal Aspects of Business	Tata McGraw Hill	2017
2.	Dr. G. K. Kapoor & Sanjay Dhamija	Company Law and Practice	Taxmann	2017
3.	Dr. Niraj Kumar	Handbook on Right to Information Act 2005	Bharat Law house Pvt.Ltd,	2014

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment , Case Study and peer learning.

Course Designers:

Ms. V.Akalya & Mrs. S.Deivamani

COURSE NUMBER- SCM16E03	COURSE NAME – SUPPLY CHAIN MANAGEMENT	Category	L	T	P	Credit
		CORE	71	4	-	4

Preamble

1. To enable the students to understand the needs and requirements of Supply chain management and its disciplines.
2. To help the students to gain fundamental skills for analysing and managing a supply chain in an organisation.
3. To provide an overview of the key activities performed by the logistic function, including distribution, transportation, global logistics and modern inventory paradigms.
4. To help the students to assess the importance of the role played by information technology in a supply chain, and identify major IT applications.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Identify the importance and understand the multiple facets of supply chain business in their own perspective.	K2
CO2	Apply supply chain management principles and operational concepts to integrate, coordinate and synchronize supply chain activities to articulate and deliver customer-directed quality outcomes within legal, regulatory, business and ethical frameworks in local and international environments.	K3
CO3	Students will be able to identify the principles of customer and supplier relationship management in supply chains and the principles of quality and lean manufacturing.	K2
CO4	Analyse the smooth transition of goods and services from manufacturers to the customers.	K3
CO5	Apply the knowledge of current information technology in all the major supply chain management practices.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

H- High; M-Medium; L-Low

Syllabus:

UNIT- I (15 Hrs)

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 - Supply chain metrics.

UNIT- II (14 Hrs)

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

UNIT- III (14Hrs)

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

UNIT- IV (16 Hrs)

Logistics Management- History and Evolution- Elements-Functions-Logistics in India-Integrated Logistics Systems. Transportation Management-*Participants in transportation-*modes of Transportation- Multimodal transportation- Fleet management- process- factors- Inter model

transportation- containerization-Role of ICD's- Warehousing-Types- Warehouse Management System (WMS)-Packaging-3PL-4PL-Reverse Logistics.

UNIT-V (12 Hrs)

Information Technology for SCM- RFID – GPS – GIS -concepts- Role of internet in logistics and SCM- Emerging trends in SCM-Green Logistics-Data Mining and Data Warehouse - Logistics Administration.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rahul V.Altekar	Supply chain management (Concepts and cases)	PHI learning Private Limited	2012

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Donald Bowersox, David Closs, M. Bixby Cooper	Supply Chain Logistics Management	MC Graw Hill	2012
2	G.Raghuram, N.Rangaraj	Logistics and Supply Chain Management	Macmillan India Ltd	2010
3	S.K.Bhattacharyya	Logistics Management	S.Chand&company	2010
4.	D.K. Agarwal	Logistics and Supply Chain Management	Macmillan India Ltd	2003

Pedagogy: Chalk & talk, lecture, Seminar, PPT, Group Discussion , Case study,assignment and peer learning.

Course Designers: Ms. V. Akalya & Mrs. S. Deivamani

Ms.V.Akalya and Mrs.S.Deivamani

COURSE NUMBER- RM16E07	COURSE NAME – MERCHANT BANKING	Category	L	T	P	Credit
		CORE	71	4		4

Preamble

1. To enable the students to recognize the services and processes followed in merchant banks and decide upon the most optimal trade off.
2. To introduce various merchant banking services and to understand the procedure of public issue mgt.
3. To provide in-depth knowledge of the various merchant banking services.
4. To enable the students to deal with variety of functions within org providing merchant banking services.
5. To create awareness among the students of various merchant banking instruments and relations relating to it.

