

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)

E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI -14.
(An Autonomous Institution – Affiliated to Madurai Kamaraj University)
(Re –accredited (3rd Cycle) with Grade A⁺ & CGPA 3.51 by NAAC)
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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Title of the Paper	: BUSINESS COMMUNICATION	Contact Hours	: 5
Semester	: I	Credits	: 3
Subject Code	: 171B1		

Objectives:

To enable the students

1. To understand the principles of letter writing and structure of Business Letter
2. To enable the students to know the types of communication and Barriers of Communication
3. To develop their Communication skill in Business.

Unit- I - Business Communication- Objectives, Importance, Principles of Letter Writing- Structure and Layout of letters. Modern Electronic Communication Systems.

Unit- II - Types of Communication & Barriers of Communication-Guidelines for ensuring effective communication. Quotations, Orders & Tenders, Sales Letters.

Unit- III - Status Enquiries, Trade & Bank references. Circular Letters, Claims & Adjustments.

Unit- IV - Job Application Letters, Bank & Insurance Correspondence-Life Insurance, Fire Insurance, Marine Insurance and Transport Insurance.

Unit- V - Correspondence with public authorities & Other Agencies. Memo, Warning note, Charge Sheet.

Text Books:

1. Kathiresan, Radha, *Business Communication*, Prassana Publications, Chennai, Edition 2009.
2. Pillai & Bhagavathi, *Commercial Correspondence & Office Management*, S.Chand & Company Ltd, New Delhi, Reprint 2008.

Reference Books:

1. Alpana Gupta, Gupta S.M, *Effective Business Communication*, Viva Books Private Limited, New Delhi, India, 2015.
2. Asha Kaul, *Effective Business Communication*, PHI Learning, New Delhi, India, Reprint 2014.
3. Ramachandran.K.K, Lakshmi.K.K, Karthik.K.K, KrishnaKumar.M, *Business Communication*, MacMillan, India, Reprint 2008.
4. Sharma R.C, *Business Correspondence and Report Writing*, Tata McGraw Hill Education Private Limited, New Delhi, India, Reprint 2012.
5. Urmila Rai, Rai S.M, *Business Communication*, Himalaya Publishing House, Tenth Edition 2009.

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Title of the Paper	: PRINCIPLES OF ACCOUNTING	Contact Hours	: 5
Semester	: I	Credits	: 4
Subject Code	: 17B11		

Objectives:

To enable the students

1. To understand the concept of accounting
2. To apply principles in preparation of accounting records
3. To know how to prepare accounts for non – trading concern

Unit I - Book keeping- Meaning- Accounting – Definition, Objectives, Functions- Distinction between Book Keeping and Accounting. Methods of Accounting- Single Entry system and Double Entry system-Types of Accounts-Personal accounts, Real accounts and Nominal accounts-Accounting Rules-Accounting Concept and Conventions. Journal- Meaning and Elements of Journal- Ledger- Meaning- Difference between Journal and Ledger.

Unit II - Trial Balance-Methods of preparing Trial Balance- Rectification of Errors- Errors disclosed by trial balance and Errors not disclosed by trial balance.(Theory Only). Subsidiary Books- Cash book-Simple Cash Book- Two Column Cash Book- Three Column Cash Book- Petty Cash Book– Purchase Book- Sales Book-Purchase Return Book-Sales Return Book – Bills Receivable and Bills Payable Book

Unit III - Depreciation – Meaning – Features-Factors determining Depreciation-Need and Causes of Depreciation- Methods - Straight line, W.D.V(Written Down Value)- Difference between Straight Line Method and W.D.V-Annuity Method. Bank

Reconciliation Statement – Causes for the difference of Cash book and Pass book-
Preparation of BRS –Overdraft model, cash book and pass book comparison model.

Unit IV - Final accounts – Meaning- Steps in the preparation of Final accounts (excluding manufacturing account) - Preparation of Trading, Profit and loss Account and Balance sheet – Adjustment entries (Simple problems only) – Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure.

Unit V - Accounts of Non – trading concerns – Receipts and Payments Account – Income & Expenditure Account and Balance Sheet-Formats of Receipts and Payments Account and Income and Expenditure Account- Difference between Income and Expenditure and Receipts and Payments Account

Note: Questions must be asked 60% on Problems and 40% on theory.

Text Book:

1. Ramasamy.T, *Financial Accounting*, Gold Books Publishing House, Srivilliputtur, Second Edition, 2012.

Reference Books:

1. Grewal T.S, *Introduction to Accountancy*, S. Chand & Company Ltd, New Delhi, 2008.
2. Gupta.R.L, Radhaswamy.M, *Advanced Accountancy*, Sultan Chand & Sons Educational publishers, New Delhi, Sixteenth Edition, 2009.
3. Jain.S.P & Narang.K.L, *Financial Accounting*, Kalyani Publications, Chennai, Fifth Edition, 2010.
4. Nagarajan.K.L, Vinayakam. N & Mani.P.L, *Principles of Accounting*, Eurasia Publishing House Pvt. Ltd., New Delhi, Third Edition, 2004.
5. Pillai Bagavathi.R.S.N & Uma S, *Practical Accounting*, S. Chand & Company Ltd., New Delhi, First Edition, 2006.
6. Reddy.T.S & Murthy.A, *Financial Accounting*, Margham Publications, Chennai, Third Revised Edition, 2001.
7. Shukla M.C, Grewal T.S & Gupta S.C, *Advanced Accounts*, S.Chand & Company Ltd., New Delhi, Fifteenth Revised Edition, 2002.

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Title of the Paper	: PRINCIPLES OF MANAGEMENT	Contact Hours	: 5
Semester	: I	Credit	: 4
Subject Code	: 17B12		

Objectives:

To enable the students

1. To develop familiarity with the functions of management
2. To understand the concept of authority & responsibility
3. To acquire themselves with the latest development in the field of management

Unit I - Management: Meaning and Definition – Nature of Management – Management Skills- Science/Art- Is Management a Profession – Management Process - Administration Vs Management. Management Thinkers- F.W.Taylor's Scientific Management, Henry Fayol, Elton Mayo.

Unit II - Planning: Meaning and Definition – Characteristics - Elements of Good Planning –Planning Process – Benefits of Planning – Limitations- Requisites of Making Effective Planning. MBO – Definition – Process of MBO – Benefits

Unit III - Organisation: Meaning and Definition – Steps in Organization – Importance – Types- Departmentation - Delegation of Authority- Process of Delegation- Principles. Centralization & Decentralization – Span of Management.

Unit IV - Direction: Meaning and Definition- Characteristics of direction – Principles of Direction. Motivation – Definition – Characteristics & Importance of motivation – Methods of Motivation -Theories of Motivation (Maslow's & Herzberg's theory only).

Unit V - Controlling: Definition – Characteristics and Importance of control – Control Process– Control Techniques.

Text Book:

1. Natarajan K. & Ganesan K.P- *Principles of Management*, Himalaya Publishing House, Mumbai, Fourth revised Edition 1999.

Reference Books:

1. JayaSankar.J, *Principles of Management*, Margham Publications, Chennai, 2012.
2. Parthasarathy.P, *Principles of Management*, Vrinda Publications, New Delhi, Second Edition, 2008.
3. Prasad. L.M, *Principles of Management*, S.Chand & Sons, New Delhi, Reprint 2009.
4. Ramasamy.T, *Principles of Management*, Himalaya Publishing House, Mumbai, Edition 2012.
5. Vijaya Raghavan G.K & SivaKumar.M, *Principles of Management*, Lakshmi Publications, Chennai, Sixth Edition, 2010.

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To enable the Students

1. To acquire basic knowledge of consumption theories in economics
2. To understand the cost – out put relationship.
3. To relate their knowledge in business situations.

Unit I - Business Economics – Definition, Nature & Scope – Importance-Distinction between economics and business Economics-Role of Economist, Relationship with other field. Decision making & forward planning-Types, Fundamental concepts - Is Economics an art or Science - Positive Science or Normative science.

Unit II - Utility Analysis-meaning and importance of consumption – Law of diminishing marginal utility. Demand analysis – Law of demand and Demand determinants – Types. Elasticity of demand - Price Elasticity and its Types, factors affecting elasticity of demand, Income Elasticity of demand and its types, Cross Elasticity and its types.

Unit III - Cost analysis – Cost concepts – Classification – Cost-output relationship-The relationship between average revenue and margin revenue. Business cycle – Features – Phases – Evil effect of business cycles – Preventive measures & Relief measures. Control of Business Cycle.

Unit IV - Market Structure - Perfect competition - Imperfect - Monopoly, discriminating monopoly – Monopolistic market - Features, Equilibrium of firm, waste competition – Oligopoly - Kinds, Features.

Unit V

National Income Concepts – Methods of calculating National Income – Distinction between National Income and Per Capita Income – Difficulties in the computation of National income – Usefulness of National Income.

