

Dr. M.G.R
EDUCATIONAL AND RESEARCH INSTITUTE
(Deemed to be University)
University with Graded Autonomy Status
Maduravoyal, Chennai-600095.Tamilnadu.India
(An ISO 9001:2015 Certified Institution)



FACULTY OF MANAGEMENT STUDIES

Bachelor of Business Administration

(Full Time)
Curriculum & Syllabus

REGULATION 2017



Dr M G R
Educational and Research Institute
UNIVERSITY
(Decl. U/S 3 of the UGC Act 1956)
Adayalampattu-Maduravoyal , Chennai – 600 095

Faculty of Management Studies

2017

Program Structure for BBA (Full Time)

I Semester

| Course Code | Subjects | L | T | P | C |
|------------------------------------|--|-----------|----------|----------|-----------|
| HBTA17001 HBHI17001 HBF17001 | Part I – Language : Paper I Hindi Paper I French Paper I | 3 | 0 | 0 | 3 |
| HBEN17001 | Part II - English : Paper I | 3 | 0 | 0 | 3 |
| HBBA17001 | Principles of Management | 3 | 0 | 0 | 4 |
| HBBA17002 | Financial accounting | 3 | 1 | 0 | 4 |
| HBBA17A01 | Allied Course I Business Economics-I | 3 | 1 | 0 | 4 |
| | TOTAL | 15 | 2 | 0 | 18 |

II Semester

| Course Code | Subjects | L | T | P | C |
|------------------------------------|---|----------|----------|----------|----------|
| HBTA17002 HBHI17002 HBF17002 | Part I – Language : Paper II Hindi Paper II French Paper II | 3 | 0 | 0 | 3 |
| HBEN17002 | Part II - English : Paper II | 3 | 0 | 0 | 3 |
| HBBA17003 | Business Communication | 3 | 1 | 0 | 4 |
| HBMA17A04 | Business Statistics | 3 | 1 | 0 | 4 |
| HBBA17A02 | Allied Course I Business Economics-II | 3 | 1 | 0 | 4 |

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|--|--------------|-----------|----------|----------|-----------|
| | TOTAL | 15 | 3 | 0 | 18 |
|--|--------------|-----------|----------|----------|-----------|

III Semester

| Course Code | Subjects | L | T | P | C |
|--------------------|--|-----------|----------|----------|-----------|
| HBMG17G01 | Entrepreneurship development | 3 | 0 | 0 | 4 |
| HBMG17001 | Environmental Studies | 3 | 0 | 0 | 4 |
| HBBA17004 | Business Law | 4 | 0 | 0 | 4 |
| | | | | | |
| HBBA17005 | Marketing Management | 4 | 0 | 0 | 4 |
| HBMG17L01 | Softskills –I | 1 | 0 | 2 | 2 |
| HBBA17A03 | Allied Course II Management Accounting – I | 3 | 1 | 0 | 4 |
| | | | | | |
| | TOTAL | 19 | 0 | 2 | 22 |

IV Semester

| Course Code | Subjects | L | T | P | C |
|--------------------|---|----------|----------|----------|----------|
| | | | | | |
| HBBA17006 | Company Law | 4 | 0 | 0 | 4 |
| HBBA17007 | Production Management | 4 | 0 | 0 | 4 |
| HBBA17008 | Business Taxation | 4 | 0 | 0 | 4 |
| | | | | | |
| HBBA17009 | Auditing | 4 | 0 | 0 | 4 |
| HBBA17A04 | Allied Course II Management Accounting – II | 3 | 1 | 0 | 4 |
| | | | | | |
| HBMG17L02 | Softskills – II | 1 | 0 | 2 | 2 |
| | | | | | |

| | | | | | |
|--|--------------|-----------|----------|----------|-----------|
| | TOTAL | 21 | 0 | 2 | 22 |
|--|--------------|-----------|----------|----------|-----------|

V Semester

| Course Code | Subjects | L | T | P | C |
|--------------------|---|-----------|----------|----------|-----------|
| HBBA17010 | E-Commerce | 4 | 0 | 0 | 4 |
| HBBA17011 | Strategic Management | 4 | 0 | 0 | 4 |
| HBBA17012 | Financial Management | 3 | 1 | 0 | 4 |
| HBBA17013 | Research Methodology | 4 | 0 | 0 | 4 |
| | | | | | |
| HBBA17L01 | Computer Application for Business [Theory] | 2 | 0 | 0 | 2 |
| HBBA17L01 | Computer Application for Business [Practical] | 0 | 0 | 4 | 2 |
| | TOTAL | 20 | 2 | 4 | 20 |

VI Semester

| Course Code | Subjects | L | T | P | C |
|--------------------|----------------------------|----------|----------|----------|----------|
| HBBA17014 | Organization Behaviour | 3 | 1 | 0 | 4 |
| HBBA17015 | Human Resources Management | 4 | 0 | 0 | 4 |
| HBBA17016 | Financial Services | 3 | 1 | 0 | 4 |

| | | | | | |
|-----------|--------------------------|-----------|----------|-----------|-----------|
| HBBA17017 | Business environment | 4 | 0 | 0 | 4 |
| HBBA17018 | Total Quality Management | 4 | 0 | 0 | 4 |
| HBBA17L02 | Project (10) | 0 | 0 | 20 | 10 |
| | TOTAL | 17 | 2 | 20 | 30 |

TOTAL CREDITS – 130

I SEMESTER

| | | |
|------------------|------------------|----------------------------------|
| HBHI17001 | HINDI - I | L T P C 3 0 0 3 |
|------------------|------------------|----------------------------------|

Prose, Administrative Hindi and Grammer.

UNIT – I

1. Sabhyata kaa rahasya – lesson and annotations, Questions & answers.
2. Administrative terms (Prayojan mulak Hindi)

UNIT – II

1. Mitratha ka rahasya – Lesson and annotations questions and answers.
2. Patra lekham, definitions, correspondence in hindi.

UNIT – III

1. Paramanu oorja evam and kadhya sanrakshan (lesson) annotations and answers,
2. Technical terms and words, leter writing

UNIT – IV

1. Yuvavon se (lesson), annotations, essay and questions and answers
2. Types of official correspondence, technical terms
3. Grammer (Change of voice, correcting the sentences)

UNIT – V

1. Yogyata aur Vyavasay ka chunav (Lesson) essay, questions and answers
2. Letter writing
3. Grammer & technical terms

References:

1. Dr.Syed Rahmatullah & Poornima Prakashan, Hindi gadhya maala
2. Dr.Syed Rahmatullah & Poornima Prakashan, Prayojammulak Hindi
3. Dakshin Bharat Hindi Prachara Sabha, T.Nagar, Saral Hindi Vyakaran-2.

| | | |
|------------------|------------------|----------------------------------|
| HBFR17001 | FRENCH- I | L T P C 3 0 0 3 |
|------------------|------------------|----------------------------------|

UNIT – I

Decouvrir la langue francaise

- Se presenter, dire si on comprend, presenter, une personne, nommer, les choses, savoir Vivre, comprendre la grammaire

UNIT – II

- Donner des informations sur une personne, demander, exprimer ses preferences, parler de son travail, parler de ses activities, parler de son pays, de sa ville

UNIT – III

- Dire la date, dire l' heure, donner des informations sur un employ du temps, proposer – accepter-refuser, interroger-repondre, faire un programme d' activities

UNIT- IV

- S' orienter, Situer, Se loger, Exprimer la possession, Connaitre les rythmes de vie, Fixer des regles

UNIT – V

- Dire ce qu' on fait, S' informer sur un employ du temps passé, Expliquer, Exprimer la doute ou la certitude, Decouvrir les relations entre les mots, Savoir s' informer.