Course Outcomes

- On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Analyse the structure of Indian merchant banking system	K1
CO2	Discuss the benefits of merchant banking services in issue management	K2
CO3	Discuss the various issues and challenges in merchant banking services	K2
CO4	Recognize various credit risk models	K2
CO5	Able to apply their theoretical knowledge in a real time situation in the organisation and integrate with practical business operations.	K3

Mapping with Programme Outcome

Cos	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

H-High; M-Medium; L-Low

Syllabus

UNIT - I (17 Hours)

Services management - an Overview - Contemporary Developments in the Field- Mutual Funds: Meaning- History- Types of mutual funds - Mutual Funds Industry in India - and SEBI Regulations.

UNIT - II (17 Hours)

LEASING: Concept - types of leasing, - calculations of leasing- Accounting and Funding. Lease Financing in India.

UNIT - III(18 Hours)

MERCHANT BANKING : Managing of issues - Shares and Bonds, Mobilising of Fixed Deposits - inter-corporate Loans. International Finance Sectoral Financing

UNIT - IV(17 Hours)

OTHER FINANCIAL SERVICES: Mutual Funds - Hire Purchase- Consumer Finance- Factoring- Venture Capital- Commercial Paper -Credit Cards - Credit Rating- Insurance

UNIT - V(17 Hours)

MERGERS AND ACQUISITIONS: Fundamentals of Business Combinations - Motives for Business Combinations – Forms of Business combinations. Rationale for mergers - Types of mergers - Merger Analysis.

TEXT BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Khan M.Y	Financial Services	Tata McGraw Hill, 8 th edition	2015
2.	Machiraju, H.R.	Indian Financial System	VikesPublishing Company, 4 th edition	2010

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	<u>Dr.L.Natarajan</u>	Merchant Banking & Financial Services	Margham Publications; 1 edition (2012)	2012
2.	Sahadevan&Thiripdara raju	Mutual Funds, Data, Interpretation & Analysis	Prentice-Hall of India private Limited, New Delhi	2004

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment,peer learning and Case Study.

Course Designers:

Mrs. M.Theivanayaki & Ms.V.Akalya

COURSE NUMBER- ASP1613	COURSE NAME – ADVERTISING AND SALES PROMOTION	Category	L	T	P	Credit
		AOS	71	4	-	4

Preamble

- To Understand the role of advertising and promotion that effects business world
- To Explain use of advertising and sales promotion as a marketing tool.
- To import knowledge on appropriate selection of media
- Synthesize information regarding testing the effectiveness of advertising and sales promotion

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify advertising mediums, both traditional, new and experimental	K1
CO2.	To Understand the function of Advertising Agencies	K1
CO3.	To Understand the principles of advertising layout and campaign	K2
CO4.	To Apply various sales promotion strategies and techniques	K2
CO5.	Will Able to manage to Sales force	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	M
CO4	M	H	H	M
CO5	M	H	H	M

H- High; M-Medium; L-Low

Syllabus

UNIT – I(13 Hours)

Advertising: Meaning – Importance – Objectives – Media: Print Media, Electronic Media, Outdoor Media & Transportation Advertising, Digital advertising -Cinema -Exhibitions, Trade fair.-Key Players in Advertising.

UNIT – II (13 Hours)

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 (13 Hours)

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

Unfair advertising practices, ASCI advertising standard council of India Techniques for measuring advertising effectiveness.

UNIT – IV (13 Hours)

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 (14 Hours)

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

- * 5 Hrs case study (internal valuation only)

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.N.Sontaki	Advertising	Kalyani Publishers	2012
2	P.Saravanavel & S.Sumathi	Advertising and salesmanship	Margham Publication	Reprint 2017

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	George E. Belch & Michael A belch	Advertising & Promotion	Mc Graw Hill Publishing	2014
2.	S. H. H. Kazmi and Satish Kumar Batra	Advertising And Sales Promotion	Excel Books	2008

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion ,assignment ,peer learning and Case Study.