Text Book:

1. Srinivasan. N, *Business Economics*, Meenakshi Pathippagam, Madurai, New Edition, 2010.

Reference Books:

1. Dwivedi .D.N, *Managerial Economics*, Vikas Publishing House Pvt. Ltd., Noida, Seventh Edition, 2010.
2. Kulkarni.A.B.N & Kalkundrikar.A.B, *Business Economics*, R.Chand & co, New Delhi, Fourth Edition 2000.
3. Mithani .D.M, *Principles of Economics*, Himalaya Publising House, Mumbai, 2011.
4. Sankaran.S, *Managerial Economics*, Margham Publications, Chennai, 2009.
5. Sundaram K.P.M. & Sundaram, E.N, *Business Economics*, Sultan Chand & Sons, New Delhi 2000.
6. Vashney.R.L & Maheshwari.K.L, *Managerial Economics*, Sultan Chand & S Sons, New Delhi, Fourth Edition 2000.

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Title of the Paper	: Accounting Package I - Practical	Contact Hours	: 2
Semester	: I	Credit	: 2
Subject Code	: 17SEB1P		

Objectives:

To enable the Students

1. To Create application of computer knowledge in Accounting System
2. To Acquire adequate knowledge in Computerized Inventory
3. To View of various Accounting Reports

Practical**Lab Test I: Financial Accounting**

1. Preparation of ledger of Accounts
2. Preparation of Accounting Vouchers
3. Preparation of Final Accounts
4. Bank Reconciliation Statement
5. Auditing

Reference Books:

1. Nadhani A.K & Nadhani.K.K, *Complete Tally*, BPB Publications, New Delhi, 2006.
2. Namrata Agrawa., *Tally 9*, Dream tech Publications, New Delhi, 2009
3. Nellai Kannan.C, *Tally (Ver. 9)*, Nels Publications, Tirunelveli, 2008
4. Palanivel.S, *Tally Accounting Software*, Margham Publications, Chennai, 2007.

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To enable the Students

1. To understand the Human behaviour
2. To understand the factors influencing the behaviour of an individual
3. To acquaint them with the various concepts of behavioral process

Unit I - Individual Behaviour: Understanding human behaviour - Factors influencing Individual Behaviour, Models of man.

Unit II - Learning and Behaviour Modification: Definition - Nature, Theories of learning - shaping behavior, Reinforcement and its kinds- use of Reinforcement.

Unit III - Team Development: Definition, Characteristics of effective Team, Importance – Types – Techniques used in Building team performance.

Unit IV - Perception: Definition, Nature, Importance, Process, Factors influencing the perceptual set – Perceptual selection.

Unit V - Personality: Introduction, definition, Personality Dimension, Determination of Personality, Types of personality.

Text Book:

1. Mohan Suyamburaj, Ezhilarasan.M, *Personality Development*, Jasper Printers, Madurai, Edition 2007.

Reference Books:

1. Barun K. Mitra, *Personality Development & Soft Skills*, Oxford University, New Delhi, Edition 2011.
2. Elizabeth B. Hurlock, *Personality Development*, Tata McGraw Hill, Chennai, Reprint 2008.
3. Joseph Murphy, *Believe in Yourself*, Snowball Publishing, India, Reprint Edition 2012.
4. Shashi.K.Gupta, *Organizational Behavior*, Kalyani Publishers Ludhiana, New Delhi, Fourth Revised Edition, 2013.
5. Shiva Khera, *You can Win*, Macmillan India Ltd., New Delhi, Edition 2002.

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Title of the Paper	: INDIVIDUAL DEVELOPMENT	Contact Hours	: 5
Semester	: II	Credits	: 3
Subject Code	: 171B2		

Objectives:

To enable the Students

1. To understand the human Behaviour
2. To understand the factors influencing the behaviour of an individual
3. To acquaint them with the various concepts of behavioral process

Unit I - Individual Behaviour: Understanding human behaviour - Factors influencing individual behaviour, Models of man.

Unit II - Learning and Behavior Modification: Definition - Nature, Theories of learning - shaping behaviour, Reinforcement and its kinds- use of Reinforcement.

Unit III - Attitude: Meaning and Definition, Nature, Components, Attitudes in relation to opinion, Sources – Types – functions – Measurement of attitude – Barriers.

Team Development: Definition, Characteristics of effective Team, Importance – Types – Techniques used in Building team performance

Unit IV - Perception: Definition, Nature, Importance, Process, Factors influencing the perceptual set – Perceptual selection, Organizing, Distortion, Relevance of perception.

Unit V - Personality: Introduction, definition, Personality Dimension, Determination of Personality, Types of personality, Theories of Personality.

Text Book:

1. Shashi.K.Gupta, Rosy josh *Organizational Behaviour*, Kalyani Publisher, Ludhiana, New Delhi, Fourth Revised Edition, 2013.

Reference Books:

1. Barun K. Mitra, *Personality Development & Soft Skills*, Oxford University, New Delhi, Edition 2011.
2. Elizabeth B. Hurlock, *Personality Development*, Tata Mc Graw Hill, Chennai, Reprint 2008.
3. Joseph Murphy, *Believe in Yourself*, Snowball Publishing, India, Reprint Edition 2012.
4. Shashi.K.Gupta, *Organizational Behavior*, Kalyani Publishers Ludhiana, New Delhi, Fourth Revised Edition 2013.
5. Shiva Khera, *You can Win*, Macmillan India Ltd, New Delhi, Edition 2002.

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To enable the students

1. To acquaint with methods of costing
2. To understand how the costing techniques are useful in the managerial decision making
3. To Familiarize with the process of determination of cost, particularly in manufacturing concern

Unit I - Cost Accounting – meaning, Objectives, Functions, Advantages – Limitations – Financial Accounting Vs Cost Accounting, Cost Unit, Cost Center, Profit Center, Cost Control and Cost Reduction.

Unit II - Cost –Methods & Types – Classification, Elements – Cost Sheet. Material Inventory control – Store Keeping, Functions of Store Keeper- Store Layout- Types of Stores, Fixation of stock level- Minimum Stock Level, Maximum Stock Level, Reorder Level, Danger Level, EOQ, Average Stock- ABC analysis- Classification and Codification.

Unit III - Inventory System – Periodic and Perpetual Inventory system- Bin card and Store ledger. Material Issue Control- Pricing of materials. FIFO, LIFO, Simple Average & Weighted Average.

Unit IV - Labour Cost –Meaning- Direct Labour- Indirect Labour, Control of Labour Cost— Idle time – Causes and Control of Idle Time – Accounting Treatment- Control of Over time – Labour turn over –methods of measurement-Separation, Replacement and

Flux- Causes and effect of Labour Turnover and Method of Reducing Labour Turnover. Methods of Remuneration-Differential Piece Rate-Taylor's Differential Piece Rate System – Merrick Differential Piece Rate system-Gantt Task bonus Plan-Premium Bonus Scheme-The Halsey Premium Plan- The Halsey-Weir Scheme-Rowan Plan-Gantt Task.

Unit V - Overhead – Meaning, Classification. Allocation and apportionment – Principles of Apportionment-Reapportionment-Method of Reapportionment- Direct, Step, Reciprocal, Repeated Distribution, Simultaneous Equations -Overhead Rates (Computation of Machine hour rate)

Note: Questions must be asked 60% on Problems and 40% on theory.

Text Book:

1. Pillai.R.S.N & V. Bagavathi.V, *Cost Accounting*, S. Chand & Company Ltd., New Delhi, Seventh Edition, 2012.

Reference Books:

1. Iyengar.S.P, *Cost Accounting*, Sultan Chand & Sons, New Delhi, Tenth Revised Reprint 2010.
2. Jain.S.P & Narang.K.L, *Cost Accounting*, Kalyani Publications, Chennai, Eighth revised reprint, 2009.
- 3.Khan M.Y & Jain.P.K, *Cost Accounting*, Tata McGraw Hill Publishing Company Ltd., New Delhi, Eighth Reprint, 2007.
- 4.Murthi.A & Gurusamy.S, *Cost Accounting*, Tata McGraw Hill Publishing Company Ltd., New Delhi, Second Reprint Edition, 2012.
- 5.Ramachandran.R & Srinivasan.R, *Cost Accounting (Theory, Problems and Solutions)*, Sri Ram Publications, Trichy, Fifth Revised Edition, 2012.

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Title of the Paper	: ENVIRONMENT OF BUSINESS	
Semester	: II	Contact Hours : 5
Subject Code	: 17B22	Credits : 4

Objectives:

To enable the Students

1. To understand the impact of environmental changes on business
2. To realise the social responsibilities in business
3. To sensitise to the impact of external environment on business

Unit I - Business Environment – Meaning – Various environments affecting business – Economic, Social, Cultural, Political and Government, Competitive, Demographic, Technological & International Environments.

Unit II - Business and Society – Interface between Business and culture; Social responsibilities of Business – Meaning & Types. Arguments for and Against Social responsibilities of Business – Barriers to Social responsibilities – Social Audit – Business Ethics- Corporate Social Responsibility.

Unit III - Privatization – Meaning – Ways of Privatization – Conditions for success of Privatisation – Benefits and Pitfalls of Privatisation – Arguments against Privatisation, Globalisation, Liberalisation, Salient Features of Industrial Policy 1991.

Unit IV - Business and Economic System – Socialism, Capitalism and Mixed Economy – Its impact on business

Unit V - Public sector – Objectives, Growth, achievements and failures – Private sector, Joint sector and Co – Operative Sector.

Text Books:

1. Francis Cherunillam, *Business Environment*, Himalaya Publications, Mumbai Twentieth Revised Edition, 2011.
2. Gupta. C.B, *Business Environment*, Sultan Chand & Sons, New Delhi, Seventh Edition, 2012.