Recommended book:

Campus 1 – method de francaise by Jacky Girardet, Jacques Pecheur.

| | | |
|-----------|------------------------|----------------------------------|
| HBEN17001 | ENGLISH PAPER-I | L T P C 3 0 0 3 |
|-----------|------------------------|----------------------------------|

Common to All UG Courses

(i.e. B.B.A., B.C.A, (General), B.C.A., (Animation & Multimedia), B.Com. (General), B.Com. (A& F), B.Com. (C.S), B.Sc. (Comp. Sci.), B.Sc. (I.Sc & Cyber Forensics), B.Sc.Comp., (Science & Networking), B.Sc. (Electronics), B.Sc. (Media & vis.com.), B.Sc. (Bio.Tech). B.Sc. (Maths), B.Sc. (Physics)., B.S.c., (Chemistry) etc.,

Proposed for implementation from the Academic Year 2017-2017

Code:HBEN15001

UNIT- I

Prose: Literary Melodies (Orient Black Swan)

UNIT- II

Poetry: Literary Melodies (Orient Black Swan)

UNIT- III

Short Stories: Literary Melodies (Orient Black Swan)

UNIT- IV

One Act Plays: Literary Melodies (Orient Black Swan)

UNIT- V

Functional English

Total:

45 Periods

SEMESTER I
From the Academic Year 2017-2018

COURSE OBJECTIVES:

1. To prepare students for attaining a comprehensive knowledge of the communication skills
2. To make them understand the nuances of the language and use its vocabulary in appropriate contexts
3. To develop in students a knowledge of the various techniques in language use
4. To develop in them analytical and interpretative skills
5. To train learners in organized academic and business writing

UNIT – I

PROSE- For Detailed Study

- | | |
|-------------------------------|-----------------|
| 1. On Running After One's Hat | G.K. Chesterton |
| 2. The Unexpected | Robert Lynd |
| 3. How to be a Doctor | Stephen Leacock |

UNIT-II

POETRY-For Detailed Study

- | | |
|------------------------------------|---------------------|
| 1. Ulysses | Lord Tennyson |
| 2. If | Rudyard Kipling |
| 3. Leave this Chanting and Singing | Rabindranath Tagore |

UNIT- III

SHORT STORY

- | | |
|----------------------------|-------------|
| 1. A Retrieved Reformation | O'Henry |
| 2. Engine Trouble | R.K.Narayan |

UNIT-IV

GLIMPSES FROM GREAT MINDS

- | | |
|------------------------|-----------------------|
| 1. I LIVED WITH WORDS | R.L.Stevenson |
| 2. My Vision for India | Dr. A.P.J.Abdul Kalam |

UNIT- V

FUNCTIONAL ENGLISH

Enhancing LSRW Skills through Tasks

Note: Each Lesson to be followed by text-based Vocabulary, Grammar and Usage Exercises.

Synonyms, Antonyms- Affixes (Prefixes & Suffixes) – Noun – Adjectives, Verbs, Tense, Adverb, Preposition, 'if' clause, Articles, discourse marker, Reported and Direct speech-Voice, Degrees of comparison, Interrogatives Comprehension, Precis writing.

COURSE LEARNING OUTCOME:

Students completing the General English course

1. Will be able to attain comprehensive knowledge of the four skills of communication viz. LSRW
2. Will be able to understand the nuances of English Language as use its vocabulary in appropriate contexts.
3. Will have acquired the knowledge of the various techniques in language usage
4. Will have acquired proficiency in analytical and interpretative skills
5. Will be trained in organized and academic and business writing.

Text Prescribed: Pushkala R., Padmasani Kannan, Chandrasena Rajeswaran, Anuradha V Literary landscapes, Orient Black Swan, 2017

Text Books, Reference Books and Web Resources

1. Pushkala.R, P.A.Sarada, El Dorado: A textbook of Communication Skills, Orient Blackswan, 2014
2. Padmasani Kannan.S., Pushkala.R : Functional English
3. Hancock, Mark, English Pronunciation in Use, Cambridge University Press, 2013
4. McCarthy, Michael et.al., English Vocabulary in Use, Advanced, Cambridge University Press, 2011
5. Wren and Martin: Grammar and Composition, Chand & Co, 2006.
6. Part I & Part II from Spring Board by Orient Black Swan Pvt. Ltd.
7. <http://learnenglish.britishcouncil.org>
8. www.englishpage.com
9. www.writingcentre.uottawa.ca/hypergrammar/preposit.html
10. www.better-english.com/grammar/preposition.html
11. <http://www.e-grammar.org/infinite-gerund/>
12. www.idiomsite.com/

| | | |
|------------------|---------------------------------|----------------------------------|
| HBBA17001 | PRINCIPLES OF MANAGEMENT | L T P C 3 0 0 4 |
|------------------|---------------------------------|----------------------------------|

OBJECTIVES:

To increasing organizational effectiveness, To achieve optimum utilization of various resources.

To have co-ordination between various department in the organization.

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

Reference Books

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

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|------------------|-----------------------------|----------------------------------|
| HBBA17002 | FINANCIAL ACCOUNTING | L T P C 3 1 0 4 |
|------------------|-----------------------------|----------------------------------|

OBJECTIVES:

The objective of this course is to acquaint the students regarding various accounting concepts and its applications in Managerial decision making.

UNIT- I

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

UNIT-II

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

UNIT-III

Average Due date – Account Current - Classification of errors – Rectification of errors – Preparation of Suspense Account. Bank Reconciliation Statement

UNIT-IV

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

UNIT-V

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

Reference Books :

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

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|------------------|-----------------------------|----------------------------------|
| HBBA17A01 | BUSINESS ECONOMICS I | L T P C 3 1 0 4 |
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OBJECTIVES:

This course is intended to provide a basic foundation on the principles of managerial economics and to demonstrate the application of economic theory to business decisions.

UNIT – I

Introduction to Economics -Nature and scope of managerial economics – definition of economics - important concepts of economics - relationship between micro, macro and managerial economics - nature and scope - objectives of the firm.

UNIT – II

Demand analysis - Theory of consumer behaviour - Marginal utility analysis - indifference curve analysis. Meaning of demand - Law of demand - Types of demand - Determinants of demand - elasticity of demand – Demand forecasting.

UNIT – III

Production and cost analysis - Production - Factors of production - Production function - Concept - Law of variable proportion - Law of return to scale and economies of scale - cost analysis - Consumer Behaviour: Law of Diminishing Marginal utility

UNIT – IV

Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics -Definition – Scope and Importance of Business Economics ,Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency

UNIT-V

Demand and Supply Functions:
Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium

REFERENCE BOOKS

1. Joel Dean - Managerial Economics.
2. Gupta G.S. - Managerial Economics.

II SEMESTER



டாக்டர். எம்.ஜி.ஆர்.
கல்வி மற்றும் ஆராய்ச்சி திணைக்கழகம்
பல்கலைக்கழகம்
ஆலாபவாடி, சென்னை - 600 095.