CourseDesigners:

Ms.V.Devipriya and Mrs.J.Deepa

COURSE NUMBER- RM16E08	COURSE NAME – RURAL MARKETING	Category	L	T	P	Credit
		AOS	71	4	-	4

Preamble

1. To give students a basic understanding of rural marketing and its role.
2. To appreciate marketing practices in business/ profession.
3. To increase an awareness and understanding of key factors which influence rural marketing.
4. To help the students to Formulate reasonable solutions to marketing problems.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Identify the importance of rural marketing and to understand the role of marketing in agricultural sector	K1
CO2	Recognize the role of Rural Marketing in India	K1
CO3	To identify the Problems and Challenges of Rural marketing.	K2
CO4	Analyze and perform the functions of Consumer Products .	K2
CO4	Demonstrate the critical thinking skills and analyze Socio -economic and political environment and its impact on Rural Marketing.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	M
CO4	M	H	H	M
CO5	M	H	H	M

H- High; M-Medium; L-Low

Syllabus

UNIT - I (15 Hours)

Agriculture marketing Definition, Scope-Importance of Agricultural sector for the National economy. Impact of Green revolution and upcoming of industries in rural and backward areas and the resultant impact on rural marketing.

UNIT - II (14 Hours)

Characteristics of Rural Marketing in India: Influencing factors like population, etc. Rural Vs Urban Marketing: Nature - Intricacies - Prospects – Issues

UNIT - III (14 Hrs)

Marketing Surplus, estimation, Factors affecting Marketable surplus, Regulated Markets, Co-op. Marketing, role of Government and Statutory mechanisms, Socio -economic and political environment and its impact on Rural Marketing.

UNIT - IV (14 Hrs)

Problems and Challenges of Rural marketing -Communications, Transportation and Purchasing Power. Marketing of Consumer Products and Consumer Durable in rural set up.

UNIT - V (14 Hrs)

Agribusiness - A systems Approach, Case study.

Note: Case study – For internal evaluation only.

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Krishnamacharyulu, C.S.G. and Ramakrishnan, Lalitha	Rural Marketing ,Text and Cases	Pearson Education (Singapore) Pvt Ltd., Indian Branch, Delhi, 1 st Edition	2010

REFERENCE BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Gopalsamy, T.P	Rural Environment, Problems and Strategies	Wheeler Publishing Education	2002

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion , Case Study assignment and peer learning.

Course Designers:

Mrs. K.Sathiya Priya & Ms.V.Akalya

SEMESTER - VI

SKILL BASED SUBJECT

Computational Finance Paper II - SB16FAP2

Credit: 3

Hours: 43

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

Unit I (9 hrs)

Calculation of Leverage & BEP

Input: Various cost

Tools to be used: Data Source Dialog Box and Goal seek

Expected Output: DOL, DFL and DCL , Chart showing BEP

Unit II (9 hrs)

Designing Capital Structure:

Input: Summarized Income Statement

Tools to be used: Goal Seek

Expected Output: EBIT, Interest EBIT to EPS, Growth rate calculation

Unit III (9 hrs)

Inventory management:

Input: Inventory Data

Tools to be used: Scenarios

Expected output: EOQ, Max Level, Min Level, Graph

Unit IV (8 hrs)

Credit Policy:

Input: Opening and closing Receivables

Tools to be used: Date function, Countif, Min and Max

Expected output: Ageing Schedule

Unit V (8 hrs)

Calculation of Depreciation- WDV and Straight line method

Input : Cost,Salvage,Period

Tools to be used: SLN,DB

Expected Output : DepreciationValue ,Asset Value,Chart

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

COURSE NUMBER- IB16AC3	COURSE NAME – E-BUSINESS MANAGEMENT	Category	L	T	P	Credit
		ALC	-	-	-	5

Preamble

1. To understand the current status of e-business concepts and follow its development.
2. The course also aims to show how the technical and business aspects of e-commerce have to be integrated together.
3. To describe the best practices in e-business
4. Students should also become aware of the global nature of e-commerce and how traditional means of doing business will need to change in the electronic age.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To understand the current state of e-business and the possible advantages and disadvantages of an e-business strategy.	K1
CO2.	To understand e-business strategy into the organization's goals and objectives.	K2
CO3.	To identify the organizational processes and relationship that may have value added through the application of an e-business strategy.	K2
CO4.	To evaluate the opportunities and risk factors involved in conducting e-Business.	K3
CO5.	To aid the development of managerial e-business tactics and objectives for the organization's	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

H- High; M-Medium; L-Low

Syllabus

UNIT I: e-Business Strategy and Models

e-B business –element- roles and their challenges-e-Business requirements & its impact
 Inhibitors of e-business-e Business Strategy- e Business Models-eBusiness Architecture and
 Enabling technologies.