Reference Books:

1. Aswathappa.K, *Essentials of Business Environment*, Himalaya Publishing House, Mumbai, Tenth Revised Edition 2008, Reprint 2010.
2. Mathur, Dayal, Shrivastava, *Business Environment*, RBD Publications, Jaipur Revised Edition, 2010.
3. Nair, Banerjee, Agarwal, *Business Environment*, Pragati Prakashan Publications, Meerut, Edition 2010.
4. Radha.V, *Business Environment*, Prasanna & Co, Chennai, Edition 2008.
5. Sankaran. S, *Business Environment*, Margham Publications, Chennai, Reprint 2008.

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To enable the students

1. To understand the relationship between banker and customer
2. To acquire practical knowledge of Banking
3. To make them aware of the loans and advantages given by Banks

Unit I - Definition of the term banker & customer – The relationship between a banker and a customer. General and special relationship. Bank customers – special types – minor – a married woman – drunkard – A partnership firm – A joint stock company, Non – Trading companies – joint account.

Unit II - General precautions for opening account – Current Deposit account – Fixed Deposit account – Savings Deposit accounts – Insurance Linked with Savings Bank Deposit & Other Deposits – Recurring Deposit accounts.

Unit III - Paying Banker – Precautions before Honouring a Cheque – Circumstances under which a cheque can be dishonoured – statutory protection to a paying banker – Payment in due course – Holder in due course.

Unit IV - Collecting Banker – Banker as a Holder for value – Banker as an Agent – conversion – statutory protection – basis of negligence – Duties of a collecting banker.

Unit V - Loans and advances – Principles of sound lending – secured and unsecured advances – Forms of advances.

Innovative practices in banking-POS (Point of Sale), NEFT (National Electronic Fund Transfer), Debit card, Credit card, International Fund Transfer.

Text Book:

1. Gordon and Natarajan, *Banking Theory Law & Practice*, Himalaya Publishing House, Mumbai, Twenty Third Revised Edition 2012.

Reference Books:

1. Gurusamy.S, *Banking Theory, law and Practice*, Tata Mc Graw Hill, New Delhi, Second Edition, 2009.
2. Rangandhachary A.V & Rao D.S, *Banking Theory, law and Practice*, Kalyani Publishers, New Delhi, 2009.
3. Sekar K.C & Lakshmy Shekar, *Banking Theory, law and Practice*, Vikas Publishing House, New Delhi, Nineteenth Edition, 2005
4. Sundharam K.P.M & Varshney P.N, *Banking Theory Law & Practice*, Sultan Chand & Sons, New Delhi, Reprint 2011.
5. Varshney P.N, *Banking Law & Practice*, Sultan Chand & Sons, Twenty Fourth Revised Reprint, 2011.

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Title of the Paper	: Accounting Package II - Practical	
Semester	: II	Contact Hours : 2
Subject Code	: 17SEB2P	Credits : 2

Objectives:

To enable the Students

1. To Create application of computer knowledge in Accounting System
2. To Acquire adequate knowledge in Computerized Inventory
3. To View of various Accounting Reports

Practical**Lab Test II: Inventory Processing**

1. Maintaining stock details
2. Preparation of Inventory vouchers
3. Invoicing
4. Financial statutory Reports
5. Inventory Statutory Reports

Reference Books:

1. Nadhani A.K & Nadhani.K.K, *Complete Tally*, BPB Publications, New Delhi, 2006.
2. Namrata Agrawal.Dr. *Tally 9*, Dream tech Publications, New Delhi, 2009.
3. Nellai Kannan.C, *Tally (Ver. 9)*, Nels Publications, Tirunelveli, 2008.
4. Palanivel.S, *Tally Accounting Software*, Margham Publications, Chennai, 2007.

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Title of the Paper	: BODY LANGUAGE	
Semester	: II	Contact Hours : 2
Subject Code	: 17NMB2	Credits : 2

Objectives:

To enable the Students

1. To learn about the Characteristics of Body Language
2. To know the various aspects of Body Language
3. To develop Body Language in Business

Unit I - Body Language- Meaning – Characteristics of Body Language- Verbal & Non Verbal

Unit II - Aspects of Body Language – Gestures, Body Movements, Behaviour, Emotions, Tone & Voice, Vibrations, Moods, Advantages of Learning Body Language.

Unit III - Body Language in Business – Face – General Characteristics- Smiling- Categories of Smile.

Unit IV - Head Gestures – The Eyes – Eye Contact - Hands

Unit V - The legs – Styles of sitting – Traits & Attitudes.

Reference Books:

1. Allan, Barbara, *The Definitive Book of Body Language*, Manjul Publishing House, New York, Edition 2005.
2. Allan Pease, *Body Language (How to read others thoughts)*, Sudha Publications, New Delhi, Edition 2005
3. Hedwi G. Lewis, *Body Language*, Response Books A Division of Sage Publications, New Delhi, Edition 2009.
4. ShaliniVarma, *Body Language (Art of reading gestures and postures)*, S.Chand & Co. New Delhi, Edition 2011.
5. Vinay Mohan, *Understanding Body Language*, Pustak Mahal Publications, NewDelhi, Edition 2002.

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DEPARTMENT OF BUSINESS ADMINISTRATION - UG

(w.e.f. 2017 – 2018 Batch onwards)

Title of the Paper : BUSINESS STATISTICS

Semester : III

Contact Hours : 6

Subject Code : 17B31

Credits : 4

Objectives:

To enable the students

1. To understand the various formulas and concepts in statistics
2. To equip them to solve the business and industrial problems using analytical skills
3. To help them in undertaking research programmes
4. To inculcate the use in practical situation with statistical data

Unit I

Statistics - Definition, Nature and Scope – use in business and industries – Frequency Distribution – Classification and Tabulation of data – Graphic Representation- Histogram, Frequency Polygon, Ogive curves.

Unit II

Measures of Central Tendency – Mean, Median, Mode, and Geometric mean, Harmonic mean.

Unit III

Measures of Dispersion – Range, Quartile Deviation – Standard Deviation and Mean Deviation, Coefficient of Variations.

Unit IV

Correlation and Karl Pearson's (Excluding Bivariate Variable), Rank Correlation and Correlation Coefficients – Regression – Simple problems.

Unit V

Index Numbers – Construction of Index numbers – Simple and Weighted Aggregate – Laspeyre’s method-Paache’s method-Dorbish and Bowley’s method-Fisher’s ideal method. Test of Consistency-Time Reversal test-Factor Reversal test. Consumer Price Index – Cost of living Index Numbers.

Note:

Questions must be asked 80% on problems and 20% on theory.

Text Book:

1. Pillai Bagavathi. R.S.N. *Business Statistics*, S. Chand & Company Ltd. New Delhi, Revised Edition 2013.

Reference Books:

1. Alagar .K, *Business Statistics*, Tata McGraw-Hill Education Private Ltd, New Delhi,
2. Gupta.S.C & Indra Gupta, *Business Statistics*, Himalaya Publishing House, Delhi, 2009.
3. Gupta. S.P, *Statistical Methods*, Sultan Chand & Sons, New Delhi, 2010, 14th Edition 2010.
4. Gupta. S.P & Gupta. M.P, *Business Statistics*, Sultan Chand & Sons, New Delhi, 16th Edition 2010.
5. Manoharan. M, *Statistical Methods*, Palani Paramount Publications, Palani, 2010.
6. Peer Mohamed.S, Shazali Ibrahim. S.A.N, Akbar Batcha, *Business Statistics*, Pass Publications, Madurai, Revised reprint 2012.

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To enable the students

1. To develop an understanding of interpersonal and organizational dynamics
2. To develop the personality of an individual
3. To understand the emerging issues in organizational dynamics environment

Unit I

Organizational Behaviour: Meaning- Definitions- Characteristics- Nature
Approaches- Process of Behaviour – Models of OB.

Unit II

Motivation: Meaning and Definition- Types-Importance of motivation-Theories of Motivation – Maslow's needs Hierarchy theory, Alderfer's ERG theory, Herzberg motivation theory, XY theory, Vrooms expectation theory.

Unit III

Group dynamics in organization: Group – Types, Group cohesiveness, Factors influencing Group Cohesiveness and Consequences. Group Decision Making-Meaning-Definition-Nature-Decision making in Group-Steps in Decision making. Group Development-Meaning-stages of group development.

Unit IV

Organizational Change: Meaning-types-process-forces-levels of change-causes of resistance to change- Overcoming Resistance to change.

Unit V

Organizational development: Meaning- Characteristics of OD, Steps in OD process-OD Intervention – Methods.

Text Book:

1. Shashi. K.Gupta, *Organizational Behaviour*, Rosy josh, Kalyani Publisher, Ludhiana, New Delhi, Fourth Revised Edition, 2013.

Reference Books:

1. Aswathappa.K.,*Organizational Behaviour*, Himalaya Publishing House, Mumbai, Reprint Seventh Revised 2007.
2. Hiriyappa.B, *Organisational Behaviour* ,New Age International Publishers, Reprint 2010.
3. Jayasankar, *Organisational Behaviour*, Margham Publications, Chennai, Reprint 2012.
4. Moshal B.S, *Organizational Behaviour*, Ane Books Private limited, Third Edition, 2012.
5. Stephen P. Robbins, Timothy A.Judge, Neharika Vohra, *Organizational Behaviour* Pearson Publications, India, Fourteenth Publication 2011.