FORM NO. U/EP-1 & 1-10/8 (REVISED 12/12/14)

39

தமிழ்த்துறை
இரண்டாம் வருஷம் - தமிழ்த்தாளர்-11
பரீட்சைப்பகுதிகள்

அலகு-I

1. சிற்றிலக்கிய வரலாறு
2. கிரந்திய இலக்கிய வரலாறு
3. இலக்கிய இலக்கிய வரலாறு

அலகு-II

4. நயநிதி கலம்பகம்
5. முத்தொள்ளையிரம்
6. தமிழ்நாடா

அலகு-III

7. திருஞானபுலவர் குறுவஞ்சி
8. முக்கடாற்பள்ளி
9. இயேசுவிராசன் பிள்ளைத்தமிழ்.

அலகு-IV

10. நளபெண்ப்பு
11. கீதாப்பிரசாநம்

அலகு-V

மொழிப்பயிற்சி : பண்புத்தொகை, வினைத்தொகை, உம்மைத்தொகை, ஓ குவகம், உவமைத்தொகை, வேற்றுமைத்தொகை, அன்மொழித்தொகை, இருபெயர்வாட்டுப் பண்புத்தொகை.
ஒரு பொருள் குறித்த பல்பொருள், பல் பொருள் குறிக்க ஒரு சொல், அகரவரிசைப்படுத்தலை, ஒருமை, பன்மை மாற்றம், பிறிதொழிற் சொற்களை நினைவுகூர்.

பார்வை தாள்கள் :

1. சென்னைப் பல்கலைக்கழக வெளியீடு-2013
2. பொது இலக்கணம்

தமிழ்த்துறை
Vice-Chancellor

திரு. ச. சிபகரன்

திரு. ச. சிபகரன்

Prof. Dr. S. SHIBAKARAN
JOINT REGISTRAR
Dr. M.G.R.
Educational and Research Institute
University
(Decl. u/s.3 of UGC Act, 1956)
Periyar E.V.R. High Road
Madhavayal, Chennai-600 095

திரு. ச. சிபகரன்

தமிழ்த்துறைத் தலைவர்
டாக்டர் எம்.ஜி.ஆர்.
கல்வி மற்றும் ஆராய்ச்சி திணைக்கழகம்
பல்கலைக்கழகம்

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| HBHI17002 | HINDI - II | L T P C 3 0 0 3 |
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Hindi – Semester II – Paper – II (Poetry, Hindi Computing, Alankar)

UNIT – I

1. poetry – Virpooja, Kaidi aur Kokila – kavi Parichay, Annotation, Summary
Makhanlal Chaturvedi
2. Poetry – kabirdass – Sakhi – Kantash 01 – 10 (Doha)
3. Alankar – Aupras and Upama only.

UNIT – II

1. Poetry – Aansu, Shradha ka saundarya Annotation, Kavi Parichay, Summary
2. Poetry – Surdas – Two Padhya

UNIT – III

1. Poetry – Subramaniya Bharathi – Nachenge – Hum Annotation, Kavi Parichay, Summary
2. Kaam Kaji Hindi Concept of Official language and Hindi computing theory.

UNIT – IV

1. Poetry – Galv – Chunin da ser- Annotation, Summary, Kavi Parichay
2. Computer Internet in Hindi Latest tools and Packages

UNIT – V

1. Kavi parichay, jaishan kar Prasad, Subramaniya Bharathi and Mirzagalib, Mekhanlalchaturvedi
2. Slesha Alankar

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| HBFR17002 | FRENCH - II | L T P C 3 0 0 3 |
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UNIT – I

Cultiver ses relations

- Recevoir, Communiquer, parler des personnes, Donner des informations, écrire, être à l'aise avec les autres

UNIT – II

- Parler du passé, raconter les moments d'une vie, parler de la famille, préciser le moment de la durée, parler des habitudes et des changements, connaître quelques repères de l'histoire.

UNIT – III

Entreprendre

- Parler d'une entreprise, Exprimer un besoin, Parler du futur, Présenter les étapes d'une réalisation, Rapporter des paroles, Faire un projet de réalisation.

UNIT – IV

- Comparer des qualités, Comparer des quantités et des actions, Exprimer la ressemblance ou la différence, faire des suppositions, Comparer des lieux, Parler de la télévision.

UNIT – V

Faire face aux problèmes

- Poser un problème, Caractériser une action, Parler de la santé, Interdire-Autoriser, Connaître la vie politique

Recommended book : Campus 1 – méthode de française by Jacky Girardet, Jacques Pecheur

| | | |
|------------------|---------------------------|----------------------------------|
| HBEN17002 | ENGLISH PAPER - II | L T P C 3 0 0 3 |
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SEMESTER II PAPER II

Common to All UG Courses (H & S)

(i.e. B.B.A., B.C.A. (General), B.C.A. (Animation & Multimedia), B.Com. (General), B.Com. (A & F), B.Com. (C.S), B.Sc. (Comp. Sci.), B.Sc. (I.Sc. & Cyber Forensics), B.Sc.Comp., (Science & Networking), B.Sc. (Electronics), b.Sc. (Media & Vis.Com.), B.Sc. (Bio.Tech), B.Sc. (Maths), B.Sc. (Physics), B.Sc. (Chemistry) etc)

Proposed for implementation from the Academic Year 2017-2018

Code: HBEN14002

UNIT – I

Prose: Literary Melodies (Orient Black Swan)

UNIT – II

Poetry: Literary Melodies (Orient Black Swan)

UNIT – III

Short Stories: Literary Melodies (Orient Black Swan)

UNIT – IV

One Act Plays: Literary Melodies (Orient Black Swan)

UNIT – V

Functional English

**SEMESTER II
FROM THE ACADEMIC YEAR 2017-2018**

COURSE OBJECTIVES:

1. To prepare students to attain a comprehensive knowledge of the communication skills
2. To make them understand the nuances of the English language and use the vocabulary in appropriate contexts
3. To develop in students a knowledge of the various techniques in language usage
4. To develop in them analytical and interpretative skills
5. To train learners in organized, academic and business writing

UNIT – I

PROSE – For Detailed Study

- | | |
|------------------------------|---------------|
| 1. Spoon Feeding | W.R.Inge |
| 2. Disaster Management | B.M. Hegde |
| 3. If You are Wrong Admit it | Dale Carnegie |

UNIT – II

POETRY – For Detailed Study

- | | |
|----------------------------|-----------------|
| 1. Psalm of Life | H.W. Longfellow |
| 2. Anthem for Doomed Youth | Wilfred Owen |
| 3. Street Cries | Sarojini Naidu |

UNIT – III

SHORT STORY

- | | |
|-----------------------------------|-----------------|
| 1. How much Land does a Man Need? | Leo Tolstoy |
| 2. Uncle Podger Hangs the Picture | Jerome K.Jerome |

UNIT – IV

DRAMA

- | | |
|---|---------------------|
| 1. Excerpts from The Merchant of Venice | William Shakespeare |
| 2. Monkey's Paw | W.W.Jacob |

UNIT –V

FUNCTIONAL ENGLISH

Enhancing LSRW Skills through Tasks

Note: Each lesson to be followed by text-based Vocabulary, Grammar, and usage Exercises

Synonym and Antonym, Phrasal Verb- Idioms and Phrases, Collocation. Gerund and infinitives, Auxiliaries: Primary and Modals, Use of ‘as soon as’, ‘No sooner ...than’. ‘Hardly has-when’. ‘Scarcely had-when’, ‘too...to’, ‘so that’ –Subject-Verb Agreement.