UNIT II:e-Markets and Technology

Functions-eMarkets vs Traditional Market-effects of eMarkets-eMarkets success factors-e-
 Markets Technology solutions-eProcurements: The purchasing process, Developments in
 Purchasing - EDI Applications in Business – EDI and Electronic Commerce - Internet Based
 EDI

UNIT III: Security and Reliability for e-business

Reliability and Quality considerations-Quality requirements-Risk Management-Trust, e-business
 risks- e-Business security- realizing a secure e-Business infrastructure.

UNIT IV: e Buying Process

E Marketing strategies and diffusion process - E buying decisions and processes - B2B e
 procuring decisions – Post purchase actions.

UNIT V: e Buying Protection

E buyer protection – Regulatory network – Forums and redressal process - Research and

applications of consumer responses to e marketing approaches

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Rayude, C.S	e-Commerce and e-Business	Himalaya Publishing House	2015

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
	Andreas meier, Henrik stormer	e-Commerce and e-Business	springer	2009
	Harvey M.Deitel, paul J Deitel, Kate steinbuhler	e-Commerce and e-Business	Prentice Hall	2001

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion , Case Study assignment and peer learning.

Course DesignerS:

Ms. V.Akalya &_Mrs. K.Sathiya Priya

COURSE NUMBER- RM16AC4	COURSE NAME – TOTAL QUALITY MANAGEMENT	Category	L	T	P	Credit
		ALC	-	-	-	5

Preamble

1. To explain the basic concepts in Total Quality Management (TQM).
2. To impart the students with the latest techniques followed in maintaining quality in the competitive environment.
3. To explain specific tools and techniques for quality improvement.
4. To Develop analytical skills for investigating and analyzing quality management issues in the industry
5. To explain the process of planning for quality.

Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To Develop an understanding on quality management philosophies and frameworks .	K1
CO2.	Develop in-depth knowledge on various tools and techniques of quality management.	K2
CO3.	To enable students to obtain a basic understanding of quality principles and practices.	K2
CO4.	To Explain the system of documentation, implementation and assessment of quality.	K2
CO5.	To Learn the applications of quality tools and techniques in both manufacturing and service industry.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	H	H	H	H
CO2.	H	H	H	H
CO3.	H	H	H	H
CO4.	H	H	H	H
CO5.	H	H	H	H

H-High;

Syllabus

UNIT - I

Introduction to quality-meaning of quality-dimensions of quality-introduction to total quality management-meaning-the four P's of TQM.

UNIT - II

TQM principles-customer satisfaction-need and importance-employee involvement-benefits-supplier partnership and selection-performance measuring-strategies followed.

UNIT - III

Statistical quality control-total quality control-benefits-role of senior management in maintaining quality-quality statements-TQM implementation-barriers.

UNIT - IV

Statistical quality control-total quality control-process charts-types and benefits-flow diagrams-control charts-objectives-types-advantages-six sigma concepts- implementation-advantages.

UNIT - V

Bench marking-introduction-definition-reasons to bench marking- bench marking process-need for quality systems-ISO 9000 quality standards-introduction-benefits-implementation-quality auditing-techniques-procedure-ISO 14000-benefits.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.Basker	Total Quality Management	Anuradha Agencies	2005

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	G.R Basotia	Total Quality Management	Mangal Deep Publications	2002
2.	Dale H Basterfield	Total Quality Management	Pearson Education	2002

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion , Case Study assignment and peer learning.

CourseDesigners:

Ms. V.Akalya& Mrs. K.SathiyaPriya.

Course Wise Knowledge level Evaluation