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DEPARTMENT OF BUSINESS ADMINISTRATION - UG

(w.e.f. 2017 – 2018 Batch onwards)

Title of the Paper : COMPUTER APPLICATION IN BUSINESS

Semester : III

Contact Hours : 3

Subject Code : 17B33

Credits : 2

Objectives:

To enable the learners

1. To understand the basics of windows XP
2. To learn Ms-Excel
3. To prepare slide show presentation in Power Point
4. To create and design various types of Word Documents

Unit I

Windows - Introduction to windows - Features - Basic components: Desktop, Icons, Task bar and channel bar - Start menu - Files and Folders - Windows Explorer – Web Browser- Control Panel.

Unit II

MS Word - Introduction to word processing and MS Word - Components of Word opening Screen - creating word Documents. Entering, Editing, Creating bulleted and numbered lists - Types of views - Spell checker and Grammar checker- Auto format - Copying and moving text - Applying Fonts and Font Styles - Aligning and formatting Text - Auto Correct - Creating Tables and working with Tables - Mail merge.

Unit III

MS - Excel - Introduction to spread Sheet - Components of Excel opening Screen - Building Worksheet. Entering data in worksheet - Editing, Deleting, Copying and moving cells and ranges - Adjusting Column width and row height - Inserting and deleting cells, rows, and columns - using auto fill - creating and working with formula - Functions in Excel - Database in EXCEL - Graphs and Charts : Types of Charts - Elements of a Chart - Creating a chart.

Unit IV

MS POWER POINT : Meaning and Features - Presentation: Creating a presentation using Auto Content wizard, Design templates and Blank presentation - Types of views - Opening an existing presentation – editing, saving and closing a presentation - Enhancing presentation : Applying Transition effects and animation effects - Spell checking the presentation and adding speaker notes - Inserting objects : Inserting a graph, Organizational Chart, Clip Art.

Unit V

HTML - Introduction to HTML - Basic Structure of Html Program - Creating a HTML document: Creating, Saving and executing HTML document, Basic Text formatting tags - Fancier formatting tags: Font, Marquee - Adding images to web pages - using lists to organize information - organizing data with tables - creating frames - Building and using HTML forms.

Text Books:

1. Krishnan.N, *Computer Fundamentals and Windows with Internet Technology*, Scitech Publications (India) Pvt. Ltd., Chennai, 2001.
2. Vasanthi Ramanathan, *Computer Application in Business – I*, Meenakshi Pathipagam, Madurai, Reprint 2012.

Reference Books:

1. Gupta & Goel, *Computer Fundamentals*, Shri Mahavir Book Publishers, New Delhi, First Edition, 2013.
2. Parameswaran .R, *Computer Applications in Business*, Sultan Chand and Company, New Delhi, India, Reprint 2010.
3. Renu Gupta, *Computer Applications in Business*, Shri Mahavir Book Publishers, New Delhi, Second Edition, 2012.
4. Shruti Jain & Pooja Mathur, *Computer Applications in Business*, Galgotia Publishing Company, New Delhi, First Edition, 2015.
5. Sudalaimuthu.S & Anthony Raj.S, *Computer Application in Business*, Himalaya Publishing Home, Mumbai, First Edition, 2013.
6. Vasanthi Ramanathan, *Computer Application in Business – II*, Meenakshi Pathipagam, Madurai, 2012.

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DEPARTMENT OF BUSINESS ADMINISTRATION - UG

(w.e.f. 2017 – 2018 Batch onwards)

Title of the Paper	: COMPUTER APPLICATION IN BUSINESS-PRACTICAL	
Semester	: III	Contact Hours : 3
Subject Code	: 17B3P	Credits : 2

LAB TEST

UNIT – I: Ms – Word

1. Creating work documents with Edit, Copy and Moving a Text
2. Adding Header and Footer to the documents
3. Creating Tables and working with Tables
4. Adding Bullets and Numbering to the Text
5. Mail Merge

UNIT – II: Ms-Excel

1. Entering Data in the worksheets
2. Creating a Charts
3. Entering Data through Data Forms

UNIT – III: Ms- Power Point

1. Creating a Presentation using AutoContent Wizard
2. Applying Transition effect and Animation effects
3. Organisational Chart
4. Clip Arts

UNIT – IV: HTML

1. Adding Marquees
2. Adding images to Web Pages
3. Using List to organize information Ordered list, Unordered list, Definition list

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Title of the Paper	: MARKETING MANAGEMENT	Contact Hours	: 5
Semester	: III	Credits	: 4
Subject Code	: 17B34		

Objectives:

To enable the Students

1. To understand the modern concept of marketing
2. To understand the different pricing strategies and how to adapt them.
3. To familiarize with physical distribution system

Unit I

Introduction: Marketing - Meaning and Nature - Importance, Scope and Functions of marketing. Marketing mix - Meaning and elements of marketing mix. Factors determining marketing mix. Market segmentation - concept and benefits of segmentation - bases and levels of segmentation, practice and pattern of segmentation.

Unit II

Product Mix: Product planning – concept, Classification of product - Product planning - meaning, Significance - factors influencing product mix, branding, packaging, labeling. Product life cycle, product management– Product Failure – Reasons - Product differentiation and deletion. New product development - meaning and process of product development.

Unit III

Price Mix: Significance of price in marketing, Factors influencing price, Pricing objectives and pricing decision, Pricing of new products.

Unit IV

Distribution Mix: Channels of distribution - meaning and importance, Selection of distribution channel, Marketing Middlemen - Function and types, wholesaling - Types and

services, Retailing – functions and types of retailers(Excluding physical distribution)

Unit V

Promotion Mix: Meaning and objectives of promotion, Kinds of promotion, Approaches of promotion, Methods of promotion, factors affecting promotion. Advertising, meaning and objectives, kinds and significance, Characteristics of effective, advertising - Types of advertisement and measuring effectiveness.

Text Book:

1. Gupta C.B & Rajan Nair.N, *Marketing Management*, Sultan Chand and Sons Publications, New Delhi, Ninth Edition, 2012.

Reference Books:

1. Naresh Malhotra & Sathyabhusan Dash, *Marketing Research*, Pearson India Education Services Private Limited Education, 2010.
2. Philip kotler, Keller, Koshy & Jha, *Marketing Management*, Pearson Publications, New Delhi, Thirteenth Edition, 2009.
3. Pillai R.S.N & Baghavathi, *Modern Marketing*, Sultan Chand and Company, New Delhi, First Edition Reprint 2011.
4. Rajan Nair & Sanjith Nair, *Marketing*, Sultan Chand sons and Limited, New Delhi, Revised Edition, 2011.
5. Sherlekar and Gordon, *Marketing Management*, Himalaya Publishing House, Private Limited, Mumbai, Thirteenth Revised Edition, 2006.

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Title of the Paper	: COMPANY ORGANIZATION	Contact Hours	: 6
Semester	: III	Credit	: 4
Subject Code	: 17AB31		

Objectives:

1. To Gain in Depth Knowledge in the Companies Act.
2. To enhance the knowledge about the nature of company, Legal Document and Meetings taking place in the company

UNIT I

Nature of company: Definition Of Company – Characteristics of Company- Lifting of Corporate Veil- Advantages of Incorporation –Company Distinguished From Partnership – Classification of a Company.

UNIT II

Legal documents: Meaning- Purpose -Printing, Signing and Form of memorandum – Contents Of Memorandum- Name Clause –Registered Office Clause – Objects Clause-Capital Clause-Liability Clause – Association Clause- Alteration of Memorandum- Doctrine of Ultra-Vires.

UNIT III

Articles: Meaning – Contents Of Articles-- Form of Articles – Table – Form and Signature of Articles-- Alteration of Articles--Articles and Memorandum- Their Relation – Constructive Notice of Articles and Memorandum-Doctrine of Indoor Management.

UNIT IV

Prospectus: Definition-Dating of Prospectus-Registration of Prospectus – Contents of Prospectus – Offer For Sale- Deemed Prospectus--Misstatements in Prospectus And

Their Consequence –Statement in Lieu of Prospectus– Commencement of Business–
Underwriting Commission – Brokerage.

UNIT V

Company Management and Company Meeting: Directors- Managing Directors-
Manager- Appointment- Duties. Company Meeting: Kinds – Requisites of a Meeting-Law and
Practice of Company Meetings-Quorum for the meeting-Motions and Resolutions.

Text Book:

1. Kapoor N.D, *Elements of Company Law*, Educational Publishers, New Delhi,
Twenty Seventh Edition, 2003.
2. Thirunavukkarasu.R, Shanthi.M, *Company Organisation*, Merit India Publications,
India, Revised Edition, 2003.