Comprehension, note-making from an unknown passage, Expanding Hints into a meaningful paragraph, Essay writing.

COURSE LEARNING OUTCOME:

Students completing the general English course

1. Will attain advanced comprehensive knowledge of the four skills of communication viz. LSRW
2. Will understand the nuances of English language as use its vocabulary in appropriate contexts.
3. Will acquire the advanced knowledge of the various techniques in language usage
4. Will acquire advanced proficiency in analytical and interpretative skills
5. Will get trained in organized academic and business writing.

Text Prescribed: Pushkala R. Padmasani Kannan, Chandrasena Rajeswaran, Anuradha V Literary landscapes, Orient Black Swan, 2017

Text Books, Reference Books and Web Resources

1. Pushkala.R, P.A.Sarada, El Dorado: A textbook of Communication Skills, Orient Blackswan, 2014
2. Padmasani Kannan.S., Pushkala.R : Functional English
3. Hancock, Mark, English Pronunciation in Use, Cambridge University Press, 2013
4. McCarthy, Michael et.al., English Vocabulary in Use, Advanced, Cambridge University Press, 2011
5. Wren and Martin: Grammar and Composition, Chand & Co, 2006.
6. Part I & Part II from Spring Board by Orient Black Swan Pvt. Ltd.
7. <http://learnenglish.britishcouncil.org>
8. www.englishpage.com
9. www.writingcentre.uottawa.ca/hypergrammar/preposit.html
10. www.better-english.com/grammar/preposition.html
11. <http://www.e-grammar.org/infinitive-gerund/>
12. www.idiomsite.com/

OBJECTIVES:

1. To enable the students to know about the principles, objectives and importance of communication in trade.

UNIT - I

Definition – Methods – Types – Principles of Effective Communication – Business to Communication – Business Letter – Layout – Classification of Communication – Characteristics and guidelines of effective Business Communication.

UNIT -II

Kinds of Business Letter – Analysis of Business Letters – Basic Principles in drafting – Interview – Appointment – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT - III

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

UNIT -IV

Report Writing – Importance of Report – Characteristics of Report – Agenda, Minutes of Meeting – Memorandum – Office order Circular – Notes.

UNIT - V

Modern Communication: Fax – E-mail. Video Conferencing – Internet – Website and their use in Business.

REFERENCE BOOKS

1. Rajandra Paul S.K.S Korlahalli – Essential of Business Communication.
2. Ramesh and Pattanchetti – Business Communication.

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| HBMA17A04 | BUSINESS STATISTICS | L T P C 3 1 0 4 |
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UNIT – I

Introduction - Classification and tabulation of statistical data - Diagrammatic and graphical representation of data.

UNIT – II

Measures of Central tendency - Mean, median and mode - Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation - Measures of Skewness.

UNIT – III

Correlation - Karl Pearson's Coefficient of Correlation - Spearman's Rank Correlation - Regression Lines and Coefficients. Chisquare- Annova.

UNIT – IV

Time Series Analysis-Trend -Seasonal Variation.

UNIT – V

Introduction to OR- Linear Programming –Graphical and Algebraic Solution (maximization and minimization).

REFERENCE BOOKS

1. Statistical Methods - S.P. Gupta
2. Introduction to Operations Research - Dr. P.R. Vittal
3. Statistics - Elhance
4. Operations Research - Hira and Gupta, S. Chand.
5. Operations Research - Handy and A. Taha

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| HBBA17A02 | BUSINESS ECONOMICS II | L T P C 3 1 0 4 |
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UNIT-I

Production: Law of Variable Proportion – Laws of Returns to Scale – Producer’s equilibrium – Economies of Scale - Cost Classification – Break Even Analysis

UNIT-II

Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods

UNIT – III

Equi marginal Utility – Indifference Curve – Definition, Properties and equilibrium - Different cost concepts - Cost output relationships - Short run and long run - Revenue curves of firms - Supply analysis.

UNIT – IV

Pricing methods and strategies - Objectives - Factors - General consideration of pricing – methods of pricing – Dual pricing - Price discrimination. Full cost pricing - Target pricing - pricing of new products pricing by manufacturer - pricing by retailer - Market classification - Perfect competition - Monopoly - Monopolistic competition - Duopoly - Oligopoly.

UNIT – V

Profit and profit management - Accounting profit and economic profit - Measurement - Profit planning and forecasting. Capital budgeting - cost of capital - capital management and financial policy. Project profitability - methods of appraising profitability.

REFERENCE BOOKS

1. Peterson - Managerial Economics.
2. Davies & Hughes - Managerial Economics.
3. Hague, D.C. - Managerial Economics.

III SEMESTER

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| HBMG17G01 | ENTERPRENEURIAL DEVELOPMENT | L T P C 3 0 0 4 |
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UNIT- I

Concept of Entrepreneurship

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

UNIT – II

Entrepreneurial Development Agencies

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

UNIT – III

Project Management

Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology and Legal Formalities – Preparation of project report – Tools of Appraisal.

UNIT – IV

Entrepreneurial Development Programmes

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Role of Government in **organised** EDPs – Critical Evaluation.

UNIT – V

Economic Development and Entrepreneurial Growth

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

REFERENCE BOOKS

1. Dr.V.Balu – ENTREPRENEURIAL DEVELOPMENT
2. Dr. P.T.Vijayashree & Dr. M.Alagammai - ENTREPRENEURIAL DEVELOPMENT

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| HBMG17001 | ENVIRONMENTAL STUDIES | L T P C 3 0 0 4 |
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UNIT- I
ENVIRONMENT AND ECOSYSTEMS

Definition, scope and importance of environment – need for public awareness – concept, structure and function of an ecosystem – producers, consumers and decomposers – energy flow in the ecosystem, Biodiversity at National and local levels – India.

UNIT- II
ENVIRONMENTAL POLLUTION

Definition – causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Nuclear hazards (g) E-Wastes and causes, effects and control measures

UNIT- III
NATURAL RESOURCES

Forest resources: Use and over-exploitation, deforestation. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dam-benefits and problems. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems.

UNIT - IV
HUMAN POPULATION AND THE ENVIRONMENT

Population growth, variation among nations – population explosion, environment and human health – human rights – value education – HIV /AIDS – women and child welfare – role of information technology in environment and human health.

UNIT - V
HUMAN POPULATION AND THE ENVIRONMENT

Population growth, variation among nations – population explosion, environment and human health – human rights – value education – HIV /AIDS – women and child welfare – role of information technology in environment and human health.

REFERENCE BOOKS:

1. Gilbert M.Masters, 'Introduction to Environmental Engineering and Science', 2nd edition, Pearson Education (2004).
2. Benny Joseph, 'Environmental Science and Engineering', Tata McGrawhill, NewDelhi, (2006).

