

E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.

(An Autonomous Institution – Affiliated to Madurai Kamaraj University)

Re-accredited (**3rd Cycle**) with Grade **A+** & **CGPA 3.51** by NAAC

DEPARTMENT OF BUSINESS ADMINISTRATION



CBCS SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME CODE - B

COURSE STRUCTURE

(w.e.f. 2017 – 2018 onwards)



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CRITERION - I

1.2.2 Details of Programmes offered through Choice Based Credit System (CBCS) / Elective Course System

**Syllabus copies with highlights of contents focusing on
Elective Course System**



To be Noted:

HIGHLIGHTED	COURSE
<div data-bbox="414 1467 641 1541" style="border: 1px solid red; width: 142px; height: 33px; margin: 0 auto;"></div>	Elective

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CBCS

DEPARTMENT OF BUSINESS ADMINISTRATION - UG

(w.e.f. 2017 – 2018 Batch onwards)

COURSE STRUCTURE-SEMESTER WISE

Sem	part	Sub Code	Title of the paper	Hours Per week	Duration of Exam	Max Marks			
						CA	SE	Total	Credits
1	I	171B1	Business Communication	5	3	25	75	100	3
	II	172E1	English	6	3	25	75	100	3
	III	17B11	Core - Principles of Accounting	5	3	25	75	100	4
	III	17B12	Core - Principles of Management	5	3	25	75	100	4
	III	17AB11	Allied -Business Economics	5	3	25	75	100	4
	IV	17SEB1P	Accounting Package I - Practical	2	2	40	60	100	2
	IV	17NMB1	Personality Development	2	2	25	75	100	2
2	I	171B2	Individual Development	5	3	25	75	100	3
	II	172E1	English	6	3	25	75	100	3
	III	17B21	Core - Cost Accounting	5	3	25	75	100	4
	III	17B22	Core - Environment of Business	5	3	25	75	100	4
	III	17AB21	Allied - Banking Law and Practice	5	3	25	75	100	4
	IV	17SEB2P	Accounting Package II - Practical	2	2	40	60	100	2
	IV	17NMB2	Body Language	2	2	25	75	100	2
3	III	17B31	Core - Business Statistics	6	3	25	75	100	4
	III	17B32	Core - Organizational Behaviour	5	3	25	75	100	4
	III	17B33	Core - Computer Application in Business	3	3	25	75	100	2
	III	17B3P	Core - Computer Application in Business - Practical	3	3	40	60	100	2
	III	17B34	Core - Marketing Management	5	3	25	75	100	4
	III	17AB31	Allied - Company Organisation	6	3	25	75	100	4
	IV	17SEB31	Stress Management	2	2	-	-	100	2
	III	17B41	Core - Business Mathematics	6	3	25	75	100	4
	III	17B42	Core -Materials Management	5	3	25	75	100	4

4	III	17B43	Core - Entrepreneurial Development	6	3	25	75	100	4
	III	17B44	Core - Customer Relationship Management	5	3	25	75	100	4
	III	17AB41	Allied -Disaster Management	6	3	25	75	100	4
	IV	17SEB41	Counselling	2	2	-	-	100	2
5	III	17B51	Core - Production Management	5	3	25	75	100	4
	III	17B52	Core - Management Accounting	6	3	25	75	100	4
	III	17B53	Core - Research Methodology	5	3	25	75	100	4
	III		Core - Elective - I	5	3	25	75	100	4
	III	17BI5	Core - Institutional Training	5	3	20	80	100	5
	IV	17SEB51	Soft Skills	2	2	-	-	100	2
	IV	174EV5	Environmental Studies	2	2	-	-	100	2
6	III	17B61	Core - Human Resource Management	5	3	25	75	100	4
	III	17B62	Core - Financial Management	5	3	25	75	100	5
	III	17B63	Core - Management Information System	5	3	25	75	100	4
	III	17B64	Core - Brand Management	5	3	25	75	100	4
	III		Core - Elective - II	6	3	25	75	100	5
	IV	17SEB61	Interview Techniques	2	2	-	-	100	2
	IV	174VE6	Value Education	2	2	-	-	100	2
	V	175NS4/ 175PE4	Extension Activities NSS/ Physical Education	-	-	-	-	100	1
		Total	180					140	

ELECTIVES

V Semester

ELECTIVE - I (Choose any one)

Services Marketing - 17BE5A
Tourism Management - I - 17BE5B

VI Semester

ELECTIVE - II (Choose any one)

Retail Management - 17BE6A
Tourism Management - II - 17BE6B

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Objectives:

To enable the Students

1. To identify the uniqueness of different services like Banks, Tourism, Hospitals etc.,
2. To know the marketing strategy for services and how to apply them.
3. To enable to develop service, marketing mix for different service industries.