Reference Books:

1. Gogna.P.P.S, *Textbook of Company Law*, Sultan Chand and Sons, New Delhi,
Ninth Revised Edition, 2013.
2. Kathiresan, Dr.V.Radha, *Company Law*, Prasana Publishers and Distributors,
Chennai, Revised Edition 2007, Reprint 2013.
3. Mazumdar A.K, Kapoor G.K, *Company Law*, Taxman Publishers, New Delhi,
14th Edition, 2011.
4. Munish Bhandri, *Handbook of Corporate and Allied Laws*, JBA Publishers,
NewDelhi, 13th Edition, 2013 .
5. Ghosh P.K, Balachandran.V, *Company Law and Practice*, Sultan Chand and Sons
Limited, New Delhi, First Edition 2013.

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Title of the Paper	: STRESS MANAGEMENT	Contact Hours	: 2
Semester	: III	Credits	: 2
Subject Code	: 17SEB31		

Objectives:

To enable the Students

1. To know about the causes and implications of stress
2. How to manage the stress

Unit I

Introduction to Stress- Meaning – Stressors –Internal Stressors and External Stressors—
Causes of Stress.

Unit II

Types of Stress -Coping with Stress – Individual approach. Group organizational approach.

Unit III

Stress Control- Physical Control-Emotional Control-Spiritual Control- Stress Defences.

Unit IV

Stress and emotions: Emotions – Meaning, Role of emotions in stress.

Unit V

Emotional Intelligence – Definition, Components and Models of Emotional Intelligence. Emotional Intelligence at School level and Higher Education. Emotional stability. Emotional Quotient, Intelligence Quotient and Spiritual Quotient.

Reference Books:

1. Aruna Goel & L. Goel, *Stress Management and Education*, Himalaya Publishing House, First Edition, Mumbai, 2001.
2. Brain Clegg, *Stress Management*, Kogan Page India Private Ltd., New Delhi, Reprint 2008.
3. Dutta.P.K, *Stress Management*, Himalaya Publishing House, Mumbai, Second Edition, 2010.
4. Gupta C.B, *Human Resource Management*, Sultan Chand and Sons, New Delhi, Twelfth Revised Edition, 2010.
5. Mousumi Bhattacharya, Nilanjan Sengupta, *Emotional Intelligence myth or reality*, Excel Books, New Delhi, Second Edition, 2007.

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Title of the Paper	: BUSINESS MATHEMATICS	
Semester	: IV	Contact Hours : 6
Subject Code	: 17B41	Credits : 4

Objectives:

1. To provide a foundation for various mathematical techniques
2. To equip them with mathematical ability for solving managerial Problems
3. To acquaint them with problem solving skills

Unit I

Elements of Co-ordinate Geometry - Distance between two points, Equation of straight line -Slope - Intercept form, Slope - Point form - Two point form - Intersection of two lines - Equation of parallel line, Perpendicular line - Break Even analysis.

Unit II

Differential Calculus (Trigonometric Function excluded) - Rules - Sum rule, Product rule, Quotient rule - Function of a Function rule - Simple Problems.

Unit III

Maxima - Minima (Single variable cases), Simple marketing models, Fencing problems, Container dimensions, finding the minimum cost lot size (Instantaneous production and no shortage).

Unit IV

Integral Calculus - Rules (Integration by parts, by partial fraction are to be excluded) - Simple problems - Matrices - Types - Addition - Multiplication - Matrix inversion.

Unit V

Solving a system of linear equation using matrix inversion - Rank of Consistency of equations.

Note:

Questions must be asked 100% on problems.

Text Book:

1. Sunderesan.V & Jeyaseelan.S.D. *An Introduction to Business Mathematics*, S.Chand & Company Ltd, New Delhi, 4th Edition , 2013.

Reference Books:

1. Kashyap Trivedi & Chirag Trivedi, *Business Mathematics*, Pearson Publication, Delhi, 2011.
2. Manaharan.M, Elango & C, Eswaran.K.L, *Business Mathematics*, Palani Paramount Publications, Palani, 4th Edition, 2009.
3. Nag.N.K, *Business Mathematics*, Kalyani Publishers, Jalandhar, 2007.
4. Rajagopalan.S.P & Sattanathan.R, *Business Mathematics*, Vijay Nicole Imprints Private Limited, Chennai, 2005.
5. Sancheti. D.C & Kapoor. V.K, *Business Mathematics*, Sultan Chand & Sons, New Delhi, 2002.
6. Selvaraj. G, *Business Mathematics (Problems and Solutions with Theory)*, Thirupati Printers, Madurai, 2003.
7. Verma.A.P, *Business Mathematics*, Asian Books Private Limited, New Delhi, 3rd Edition, 2007.
8. Vittal.P.R, *Business Mathematics and Statistics*, Margham Publications, Chennai, 2006.
9. Wilson.M, *Business Mathematics*, Himalaya Publishing House Pvt. Ltd., Mumbai, 3rd Edition, 2008.

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Title of the Paper	: MATERIALS MANAGEMENT	Contact Hours	: 5
Semester	: IV	Credits	: 4
Subject Code	: 17B42		

Objectives:

To enable the students

1. To learn the integrated part of materials management in an organization
2. To identify the decision - making areas for materials management
3. To equip themselves in setting the quality standards in industry

Unit - I

Materials Management - Meaning and Functions of materials management - Integrated materials management - Organization for Material management.

Unit - II

Purchasing - Importance and objectives of purchasing - Organization of purchasing - Purchasing procedure - Principles of purchasing – Techniques of Purchasing -Evaluation of purchasing.

Unit - III

Store & Store control - Store Organization functions of store keeper – Store house – location, methods, Store room equipment –Inventory- concept of Inventory control- Replenishment of materials-EOQ-Tools of Inventory control – ABC analysis-VED analysis, XYZ analysis and FSN analysis. Techniques of Inventory control- Fixed order system, Two Bin system, Kardex system and Fixed Review Period System.

Unit - IV

Value analysis and waste control - standardization and simplification - industrial standards - Functions of Bureau of Indian standards (BIS) - ISO 9000.

Unit - V

Materials handling - Objectives & Principles - General Types of material handling equipments - Factors affecting their choice, Quality Control, Control Charts (Theory only).

Text Books:

1. Gopala Krishnan, *Integrated Materials Management*, Tata Mcgraw Hill, New Delhi, Thirty Fourth Printing, 2012
2. Varma M. M., *Materials Management*, Sultan Chand & Sons, New Delhi, Reprint 2010.

Reference Books:

1. Pawan Arora, *Materials Management*, Global India Publications, NewDelhi, Edition 2009.
2. Saravanavel.P & Sumathi.S, *Production and Materials Management*, Margham Publications, Chennai, 3rd Revised Reprint 2012.
3. Shridhara Bhat.K, *Production and Materials Management*, Himalaya Publishing House, Mumbai, Fourth Edition 2009.
4. Singh.A.K, *Materials Management*, Laxmi Publications, NewDelhi, First Edition 2008.
5. Tony Arnold J.R, Stephen N. Chapman, Llyod M. Clive, *Introduction to Materials Management*, Pearson Publications, India, Sixth Edition, 2010.

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Title of the Paper	: ENTREPRENEURIAL DEVELOPMENT		
Semester	: IV	Contact Hours:	6
Subject Code	: 17B43	Credits	: 4

Objectives:

To enable the Students

1. To know about the various qualities and factors influencing an Entrepreneur.
2. To provide them with an idea of technical, legal, economic, cultural, and social aspects of entrepreneurship

Unit I

Entrepreneurship – Meaning, Importance – Entrepreneur – Definition characteristics of Entrepreneur, Types & Functions, Growth of entrepreneurship in India, Entrepreneurial & Economic Development. Factors influencing Entrepreneurship – Internal Factors – Family Atmosphere, Categories of Internal factors (Personality) Psychological. External factors – Political, Social, Cultural, Economic, Legal Technical, Government & Non – Government policies, Barriers to Entrepreneurship

Unit II

Problems of Entrepreneurs: Women Entrepreneurs, Definition, Problems, Steps to encourage Women Entrepreneurs.

Unit III

Entrepreneurship development programmes – Meaning of EDPS, Importance of EDPs, Course contents and curriculum of Entrepreneurial training programme, Types of EDPs, Problems faced by EDPs, Phases of EDPs (Initial, development & Support phase)

Unit IV

Starting a new venture-Project Identification-Project Report- Project Appraisal

Unit V

Institutional Support to Entrepreneurs – Sickness in Small Scale Industry.

Text Book:

1. Rengarajan.L, *Entrepreneurial Development*, SreeRenga Publications, Rajapalyam, Third Edition, 2008.

Reference Books:

1. Gordon K. Natarajan, *Entrepreneurship development*, Himalaya Publishing House, Mumbai, Reprint 2013.
2. Gupta.C.B, Khanka.S.S, *Entrepreneurship & Small Business Management*, Sultan Chand & Sons, New Delhi, Reprint 2008.
3. Gupta.C.B, Srinivasan.N.P, *Entrepreneurial Development*, Sultan Chand & Sons, NewDelhi, Edition 2010.
4. Jose Paul, Ajith Kumar.J, *Entrepreneurial development & Management*, Himalaya Publishing House, Mumbai, Fifth Edition, 2002.
5. Khanka S. S, *Entrepreneurial development*, Sultan Chand & Company Ltd, New Delhi, Reprint 2010.