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| HBBA17004 | BUSINESS LAW | L T P C 4 0 0 4 |
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OBJECTIVES:

The course is designed to provide an understanding of legal processes involved in management of an organization. The main focus is on understanding basic laws affecting the operation of a Business Enterprise

UNIT- I

Indian Contract Act – Formation – Terms of contract – Forms of contract – Offer and acceptance - consideration.

UNIT- II

Capacity – Flaw in consent, Void agreements – Illegal agreements.

UNIT- III

Performance – Tender – Quasi contract – Discharge – Remedies for breach of contract.

UNIT -IV

Sale of Goods Act – Sale and agreement to sell – Formation – Caveat emptor

UNIT -V

Conditions and warranty – Rights of unpaid seller.

REFERENCE BOOKS:

1. Business Laws- N.D. Kapoor , Sultan Chand and Sons
2. Business Laws – M.R. Sreenivasan , Margam Publications
3. Business Laws – M.V. Dhandapani, Sultan Chand ad Sons
4. Mercantile Law – S. Badre Alam and P. Saravanavel
5. Business Law – R.S.N. Pillai – S. Chand
6. Mercantile Law – Gogna, S. Chand.
7. Business Law – Gogna , S. Chand
8. Business Law – KN. Ramaswamy

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| HBBA17005 | MARKETING MANAGEMENT | L T P C 4 0 0 4 |
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OBJECTIVES:

This course is designed to promote understanding of concepts, philosophies, processes and techniques of managing marketing operation and to develop a feel of the market place

UNIT- I

Introduction to Marketing –Meaning – Definition and Functions of Marketing – Marketing Orientation – Role and Importance of Marketing – Classification of Markets

UNIT- II

Market Segmentation – Concept – Benefits – Basis and Levels. Introduction to Consumer Behaviour – Need for study – Consumer buying decision process – Buying motives.

UNIT- III

Marketing mix. Product – Meaning – Introduction to Stages of New Product Development – Types – Introduction to PLC – Product Mix – Price – Pricing Policies and Methods.

UNIT- IV

Channels of Distribution (Levels) – Channel Members – Promotion – Communication Mix – Basics of Advertising, Sales promotion and personal selling.

UNIT -V

Recent Trends in Marketing. A Basic understanding of E – Marketing, Consumerism, Market Research, MIS and Marketing Regulations.

REFERENCE BOOKS:

1. Marketing Management by Rajan Saxena
2. Marketing by William J Stanton
3. Principles of Marketing by Philip Kotler
4. Marketing Management by Still and Cundiff
5. Marketing Management by Dr. K. Nirmala Prasad and Sherlaker

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| HBMG17L01 | SOFT SKILLS - I | L T P C 1 0 2 2 |
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Common to All UG Courses

(i.e. B.B.A., B.C.A, (General), B.C.A., (Animation & Multimedia), B.Com. (General), B.Com. (A& F), B.Com. (C.S), B.Sc. (Comp. Sci.), B.Sc. (I.Sc & Cyber Forensics), B.Sc.Comp., (Science & Networking), B.Sc. (Electronics), B.Sc. (Media & vis.com.), B.Sc. (Bio.Tech). B.Sc. (Maths), B.Sc. (Physics)., B.S.c., (Chemistry) etc.,

COURSE OBJECTIVES:

1. to diagnose the strength and weakness of the student in Functional English.
2. to develop the functional grammar.
3. to prepare them to use Functional English through LSRW
4. to make them learn through practice and activity
5. to use English Language as a life skill

Periods

Diagnostic Test – Articles, Forms of ‘be’ verbs, Tense, Preposition, Gerunds & Infinitives, Reported Speech, Active & Passive Voice, Letter Writing.

UNIT - I

Job and career- three types –Govt., Pvt and public sector – Bank, govt.offices, navy, defense, govt.institutions -IT and, BPo and corporate-semi govt like ISRO etc -requirements- advt - - skills needed (download the details)

Delivery

Audio and video cassettes

UNIT – II

Technical skill – Communication skill especially in English-strengthening communicative English- Listening, Reading, speaking and writing-Listening – Sounds of vowels and consonants and writing them – functional English – differences between functional and theoretical English

UNIT – III

Listening and writing

Activity base exercise on articles, modals, prepositions and infinitives. The above topics are chosen as we don’t find equivalent ‘in L1.

UNIT – IV

Reading and writing

Vocabulary-synonym, antonym, collocations, confused words, homonym, odd man out, words with correct spelling, avoid redundancy – Inferential comprehension (based on BEC and Blog on Soft Skills By me) – browsing, skimming and scanning note-making

UNIT – V

Speaking

Introducing yourself (giving questions) – collecting information in pairs and presenting it for 2 minutes – story telling through picture – interpretation of psychometric pictures through question and answer – PPT preparation and presentation – developing the story in pairs as game.

Total:

Text Book, Reference Books and Web Resources:

1. Soft Skill for Everyone – Jeff Butterfield, Part – 1; unit-D & E
2. EFA (English For All) – Dr.Padmasanni Kannan, Libin Roy Thomas
3. English for Competitive Exam – R.P. Bhatnagar, Rajul Bhargava
4. Soft Skill Blog
5. Jobsearch.about.com
6. www.exsearch.in/interview.html

COURSE LEARNING OUTCOME:

Students completing the course Soft Skill- I will be able to

1. Know their weakness in the use of English Language.
2. Understand the functionality of the language in simple context.
3. Improve their communication skill through LSRW.
4. Improve the functional grammar through practice and activity.
5. Understand the necessity of English Language.

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| HBBA17A03 | MANAGEMENT ACCOUNTING I | L T P C 3 1 0 4 |
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UNIT I

Meaning and Scope of Cost Accounting – Analysis, Concept and Classification of Cost – Elements and Methods of Cost –Relationship of Cost Accounting and Financial Accounting – Preparation of Cost Sheet, Tender/Quotation –.

UNIT II

Materials – Purchase Procedure –EOQ – Stores Procedure –Levels of stock -Receipt and Issue of Materials — Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average- Inventory Control – Perpetual Inventory and ABC.

UNIT III

Labour – Time-Keeping and Time-Booking – Methods of Remuneration and Incentive Schemes – Overtime and Idle time – Labour Turnover – Causes, Types and Measurement.

UNIT IV

Overheads – Collection, Classification, Allocation, Apportionment and Absorption – Recovery Rates – Over and Under Absorption -Machine Hour Rate Methods of Costing – Job Costing – Contract Costing.

UNIT V

Operating Costing – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains (excluding Equivalent Production and Inter process).

REFERENCE BOOKS:

1. Cost Accounting Principles and Practice – S.P. JAIN AND K.L. NARANG, Kalyani Publishers
2. Cost Accounting – S.P.IYENGAR, Sultan Chand & Sons.
3. Cost Accounting – R.S.N. PILLAI AND V. BAGHAVAGHI, S.Chand & Company Ltd.
4. Cost Accounting – S.N. MAHESHWARI, Sultan Chand & Sons.
5. Principles and Practice of Cost Accounting – N.K. PRASAD, Book Syndicate Pvt.Ltd.
6. Cost Accounting – BHABOTOSH BANERJEE, The World Press Private Ltd.