Unit: I

Service marketing – Introduction – Types- Nature- Characteristics – Classification of services- difference between services and products- services marketing management – managing demand and supply.

Unit: II

Services marketing mix- Elements of service marketing mix-Services product – Introduction-conceptualization of service concept-service life cycle concept-Branding in services-Pricing-Role of pricing-factors affecting pricing decisions-pricing strategies.

Unit: III

Services Promotion-promotion mix for services-Advertising media-Word of mouth communication-public relations and publicity-sponsorship-direct marketing-corporate identity-corporate image – place in service –Designing a distribution system-Franchising-role of customers in service delivery.

Unit: IV

People in service-types of service personnel-Quality circles-Physical evidence – Physical facilities-Social setting-Guidelines for physical evidence strategy– Marketing strategy in services-Types of marketing in service firms-Interactive marketing

Unit: V

Managing service quality- – marketing of services – marketing mix of Bank marketing – marketing mix of Tourism marketing - marketing mix of Hospital marketing – marketing mix of Air line marketing.

Text book:

1. Vasanthi Venugopal & Raghu,V.H, *Services Marketing*, Himalaya Publishing House, Mumbai, First Edition, 2001.

Reference Books:

1. Christopher Lovelock, Jochen Wirtz & Jayanta Chatterjee ,*Services Marketing* Pearson Education, Seventh Edition, 2011
2. Jha S.M, *Services Marketing*, Himalaya Publishing House, Delhi, Sixth Revised, Edition 2003.
3. Rama Mohana Rao, *Services Marketing*, Pearson Education, India, Second Edition, 2011.
4. Sharma S.P, *Services Marketing*, Paradex Publishers, Jaipur, India, 2012.
5. Valarie, Zeithml, Mary Jo Bitner, Ajay Pandit, Dwarne D Giremler, *Services Marketing*, Tata Mcgraw Hill, Second Edition, 2011.

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To enable the students

- 1) To understand various forms of tourism.
- 2) To develop the guide services skill.
- 3) To understand socio, economic and environmental impact of tourism.
- 4) To understand employment potential of tourism.
- 5) To understand national tourism profile.

Unit I

Introduction/general introduction and back ground- history of travel and tourism- ancient, medieval -modern contemporary periods. The concept of tourism a tourism as defined by various organizations - tourism concepts-motivations for travel- barriers to travel- forms of tourism-travel industry network.

Unit II

Dimensions of international and domestic tourism. international tourism – a profile- technologies (new) –technology & tourism- national tourism profile- socio, economic & environmental impact of tourism - significance of tourism –revenue to the state-employment potential of tourism-merits & demerits of tourism- tourism & environments.

Unit III

Major Services- transport-land - air- water- travel agency –tour operation- guide service- hoteleion- other segment f service industry- tourism and the state –national tourism administration- comparative study of N.T.Adm’s- activities of department of tourism industry- central ITDC- State ITDC & others.

Unit IV

Tourism planning: Need for planning- process of planning- two poles of market-demand and supply- factors influencing Tourism development-what constitute Tourist attractions.

Unit V

Automation in Travel Industry: Computer Reservation system-importance of CRS for travel agents – CRS & air Lines- Internet new Dimensions- future trends- glossary of terms relating to travel and Tourism.

Text book:

1. Barkat A.M.A, “*Travel and Tourism Management*” ,Prentice Hall India Learning Pvt. Ltd., 2015.

Reference Books:

1. Jaya Palan.N., “*An Introduction to Tourism*” ,Altantic Publishers and Dist, 2001.
2. Leonard.J Lickorish ,“*An Introduction to Tourism*” ,Routledge, 1997.
3. Peter.M. Burns & Andrew Holden, “*Tourism a new perspective*” Prentice Hall, 1995.
4. Ray Youell ,“*Tourism*”, Addison Wesley Longman, 1998.
5. Roday.S Archana Biwal, “*Tourism operations and Management*”, Oxford University, 2009.

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Title of the Paper : RETAIL MANAGEMENT

Semester : VI

Subject Code : 17BE6A

Contact Hours: 6

Credits : 5

Objectives:

To enable the students

- 1) To develop familiarity with functions and benefits of retail scenario.
- 2) To understand the concept of retailing environment.
- 3) To acquire them self with the retail organization and formats.