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Title of the Paper	: CUSTOMER RELATIONSHIP MANAGEMENT	
Semester	: IV	Contact Hours: 5
Subject Code	: 17B44	Credits : 4

Objectives:

To enable the students

1. To learn the Relationship between Customer and Management
2. To analyze the Customer Satisfaction through Customer Relationship Management
3. To learn CRM practices in service industry

Unit I:

Introduction- Types of CRM- Operational CRM- Analytical CRM- Collaborative CRM- Sale intelligence CRM- Campaign Management CRM- Emergence of CRM Practice.

Unit II:

CRM cycle- Significance of CRM- Attributes of CRM- Strategic issues in Relationship marketing- CRM success factors- CRM comprehension- Components of CRM programme- CRM chain – CRM process.

Unit III:

CRM satisfaction- Meaning & Definition- Components of Customer Satisfaction-Models

- Measuring Customer Satisfaction- Scales and Models for Measuring Customer Satisfaction.

Unit IV:

Customer Loyalty- Concept & Significance of Customer Loyalty- Defining Customer Loyalty- Customer Loyalty Ladder and Principles- Categories of Customer Loyalty- Factors affecting Customer Loyalty.

Unit V:

E-CRM in business- Features of E-CRM- Advantages of E-CRM-Technologies of E-CRM- CRM through IT Tools- CRM practices (State Bank of India, LIC, Airtel)-CRM Opportunities and Challenges.

Text Book:

1. Alok Kumari Rai, *Customer Relationship Management*, PHI Learning Private Limited, New Delhi, Second Edition, 2013.

Reference Books:

1. Antony Lawrence, *Customer Relationship Management*, Himalaya Publications, Ulhasnagar, Second Revised Edition, 2010.
2. Francis Buttle & Stan Maklan, *Customer Relationship Management*, Companion Publishers, New Delhi, Third Edition, 2015.
3. Govinda Bhat. K, *Customer Relationship Management*, Himalaya Publications, Mumbai, First Edition, 2009.
4. Gupta C.B & Rajan Nair.N, *Marketing Management*, Sultan Chand and Sons Publications, New Delhi, Ninth Edition, 2012.
5. Philip kotler, Keller, Koshy & Jha, *Marketing Management*, Pearson Publications, New Delhi, Thirteenth Edition, 2009.

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1. To enable the students to understand the fundamentals of disaster assessment and environmental impact assessment.
2. To sensitize the learner to the various institutional agencies for disaster management and
3. Facilitate disaster preparedness, monitoring risks and emergency management in the learner.

Unit I

Disaster-Meaning-Definition-features and effects of disaster-disaster process-stages in disaster-The disaster management cycle. Contemporary Anthropogenic Disaster-environmental pollution, epidemics, industrial accidents and chemical releases, Natural Disasters -Climate change - Emissions and Global Warming, Floods, Land Slides, Earth Quakes, Tsunamis, Volcanoes.

Unit II

Geoinformatics in disaster management: Remote sensing, Fundamental of Remote

Sensing, GIS: maps and spatial information, information presentation, GPS: Introduction, Description of GPS system, remote sensing and GIS for disaster Management.

Unit III

Disaster Preparedness and decision making, assessment Process, Assessments for Different Disaster Types, Environmental Health Risks, Risk adjustment, Disaster Aid, Technological Hazards management.

Unit IV

Institutional provisions for disaster management: The UN Disaster management Team, National crisis Management committee (NCCM). State crisis management Group (SCMG) Task, Disaster - related roles and resources, Disaster management cells at state level, district level, local administration and disaster risk reduction, Their Power and Function.

Unit V

Disaster mitigation: Targeting mitigation, strategies for disaster prevention and mitigation - pre disaster, emergency, transition, recovery. The disaster recovery planning, Managing the economy and essential services in emergencies. Reconstruction and rehabilitation; Physical, Social and Economic rehabilitation.

Text Book:

1. Ezhilarasan. M, Rajasekaran .M, *Fundamentals of Disaster Management*.

Reference Books:

1. Bose B.C , *Disaster Management in 21st Century*, Rajat Publications, New Delhi, 2007.
2. Murthy. D. B.N, *Disaster Management Text and Case Studies*, Deep and Deep, New Delhi, 2007.
3. Ramana Murthy K, *Disaster Management*, Dominant, New Delhi, 2007.
4. Rajdeep Dasgupta, *Disaster Management and Rehabilitation*, Mittal Publications, New Delhi, 2007.
5. Sundar I and T. Sezhiyan, *Disaster Management*, Sarup and Sons, New Delhi, 2007.

E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI -14.**(An Autonomous Institution – Affiliated to Madurai Kamaraj University)****(Re–accredited (3rd Cycle) with Grade A⁺ & CGPA 3.51 by NAAC)****CBCS****DEPARTMENT OF BUSINESS ADMINISTRATION - UG****(w.e.f. 2017 – 2018 Batch onwards)****Title of the Paper : COUNSELLING****Semester : IV****Subject Code : 17SEB41****Contact Hours: 2****Credits : 2****Objectives**

To enable the students to

1. Familiarize with the basic concepts of counselling.
2. Understand various situations and types of counselling.
3. Get acquainted with the process of counselling.
4. Learn few ethical and legal issues pertaining to counselling.
5. Develop counselling skills in real life situations.

UNIT-I

Counselling: Definition-meaning-functions-applications. Areas of counseling: Personal counseling- family counseling-academic counseling- career counseling-abuse and disability counseling-disaster counseling.

UNIT-II

Counselling Approaches: Psychoanalytic therapy: Gestalt Therapy – existential therapy – behavioural therapy and cognitive therapy. (Fundamental concepts only)

UNIT -III

Counselling Setting: Directive counselling : Non directive counselling – counselling skills. Characteristics, role and functions of a counsellor. Physical setting: place – infrastructure.

UNIT -IV

Counselling Process: Stages in counselling: Building counselling relationships – counselling responses – working in a counselling relationship – Termination of counselling relationships. Egan’s 5 stage model.

UNIT -V

Ethics and Multicultural Issues: Ethical and legal aspects of counselling – counselling in a multicultural environment.

REFERENCE BOOKS

1. Colin.F & Windy, *Dictionary of Counselling*, John Wiley and Sons, New Delhi, Second Edition, 2004.
2. Kinra A.K, *Guidance and Counselling* , Pearson, New Delhi, First Edition, 2008.
3. Narayanarao.S & Sahajpal. P, *Counselling and Guidance*, Tata Mc Graw Hill Publications, New Delhi, Third Edition, 2012.
4. Nayak A.K, *Guidance and Counselling*, APH Publishing Corporation, New Delhi, First Edition, 2012.
5. Robert L.G. & Narianne H.M., *Introduction to Counselling and Guidance*, PHI Learning, New Delhi, Seventh Edition, 2009.

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1. This Course is open to all UG second year students
2. Duration of the Course: One Year

COURSE STRUCTURE**Contact Hours: 90**

S.No	Subject Code	Title of the Paper	Exam Duration	Max.Marks
1.	19BC1	Hospital Management	3	100
2.	19BCPR	Project	-	100

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CBCS

DEPARTMENT OF BUSINESS ADMINISTRATION - UG

(w.e.f 2018 – 2019 Batch onwards)

Title of the Paper : Hospital Management Contact Hours: 45
Subject Code : 19BC1

Objectives:

To enable the students

1. To understand the significance of records
2. To inculcate a sense of humanity in handling patients and creating confidence

UNIT – I

Health Scenario in India – Modern Health System – Management in Service Organizations – Special focus on Management in Health.

UNIT – II

Organizational structure in hospitals government health system and health care organization in the voluntary sector. Role of Hospital Administrator – Medical staff organization – Nursing staff organization. Health care marketing – Record Management.

UNIT – III

Major services: Inpatient services- Out Patient services, Emergency Services Ward, O.T, C.S.S.D, Radiology, Laboratory and Blood Bank, Bio – Medical, House – Keeping, Linen and Laundry, Dietary, Security and Pharmacy.

UNIT – IV

Utilization of resources in a cost effective manner – Patient satisfaction – treatment. Pricing and patient feedback system.

UNIT – V Public relations, Health Insurance – Social Marketing – Assessing Community needs. Determining the barriers. Organizing out – Reach programmes – Medical ethics.

Text Books:

1. Jha S.M., Hospital Management, Himalaya Publication Ltd., Delhi, 2002.

Reference Books:

1. Elane La Monica and Philip Morgan, *Management in Health Care – Theoretical and Experimental Approach*, Lacmillan, London, 2000.
2. Francis.C.M., *Hospital Administration*, Jaypee Brothers Medical Publisher Pvt. Ltd., New Delhi, 2000.
3. Goel.A.L & Kumar.R, *Hospital Administration and Management*, Deep and Deep, New Delhi, 3rd Volumes, 1997.
4. Goel.S.L, *Health Care Administration: A Text Book*, Sterling, New Delhi, 1998
5. Alan J.Goldberg & Robert, A. Denoble, *Hospital Departmental Profiles*, Americal Hosptial Association, 2002
6. Srinivasan.S, *Management Process in Health Care*, Voluntary Health Association of India, New Delhi, 1999

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DEPARTMENT OF BUSINESS ADMINISTRATION - UG
(w.e.f 2018 – 2019 Batch onwards)

Title of the Paper : Hospital Management
Subject Code : 19BCPR

Contact Hours: 45

PROJECT
INSTITUTIONAL TRAINING REPORT

Objectives:

To enable the students to gain practical knowledge in Hospital Administration.