IV SEMESTER

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| HBBA17006 | COMPANY LAW | L T P C 4 0 0 4 |
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UNIT-I

Company-Definitions-Features-kinds-Private Ltd Company Vs Public Company.

UNIT-II

Formation of companies-Promotion Stage – Commencement Stage –Memorandum of Association - Clauses - -Articles of Association-contents – Prospectus - Contents.

UNIT-III

Shares-kinds-Equity shares-Preference shares-premium and Discount-Allotment-Minimum subscription-Forfeiture of shares-Debentures-Types

UNIT –IV

Secretary – Definition – Types – Company Secretary – Legal Position – Qualification – Appointments – Rights – Duties & Liabilities – Termination .

UNIT-V

Meetings – Types – Statutory, Annual General Meeting - Notice-Agenda-Quorum, Resolution – Types – Duties.

REFERENCE BOOKS:

1. Company Law and Secretarial Practice –N.D. KAPOOR, S.Chand & Co.
2. Company Law and Secretarial Practice – TANDON.
3. Company Law and Secretarial Practice – P.K. GHOSH, S.Chand & Sons.

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| HBBA17007 | PRODUCTION MANAGEMENT | L T P C 4 0 0 4 |
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UNIT – I

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

UNIT – II

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

UNIT – III

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

UNIT – IV

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

UNIT – V

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

REFERENCE BOOKS:

1. Harding H.A. - Production Management
2. Buffa - Production Management
3. S.N. Cheri - Production and Operations Management
4. Adam & Ebert - Production and Operations Management
5. Muhdhan - Production and Operations Management

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| HBBA17008 | BUSINESS TAXATION | L T P C 4 0 0 4 |
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UNIT – I

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

UNIT – II

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

UNIT – III

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

UNIT - IV

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

UNIT- V

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

REFERENCE BOOKS:

1. Central Excise Act.
2. Customs Act
3. Central Sales Act
4. Practical Approach to Income Tax – Ahuja Girish and Gupta Ravi
5. Students Guide to Income Tax by Dr. Vinod K. Singhania and Monica Singhania.
6. Indirect Taxes - Datty
7. Business Taxation - T.S. Reddy & Dr. Y. Hariprasad Reddy

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| HBBA17009 | AUDITING | L T P C 4 0 0 4 |
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UNIT- I

Auditing: Meaning, Objectives, Frauds, Errors, Accounting & Auditing, Types of Audit.
Internal control, Internal Check & Internal Audit, Evaluation of Internal control system, Internal control system regarding purchases, sales, Salaries and wages.

UNIT- II

Audit procedure: Planning & procedure of audits, Audit Programme, Audit working papers and evidences, Routine checking & Test checking vouching: Meaning, importance, vouching of cash and trading transactions.

UNIT - III

Verification & valuation of assets & Liabilities Auditor's Report: Clean & qualified report.

UNIT - IV

Audit of limited companies Company Auditor: Appointment, Powers, duties & Liabilities Audit of Computerized Accounts

UNIT- V

Special points in the audit of banking companies, General Insurance Companies, educational institutions & clubs Investigation: Meaning, Objective, Procedure, various kind of Investigation.

REFERENCE BOOKS:

1. Gupta, Kamal: Contemporary Auditing, Tata McGraw Hill, N. Delhi Spicer & Pegler: practical Auditing, W.W. Bigg., Indian Edition by S.V. Gratalia, Allied publishers
2. Tandon, B.N.: Principles of Auditing, S. Chand & Co., New Delhi
3. Pagare, Dinkar: Principles of Auditing. S. Chand & Co., New Delhi
4. Pagare, Dinker: Principles & Practice of Auditing, Sultan Chand, New Delhi
5. Sharma, T.R.: Auditing Principles & Problems, Sahitya Bhawan, Agra Jain, Khandelwal & Pareek: Auditing, Ramesh Book Depot, Jaipur

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| HBBA17A04 | MANAGEMENT ACCOUNTING II | L T P C 3 1 0 4 |
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UNIT I

Management Accounting – Definition – Nature – Scope – Objectives – Merits and Limitations – Financial Statement Analysis – Comparative Statements – Common Size Statements – Trend Percentages – Ratio Analysis.

UNIT II

Fund Flow Statement – Uses of Fund Flow Analysis – Construction of Fund Flow Statement. Cash Flow Analysis – Distinction of Cash from Funds – Construction of Cash Flow Statement.

UNIT III

Marginal Costing – Distinction between Absorption Costing and Marginal Costing – Cost Volume Profit (CVP) Analysis – Break Even Analysis- Margin of Safety.

UNIT IV

Standard Costing – Variance Costing

UNIT V

Budget and Budgetary Control –Sales, Production, Production Cost, Raw material Cost, Cash, Master Budgets and Flexible Budgets.

REFERENCE BOOKS:

1. Management Accounting – S.N. MAHESWARI, Sultan Chand & Sons.
2. Management Accounting -R.S.N. PILLAI & BHAGAVATHI, Sultan Chand & Sons.
3. Management Accounting – Principles and Practice – R.K. SHARMA & JHOSHI K. GUPTA.
4. Principles Of Management Accounting – MANMOHAN & S.N. GOYAL, Sahitya Bhavan, Agra.
5. Management Accounting – Tools and Techniques – N.VINAYAKAM, I.B. SINHA, Himalaya Publishing House.
6. Management Accounting – S.K.R.PAUL, New Central Book Agency, Calcutta

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| HBMG17L02 | SOFT SKILLS - II | L T P C |
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Common to All UG Courses

(i.e. B.B.A., B.C.A, (General), B.C.A., (Animation & Multimedia), B.Com. (General), B.Com. (A& F), B.Com. (C.S), B.Sc. (Comp. Sci.), B.Sc. (I.Sc & Cyber Forensics), B.Sc.Comp., (Science & Networking), B.Sc. (Electronics), B.Sc. (Media & vis.com.), B.Sc. (Bio.Tech). B.Sc. (Maths), B.Sc. (Physics), B.S.c., (Chemistry) etc.,

COURSE OBJECTIVES:

1. to strengthen the students with the needed vocabulary
2. to infer information from the given passage through reasoning
3. to train them in attending Group Discussion
4. to face the Technical and HR interview of the corporate
5. to raise communication proficiency to global standards.

HBMG14L02

UNIT - I

Preparation of resume-functional resume with objective according to different advts-how to have interview file – how to send it by email-concept of writing email-practise through BEC method (question and answer)

UNIT – II

Writing secretarial letters like intra-mail and inter-mail, agenda, memo and business reports-introducing GD through video-conduct of GD on a topic and also case studies

UNIT – III

Body language-grooming-Interview skill-Dos and Donts-mock interview-exchange of interviewer practical session.

UNIT – IV

Number system – H.C.F & L.C.M – Problem on ages – Percentage – Profit & Loss – Ratio & Proportion – Partnership.

UNIT – V

Time & Work – Time & Distance – Clocks – Permutations & Combinations – Heights & Distances – Odd man out and Series.