UNIT I:

Introduction: Retailing- Definition and Scope- Retailing & Marketing Mix- Retailing Scenario in India- Key drivers for Retailing in India- Growth of Organized Retail – Retail formats & their evolution- Store formats in parlance.

UNIT II:

Store Operation Management: Store planning- Meaning, Location planning- types of locations- stores design & retailing image mix- space mix- Concepts, floor space management- Merchandise hierarchy- Visual Merchandising- Meaning- advantages- stores atmospherics- Contents – Shop displays- types.

UNIT III:

Supply Chain Management: Meaning, Concept- Integrated supply chain- Components – Retail automation & Supply Chain Management with examples- Customer Relation Management- Meaning – Retail technology & Customer retail Management- Retail automation in Merchandise & Supply Chain Management

UNIT IV:

Managing Retail Personnel & Customer Service Management:

HR Issues- Concerns in Retailing – Manpower Planning – Recruitment- Motivation & Retention- Remuneration Structure- Various types- Salary only- Commission –Bonus- Non Cash incentives- Service Management Model.

UNIT V:

Retail Marketing Mix: Retail Marketing Mix – Components- direct marketing- types- Micro marketing- Meaning – Customer response to micro marketing- Meaning- Customer response to micro marketing- advertising- advertising mix- Franchising- types of Franchise agreements- Role of Retail sales Personnel- Qualities- Personnel Selling Process.

TEXT BOOK:

1. Gibson Vedhamani, Functional Principles & Practices, *Retail Management*, Jaico Publishing House, Fourth Edition, 2012.

REFERENCE BOOKS:

1. Arif I. Sheikh & Kaneez Fatima, *Retail Management*, Himalaya Publications, Mumbai, Edition 2011.
2. Chetan Bajaj, Rajnishtuli & Nidhi V. Srivastara, *Retail Management*, Oxford University, NewDelhi, Thirteenth Edition, 2009.
3. InbaLakshmi.M, *Retail Management*, Kalyani Publishers, New Delhi, Edition 2011.
4. Michael Levy, Barton A Weitz & Ajay Pandit, *Retailing Management*, Tata Mc Graw Hill, New Delhi, Edition 2008.
5. Suja Nair, *Retail Management*, Himalaya Publishing, Mumbai, Edition 2007.

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Title of the Paper	: TOURISM MANAGEMENT - II	
Semester	: VI	Contact Hours: 6
Subject Code	: 17BE6B	Credits :5

Objectives:

To enable the students

- 1) To understand marketing aspect of tourism.
- 2) To understand role and importance of tourism promotion.
- 3) To understand distribution functions of tourism.
- 4) Familiarize forecasting techniques of tourism.
- 5) To understand distribution structure of tourism.

Unit I

Introduction to Marketing of Tourism Products / Services- Definition of travel marketing- concept of marketing- tourism products-planning process in marketing –market research- segmentation- product formulation- sales promotion.

Unit II

Tourism Promotion: advertising and publicity – role & importance in tourist promotion- audio-visual publicity, films, media presentation. Photography for the tourist market-posters and display – methods used in designing and production- public relation.

Unit III

Marketing of Indian Tourism: Indian tourism profile- pattern of traffic-seasonality- foreign exchange earnings- length of stay- physiography & demography of tourist-tourism marketing in India- integrated market planning- joint promotion with industry.

Unit IV

Distribution channels for tourism: tourist supply, characteristics of tourist product distribution- distributive functions- distribution structure-selection of distribution channels.

Unit V

Forecasting techniques: applies to tourist demand-forecasting method & targets – characteristics (tourism demand forecasting, basis data)- marketing mix- the future of tourism

Text book:

1. Barkat A.M.A “*Travel and Tourism Management*”, Prentice Hall India Learning Pvt. Ltd., 2015.

Reference Books:

1. Jaya Palan.N, “*An Introduction to Tourism*”, Altantic Publishers and Dist, 2001.
2. Leonard.J Lickorish, “*An Introduction to Tourism*”, Routledge, 1997.
3. Peter.M. Burns, Andrew Holden “*Tourism a new perspective*” Prentice Hall, 1995.
4. Ray Youell, “*Tourism*”, Addison Wesley Longman, 1998.
5. Roday.S Archana Biwal, “*Tourism operations and Management*”, Oxford University, 2009.