Content:

1. Each student should undergo Institutional Training.
2. Observation and study of Hospital Administration.
3. Understanding the Health Care Marketing and Record Management.
4. Planning the Inpatient and Outpatient services provided by the Institution.
5. Observation and study of patient satisfaction and assessing community needs.

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Title of the Paper	: PRODUCTION MANAGEMENT	
Semester	: V	Contact Hours: 5
Subject Code	: 17B51	Credits : 4

Objectives:

To enable the students

1. To understand the basic concept of production management.
2. To identify the situations under which the different Production system is justified.
3. To familiarize with the basic types of plant layouts, plant design and the factors to be considered in designing layout.

Unit - I

Production Management – Definition – Nature and Scope – Modern production management – Manufacturing system – Elements of production System – Basic factors affecting the production system – Types.

Unit - II

Plant location – Introduction – Importance – Factors responsible for plant location – Plant layout – Meaning and definition – Advantages of a good plant layout – Types – Product, Process and Fixed position Layout – principles.

Unit - III

Plant maintenance – Objectives – Importance – Losses due to poor maintenance – Types: Routine, Corrective, Preventive, Scheduled, Predictive – Maintenance Techniques.

Unit - IV

Production Planning and Control – Objectives – Procedure for setting up of a production planning and control system – Production Planning Function – Production Control Function – Routing, Scheduling, Expediting and Dispatching – Production control techniques – PERT Chart, GANTT Chart.

Unit - V

Work Study and Work Measurement – Basic procedure of work study – Work Measurement Technique. (Stop watch, Time study)

Text Books:

1. Goel. B.S., *Production Operations Management*, Pragati Prakashan Educational Publishers, Meerut, 12th Revised reprint 2008.
2. Sekar.P.C., Ponraj.R. & Saravanan.S, *Production Management*, Enpee Publications, Madurai, 1998.

Reference Books:

1. Aswathappa.K, *Essentials of Production Management*, Himalaya Publishers House, Second Edition 2001.
2. Aswathappa.K & Shridhara Bhat.K, *Production and Operations Management*, Himalaya Publishers House, Second Revised Reprint 2011.
3. Chunawalla.S.A & Patel.D.R, *Production and Operations Management*, Himalaya Publishing House, Mumbai, Seventh Revised reprint 2009.
4. Elwood S. Buffa & Rakesh K. Sarin, *Modern Production / Operations Management*, John Wiley & Sons, Singapore, Eighth Edition 1994.
5. Nair.N.G, *Production and Operations Management*, TataMcGraw – Hill Publishing Company, New Delhi, Third Reprint 1999.
6. Saravanavel.P & Sumathi.S, *Production and Materials Management*, Margham Publications, Chennai, 3rd Revised Reprint 2012.
7. Shridhara Bhat.K, *Production and Materials Management*, Himalaya Publishing House, Mumbai, Fourth Edition 2009.

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Title of the Paper	: MANAGEMENT ACCOUNTING	
Semester	: V	Contact Hours: 6
Subject Code	: 17B52	Credits : 4

Objectives:

To enable the Students

1. to understand the concept of Management Accounting.
2. to understand and interpret the changes in working capital identifying the causes for these changes.
3. to familiarize practical management accounting in real situation.

Unit I

Introduction: Management Accounting-Meaning-Nature and Scope-objectives-Functions of Management Accounting - Difference between Financial Accounting and Management Accounting - Financial Statement Analysis – Basic division of Balance Sheet-Forms of Balance Sheet and Profit & loss Accounts. Tools of Analysis- Comparative, Common size and Trend Analysis – Limitations of Financial Statement Analysis.

Unit II

Ratio Analysis: Ratio Analysis – meaning, mode of expression, importance, limitations – Classification of Ratios (Simple problems only), DuPont Control Chart .

Unit III

Fund Flow Statement: Fund flow statement – meaning, importance– preparation of fund flow statement (simple problems only). Cash flow statement – meaning - uses – Difference between Fund flow statement and Cash flow statement- preparation of cash flow statement (Simple problems only).

Unit IV

Marginal Costing: Marginal Costing - Definition - Merits and Demerits – Differences between absorption costing and marginal costing. Break even chart – Assumptions, advantages and disadvantages – Application of marginal costing Techniques.

Unit V

Budgetary Control: Budgetary Control – Meaning, Characteristics- Essentials of successful Budgetary Control – organization of Budgetary Control- Advantages and limitations of Budgetary Control – classification of budgets- Flexible Budget, Production Budget, Sales Budget, Material Procurement Budget, Cash Budget- Zero Base Budgeting.

Note: 60% for Problems and 40% for Theory.

Text Book:

1. Shashi.K . Gupta & Sharma.R.K *Management Accounting* Kalyani Publications, New Delhi, print 2002.

Reference Books:

1. Maheswari S. N, *Principles of Management Accounting*, Sultan and Chand & Sons, New Delhi, Revised Reprint 2012.
2. Murthy.A & Gurusamy.S, *Management Accounting*, Tata McGraw Hill Publishing Company Ltd. New Delhi, Second Reprint 2012.
3. Pillai R.S.N. & Bagavathi, *Management Accounting*, S. Chand Publication, New Delhi, Revised Reprint 2003.
4. Ramachandran.R & Srinivasan.R, *Management Accounting* , Sri Ram Publications, Trichy, Fifth Revised Edition 2010
5. Reddy T.S & Hari Prasad Reddy.Y, *Management Accounting*, Margham Publications Chennai, Reprint 2012.

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To enable the students

1. To understand the basic concept of Research Methodology
2. To familiarise the concepts of Sampling, Methods of Data Collection and Report writing this will help students to enhance their knowledge

Unit I

Research methodology- An Introduction- Meaning- Objectives- Types- Significance- Research Process- Problems encountered by Researchers in India- Criteria of Good Research. Research Process- Important Concepts relating to Research Design.

Unit II

Samples Design- characteristics of a good sample - Sample design process –Types of sampling techniques- Probability sampling, Non- probability sampling –measurement and scaling- measurement scale- Goodness of measures- Methods of scaling-scale construction techniques.

Unit III

Primary data, secondary data - sources of secondary data - methods of data collection- Questionnaire - characteristics of a good questionnaire - Procedure for designing a questionnaire.

Unit IV

Data Processing and analysis –factors influencing data analysis strategy – hypothesis testing- characteristics- importance- types.

Unit V

Interpretation: Meaning and importance - Report Writing – Qualities of a good research report –types-layout-guidelines for writing a report –Evaluation of the research report.

Text Book:

1. Shashi K. Gupta, Praneet Rangi, *Research Methodology and Report Writing*, Kalyani Publishers, New Delhi, 2010.

Reference Books:

1. Beri G.C, *Marketing Research*, Tata McGraw Hill Education Private Limited, New Delhi, Fourth Edition, Reprint, 2011.
2. Dr.Goel B.S, *Marketing Research*, Pragathi Prakashan Publishers, Meerut, Eighth Edition 2009.
3. Kothari C.R, *Research Methodology (Methods of Techniques)*, New Age International Private Limited, New Delhi, 2003.
4. Pawankumar and Oberoi, *Research Methodology*, Global Academic Publishers, New Delhi, First Edition, 2013.
5. Ravilochanan.P, *Research Methodology*, Margham Publications, Chennai, Second Revised edition 2003, Reprint 2009.

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Title of the Paper	: INSTITUTIONAL TRAINING	
Semester	: V	Contact Hours : 5
Subject Code	: 17BI5	Credits : 5

1. Each student should undergo 4 weeks Institutional Training during end of the fifth semester holidays. Attendance certificate from the organization should be submitted to the department on the first week of working day of the sixth semester.
2. Prior sanction must be obtained from the department regarding the approval of organizations selected for training.
3. The work load for correction and presentation of the Training report is 5 hours/ Week
 - a. The activities to be undertaken include report submission, verification and correction by the staff and report presentation by the students in the class.
4. The training program is evaluated for a total of 100 marks.
 - a. Internal marks 20 evaluated by faculty guide.
 - b. Viva – voce marks 80 evaluated by a panel consisting of student guide, Head of the Department and External Examiner.
5. The total marks put together, required for a pass in 40 marks
6. The Training report must contain:
 - a. Attendance certificate, Introduction, Reason for selecting the organization, Company profile, Organization structure, data from functional areas viz production, marketing human resource and finance, students observation of problems and suggestions
7. The student has to submit two copies of report, in not less than 50 typewritten pages.
8. The training report must be submitted to the department by during the first week of October and internal marks would be submitted on the instructions of the controller of examination.

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To enable the students to

1. Understand the key factors influencing personality
2. Develop a positive attitude mentality
3. Develop interpersonal skills and conflict resolution mechanisms
4. Improve their communication ability
5. Effectively use leadership skills for better acceptance and understanding.

UNIT- I:

Personality: Definition, personality traits, factors influencing personality, self concept-self original, self image, self identity. Attitude: meaning, factors affecting attitude, attitude building.

UNIT – II:

Interpersonal skills: Meaning, factors affecting interpersonal relations, methods for developing interpersonal skills – sensitivity training and transactional analysis.

UNIT – III:

Conflict Management: Johari Window and Eric Bernie's life positions.