Text Book, Reference Books and Web Resources:

1. Soft Skill for Everyone-Jeff Butterfield, Part-1; Unit-D & E
2. EFA (English For All) – Dr. Padmasanni Kannan, Libin Roy Thomas
3. English for Competitive Exam- R.P. Bhatnagar, Rajul Bhargava
4. Placement Interview – S.Anandamurugan, Chapter- 2 & 3
5. Alex K, Soft Skills ; S. Chand & Company Pvt Ltd, 2009
6. Rizvi Ashraf M, Effective Technical Communication ; Tata McGraw – Hill ; 2005
7. Thorpe, Edgar, Course in Mental Ability and Quantitative Aptitude ; Tata McGraw – Hill, 2003.
8. Agarwal, R.S, A Modern Approach to verbal and Non – verbal Reasoning, S.Chand & Co ; 2004
9. R.S.Agarwal, Quantitative Aptitude for Competitive Examinations, S.Chand & Co., (2017)
10. Jobsearch.about.com
11. www.exsearch.in/interview.html

COURSE LEARNING OUTCOME:

Students completing the course Soft Skill- II will

1. be strengthened in the vocabulary
2. improve their reasoning and finding a logical sequence in the passage given
3. be prepared to face Group Discussion
4. know the nuances of the interview of the corporate
5. raise communication proficiency to global standards.

V SEMESTER

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| HBBA17010 | E-COMMERCE | L T P C 4 0 0 4 |
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UNIT- I

Introduction to E-Commerce, Definition, Element of E-Commerce Industry frame work, Types Internet Service Provider, Internet V/s Intranet, Hard Aspect of E-Commerce, Challenges in implementing, E-Commerce, The future of E-Commerce growth.

UNIT - II

WWW Concept, E-mail, facilities on Internet, Classification of Network, Internet Protocol, Mail Software, Netscape, Outlook Express Internet Surfing, Browser & Search Enginr, FTP, Telnet,.

UNIT - III

Electronic payment System – Digital currencies, Smart-Card, Credit-Card, Security Consideration & Supply chain Management, Electronic Transaction, Security Mechanism & Method, Ecommerce, & Banking Industry.

UNIT- IV

ECRM – Electronic Customer Relationship Management, Definition, Application, ECRM Component, Advantages, ECRM as tool to modern business, E-Com & Retailing, Changing retail Industry.

UNIT – V

The IT Act 2000 – Definitions, Authentication of Electronic records, Electronic Governance legal recognition of Electronic, record, digital Signature, Cyber law, Cyber Regulation Appellate Tribunal Offences & Penalties.

REFERENCE BOOKS:

1. E-Commerce. A Manager's Guide to E-business, Parrey Diwan, Sunil Sharma, E-Business Models.
2. MP Jaiswal, V Ganesh Kumar, Excel books ISBN : 81-7446-281-3.
3. Fundamentals of INFO Tech. Deepak Bharihoke, Excel Book 81-7446-481-6

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| HBBA17011 | STRATEGIC MANAGEMENT | L T P C 4 0 0 4 |
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UNIT- I

An overview of strategic Management: Defining Strategy, levels at which strategy operates: Approaches to strategic decision making: strategic intent, vision, Mission, Business definition, objectives and goals, Environmental analysis and Diagnosis : concept of environment and its components; Environment scanning and appraisal, Organization appraisal, Strategic advantage analysis and diagnosis.

UNIT – II

Corporate-level strategies: Grand, Stability,. Expansion, Retrenchment, combination strategies, Corporate Restructuring. Business-level/strategies: Generic and tactics for business strategies.

UNIT – III

Strategic Analysis and choice: Process of strategic choice, corporate and business level strategic analysis, Subjective factors in strategic choice, contingency strategies and strategic plan.

UNIT- IV

Activating Strategies: Interrelationship between formulation and implementation. Aspects of strategy Implementation, Project and Procedural Implementation. Resource allocation, Structural and Behavioural Implementation.

UNIT- V

Functional and Operational Implementation: Financial, Marketing, operations/production, Personnel plans and policies, information, Integration of functional plans and policies, Strategic evaluation and control: Techniques of strategic evaluation and control.

REFERENCE BOOKS:

1. Azhar Kaxmi: Business Policy and Strategic Management, Tata McGraw Hill New Delhi
2. Jain, P.C. L: Strategic Management (Hindi)
3. Bhattacharry, S.K. And N. Venkataramin: Managing Business Enterprises: Strategies, Structure and Systems, Vikas Publishing House, New Delhi.

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| HBBA17012 | FINANCIAL MANAGEMENT | L T P C 3 1 0 4 |
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UNIT- I

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

UNIT- II

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

UNIT- III

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

UNIT- IV

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

UNIT- V

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

REFERENCE BOOKS:

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

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| HBBA17013 | RESEARCH METHODOLOGY | L T P C 4 0 0 4 |
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UNIT- I

Research – Meaning and purpose – types of research – Pure and applied, survey, case study, experimental, exploratory – Research Design – Steps in selection and formulation of research problem – review of literature.

UNIT - II

Formulation of Hypothesis – Types – Testing –Sampling - Sampling techniques – Sampling error and sample size.

UNIT- III

Methods of data collection – Primary and secondary data – observation – interview – Questionnaire – Construction of tools for data collection – testing validity – pilot study.

UNIT- IV

Processing and analysis of data – editing – coding – transcription – tabulation – outline of statistical analysis – descriptive statistics – elements of processing through computers – packages for analysis.

UNIT- V

Report writing – target audience – types of reports – contents of reports – styles and conventions in reporting – steps in drafting a report.

REFERENCE BOOKS :

1. William C.E. mory, Business Research Methods, Richard D Irwin, NH.
2. Donald R Cooper, Business Research Methods 7th Ed., McGraw Hill, 2001.
3. Krishnaswami OR, Methodology of Research for Social Science, Himalaya Mumbai, 2001
4. Anderson J. et. al, Thesis and Assignment writing, Wiley Eastern

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| HBBA17L01 | COMPUTER APPLICATION FOR BUSINESS (THEORY) | L T P C 2 0 0 2 |
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UNIT- I

Basic Computing Concepts: Introduction to Computers, Applications of Computer in Business, Basic computer Architecture: Systems Concept, CPU, Memory & storage Devices, Input & Output Technologies; Software: Types of Software with examples, Operating System: Functions, Types and classification

UNIT- II

Problem Solving, steps of problem solving, tools and techniques of problem solving, Data Processing and management – Basic of data processing : data and information, data processing activities, representation of data in computer memory(binary , octal and Hexadecimal system) ASCII and EBCDIC.

UNIT- III

MS-OFFICE

Word Processing : Word Basics, Creating a new document, Page-Setup, Editing Document (cut, copy, paste, paste special), hyperlink, header and footer, tables, graphics, mail merge, auto correct and auto format.

UNIT- IV

Excel : Spreadsheets and their uses in business, Excel basics, creating a new worksheet, rearranging worksheets, excel formatting techniques, using function protection, goal seeks scenarios, pivot table and chart.

UNIT-V

PowerPoint : Creating and inserting a new slide, creating a title slide , applying a design template , creating a hierarchy, slide sorter view, printing the slides.

Access : Creating tables, Querying, Forms, Reports.

REFERENCE BOOKS :

1. P.K.Sinha, Fundamental of computers, BPB.
2. Ron Masfield , Ms-Office, Tech Publication
3. V Rajaraman, Introduction to Information Technology, PHI ,2004
4. June Jamarich Parsons, Computer Concepts, Thomson Learning
5. Leon & Leon Introduction to computers, vikas publishing house
6. D N Kakkar,R Goyal , computer applications in management, new age.

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| HBBA17L01 | COMPUTER APPLICATION FOR BUSINESS (LAB) | L T P C 0 0 4 2 |
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UNIT- I

Word Processing : Word Basics, Creating a new document, Page-Setup, Editing Document (cut, copy, paste, paste special), hyperlink, header and footer, tables, graphics, mail merge, auto correct and auto format.

UNIT- II

Excel : Spreadsheets and their uses in business, Excel basics, creating a new worksheet, rearranging worksheets, excel formatting techniques, using function protection, goal seeks scenarios, pivot table and chart.

UNIT-III

PowerPoint : Creating and inserting a new slide, creating a title slide , applying a design template , creating a hierarchy, slide sorter view, printing the slides.

UNIT- IV

Access : Creating tables, Querying, Forms, Reports. Basic of Internet.

UNIT- V

Tally : Accounting Package (Contemporary Version) :-Journal Entry, Ledger posting, Preparation of Trial Balance, Preparation of Balance Sheet & Profit & Loss Accounts..

REFERENCE BOOKS :

1. P.K.Sinha, Fundamental of computers, BPB.
2. Ron Masfield , Ms-Office, Tech Publication
3. V Rajaraman, Introduction to Information Technology, PHI ,2004

VI SEMESTER

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| HBBA17014 | ORGANIZATION BEHAVIOUR | L T P C 3 1 0 4 |
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UNIT – I

Concept of organizational Behaviours –scope of organizational psychology – individual differences – intelligence tests – personality tests – nature, types and uses.

UNIT – II

Perception factors affecting. Perception – Motivation – theories (Maslow's, Herzbergs, MC Gregor,- X and Y theory) – financial and non financial motivation.

UNIT –III

Job satisfaction – meaning – factors – job simplification- job enlargement – job enrichment – job design – morale – employee – attitude – and behavior – and their significance to employee productivity quality of work life.

UNIT –IV

Concept of group Dynamics – concept and features of group – types of group behavior – formal and informal groups – group behavior – group norms Hawthorne experiment conflict – types of conflict-resolution of conflict.

UNIT –V

Leadership – types – theories (Trait, managerial) organization development – communication – communication network –counseling and guidance.

REFERENCE BOOKS:

1. Keith Davis – Human Behavior at work.
2. Ghos - Industrial psychology
3. Thred juthans – Organizational Behaviors
4. I.M Prasad – Organizational Behaviors
5. Flippo - Organizational Behaviors

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| HBBA17015 | HUMAN RESOURCES MANAGEMENT | L T P C 4 0 0 4 |
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UNIT- I

Human Resource Management ,Definition – Objectives – Functions - evolution and growth of HRM– qualities of a good HR manager – changing roles of a HR Manager– problems and challenges of a HR manager.

UNIT- II

Planning the Human resources ,Definitions of human resource planning – objectives – steps in human resources planning – dealing with surplus and deficient man power - job analysis – job description – job specification.

UNIT- III

Recruitment & Selection Recruitment and selection – objectives of recruitment – sources – internal and external recruitment – application blank – testing – interviews.

UNIT- IV

Training & Development ,Training and development – principles of training – assessment of training needs – on the job training methods - off the job training methods – evaluation of effectiveness of training programmes.

UNIT –V

Performance Appraisal ,Performance appraisal– process – methods of performance appraisal – appraisal counseling – Motivation process – theories of motivation – managing grievances and discipline.

REFERENCES BOOKS :

1. Tripathi - Personnel Management, Sultan Chand & Sons, New Delhi, 2000
2. L M Prasad, Human Resource Management, Sultan Chand & Sons, New Delhi, 2005
3. Aswathappa, Human Resource Management, Tata Mc Graw Hill Publishing Company, New Delhi, 1999
4. Davis and Werther, Human Resource Management, Tata Mc Graw Hill Publishing Company, New Delhi, 2000

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| HBBA17016 | FINANCIAL SERVICES | L T P C 3 1 0 4 |
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UNIT- I

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

UNIT- II

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

UNIT- III

Leasing and Hire purchase – Concepts and features – Types of lease accounts.

UNIT- IV

Factoring – Functions of Factor – Consumer finance – Venture capital – Importance – functions - Mutual Funds – Credit Rating.

UNIT- V

Insurance – Different types –Insurance laws and regulations (IRDA Act).- Insurance Act,1938.) – Credit rating – Functions – Mutual funds – Types

REFERENCE BOOKS:

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

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| HBBA17017 | BUSINESS ENVIRONMENT | L T P C 4 0 0 4 |
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UNIT – I

The concept of Business Environment - its nature and significance – Brief overview of political – Cultural – legal – economic and social environments and their impact on business and strategic decisions.

UNIT-II

Political Environment – Government and Business relationship in India –Provisions of Indian constitution pertaining to business.

UNIT –III

Social Environment – Cultural heritage – Social attitudes – impact of foreign culture – castes and communities – joint family systems – linguistic and religious groups – Types of social organization – social responsibilities of business.

UNIT –IV

Economic Environment – Economic systems and their impact of business – Macro Economic parameters like GDP -growth rate population – Urbanisation - Fiscal deficit – Plan investment – per capita income and their impact on business decisions – Five Year Planning.

UNIT- V

Financial Environment – Financial system – Commercial Banks – Financial Institutions – RBI Stock Exchange – IDBI – Non-Banking Financial Companies (NBFCs).

REFERENCE BOOKS:

1. Sankaran.S. – Business Environment
2. Francis Cherunilam – Business Environment
3. Aswathappa – Business Environment
4. Daasgupta & Sengupta – Government and Business in India.
5. Srinivasan.K. – Productivity and social Environment

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| HBBA17018 | TOTAL QUALITY MANAGEMENT | L T P C 4 0 0 4 |
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UNIT – I

Introduction to Total Quality Management – Concept of TQM – Quality and Business Performance – Attitude and involvement of TOP management – Communication – Culture.

UNIT – II

Information Technology – Strategic quality planning – Continuous process and improvement – Cost of quality.

UNIT – III

Management of Process Quality – History of Quality control – Control Chart - Statistical Quality control – problem analysis.

UNIT- IV

Customer Focus and satisfaction – a Quality focus getting employee involvement – Measure of customer satisfaction service Quality – Customer retention – profitability – Bench Marking – essence of Bench Marking – Benefits – Pitfalls in bench Marking.

UNIT – V

Organising for TQM – System approach – The People dimension – Small groups and employment team for TQM – ISO 9000 – Universal standards of Quality – Benefits of ISO certification.

REFERENCE BOOKS:

1. Beyond Total Quality Mangement – Geg Bounds, Lyle Yorks Meladams G.Ranney.
2. Quality for progress and Development – P.K. Bose, S.P. Mukhersee, K.G. Ramamoorthy, Tata McGraw Hill.
3. Total Quality Mangement - (Weiley Eastern) Joel E. Rose (Deep to Deep Publication)