UNIT – IV:

Intelligent Quotient, Emotional Quotient, Spiritual Quotient.

UNIT – V:

Development of communication skill - listening, Presentation skill - public speaking skill.

REFERENCE BOOKS

1. Luthans .F, “*Organizational Behaviour*”, 12th Edition, Tata Mc Graw Hill Ltd., New York, 2006.
2. Krishna Mohan & Meera Banerjee, “*Developing Communication Skills*”, Macmillan India Limited, New Delhi, 2005.
3. Koppmeier, M.P., “*Thoughts to Build on*” , UBS Publishers Distributors Ltd., New Delhi, 2000.
4. Peter Urs Bender , “*Leadership From Within* “, Macmillan India Ltd., Delhi, 1997.
5. Stephen R. Covey , “*The 7 Habits of Highly Effective People* “, Simon and Schuster U.K. Limited, London, 1998.

E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI -14.**(An Autonomous Institution – Affiliated to Madurai Kamaraj University)****(Re-accredited (3rd Cycle) with Grade A⁺ & CGPA 3.51 by NAAC)****CBCS****DEPARTMENT OF BUSINESS ADMINISTRATION - UG****(w.e.f. 2017 – 2018 Batch onwards)****Title of the Paper : HUMAN RESOURCE MANAGEMENT****Semester : VI****Contact Hours : 5****Subject Code : 17B61****Credits : 4****Objectives:**

To enable the Students

1. To understand the meaning and concept of Human Resource Management
2. To understand the role of human resource management in real situation
3. To enlighten on the problems while handling people

Unit I

Introduction -Human resource management - concept, nature, objectives and importance, Function and Scope - organization of HR department - Qualities of HR manager and status of HR manager

Unit II

Man power planning - concept and objectives - Need and importance - process - Job analysis - concept and uses - Job description and job specification. Procurement: Recruitment - Meaning and process of recruitment - Sources and techniques of recruitment - Selection - meaning and process of Selection, Selection test and Interview.

Unit III

Human resource development: Career planning and counseling, Employer Training - concept and need of training – objectives – methods, Management development

Unit IV

Performance appraisal - Concept and objectives - Essentials of effective appraisal system - Methods and Techniques – Potential appraisal system. Grievances - meaning and

causes of grievances – redressal procedure - Grievance Redressal in India.

Unit V

Collective bargaining – meaning – objectives. Industrial relations and Industrial disputes - concept, objectives, causes of industrial disputes - preventive and settlement machinery.

Text Book:

1. Gupta C.B, *Human Resource Management*, Sultan Chand and Sons, New Delhi, Twelfth Revised Edition, 2010.

Reference Books:

1. IndranilMutsuddi, *Essentials of Human Resource Management*, New Age International, NewDelhi, Reprint 2011.
2. Jayashankar.J, *Human Resource Management* , Margham Publications, Chennai, Reprint 2010.
3. C.B. Mamoria, *Personnel Management*, Himalaya Publishing House, New Delhi, Edition 2011.
4. Tripathi, *Personnel Management & Industrial Relations* , Sultan Chand & Sons, New Delhi, Reprint 2008.
5. Radha, *Human Resource Management*, Prasanna Publishers, Chennai, Edition 2011.

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Title of the Paper	: FINANCIAL MANAGEMENT	Contact Hours	: 5
Semester	: VI	Credits	: 5
Subject Code	: 17B62		

Objectives:

To enable the Students

1. To learn the principles of financial Management
2. To apply the financial management principles in real situation
3. To make sound financial Decision in business

Unit I

Financial Management - Definition –Finance function-Approaches to finance function-Relationship of finance with other business functions- Objectives of Financial Management-Financial decision- Functional areas of Financial Management – organization of finance function.

Unit II

Source of Capital – Security Financing- Ownership Securities-Creditorship Securities – Internal Financing- Loan Financing. Capital Structure - Forms of Capital Structure - importance-impact of leverage on EPS (simple problems), Factors Determining the Capital Structure – Optimal Capital Structure. Working capital management - Meaning, concepts, kinds of working capital- Factors determining the working capital – Estimate of working capital requirements (simple problems only) - Cash management (Theory only)

Unit III

Cost of Capital –Definition-Significance of the Cost of capital-classification of cost - Computation of Cost of Capital - Cost of Debt, equity, retained earnings and Weighted Average Cost of Capital- Marginal Cost of Capital.

Unit IV

Capital Budgeting –Meaning – needs and importance of Capital Budgeting- Kinds of Capital Budgeting Decisions- Methods of Capital Budgeting- Payback period, Accounting rate of return, Net present value method, profitability index method and Internal Rate of Return- Factors Influencing Capital Expenditure Decisions.

Unit V

Dividend Decision – Introduction-- Theories of dividend- theory of irrelevance and theory of relevance-Walter’s Model, MM Model and Gordon’s Model (simple problems only), determinants of dividend Policy-forms of dividend.

Note: 60% for Problems and 40% for Theory

Text Book:

1. Shashi K.Gupta, R.K. Sharma,*Financial Mangement* ,Kalayani Publishers, New Delhi
Third Revised Edition 2007

Reference Books:

1. Khan & P.K Jain, *Financial Management*, Tata McGraw Hill Publishing Co. Ltd., Tenth Revised Edition, 2003.
2. Kulkarni P.V & Satyaprasad, *Financial Management*, B.G., Himalaya Publishing House, New Delhi, Sixteenth, Revised Edition, 2011.
3. Maheswari S.N, *Financial Management*, Sultan Chand & Sons, New Delhi, Tenth Revised Edition, 2005.
4. Murthy.A, *Financial Management*, Margham Publications, Chennai, Reprint 2013.
5. Pandey I.M, *Financial Management*, Vikas Publishing House Pvt. Ltd., Noida, Ninth Edition Reprint, 2009.

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CBCS**DEPARTMENT OF BUSINESS ADMINISTRATION - UG**

(w.e.f. 2017 – 2018 Batch onwards)

Title of the Paper	: MANAGEMENT INFORMATION SYSTEM	
Semester	: VI	Contact Hours: 5
Subject Code	: 17B63	Credits : 4

Objectives:

To enable the students

1. To understand the concept of data base management system
2. To equip themselves in building DSS in an organization.
3. To acquaint with the basic idea for system design and Implementation.

Unit I:

Introduction to MIS – Evolution of MIS – Growth – Characteristics. Information Research Management – Role of MIS – Evolution of ERP – Implementation of ERP.

Unit II:

Decision Support System & Planning for MIS – Types of DSS – Characteristics of DSS – Components of DSS – DSS tools for different levels of Support System – Types of Information System – Planning approaches – Challenges in Information System Planning.

Unit III:

System development & System Analysis – System development Methodologies – People involved in system development – Software development process.

Unit IV:

System design & Implementation – Input Design – Procedure design – File design – Database design – DBMS – DBA – Design Documentation – Steps in System implementation. Factors for successful implementation – Causes for implementation – Project Management.

Unit V:

Usage of computers in MIS – Role of Computers in functional information system – Functional areas in Informational system. Internet & Business – Business opportunities on Internet – Securing on Internet – Types of Electronic Commerce – E- Commerce activities.

Text Book:-

1. Mohan.P, *Management Information System*, Himalaya Publishing House, New Delhi, Eleventh Revised Edition, 2012.

Reference Books:-

1. Gordon.B.Davis & Margrath H. Olson, *Management Information System*, Tata McGraw-Hill Publishing Company Limited, Sixteenth Reprint 2006.
2. Goyal.D.P, *Management Information System*, Managerial Perspectives, MacMillan India Ltd, Delhi, Second Edition 2007.
3. James A'O'Brien, George.M. Marakas & Ramesh Behl, *Management Information System*, TATA McGraw Hill Education Private limited, New Delhi, First Edition, 2010.
4. Jawadekar.W.S, *Management Information System*, TATA McGraw Hill Education Private Limited, New Delhi, 2002.
5. Sadagopan, *Management Information System*, PHI Learning Private Limited, Delhi, 2013.
6. Shivani Joshi, *Management Information System*, Centrum Press, New Delhi, First Edition, 2011.
7. Zwass, *Management Information System*, Mc Graw Hill International, New Delhi, 1998.

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To enable the students

1. To understand the methods of managing brands and strategies for brand management.
2. To successfully establish and sustain brands and lead to extensions

Unit I

Basics understanding of brands – definitions - branding concepts – functions of brand - significance of brands – different types of brands – co branding .

Unit II

Brand strategies: Strategic brand management process – building a strong brand – brand positioning – establishing brand values – brand vision – brand elements – branding for global markets.

Unit III

Brand communications: Brand image building – brand loyalty- meaning- brand loyalty programmes – brand promotion- methods – role of brand ambassadors, celebrities – on line brand promotions.

Unit IV

Brand extension: Brand adoption practices – different type of brand extension – factors influencing decision for extension – re-branding and re-launching.

Unit V

Brand performance: Measuring brand performance –brand audit – brand equity measurement – brand leverage -role of brand managers– branding challenges & opportunities.

Textbooks

1. Kevin lane keller, *Strategic Brand Management: Building, Measuring and Managing*, Prentice Hall, III Edition, 2007.
2. Moorthi Ylr, *Brand Management* , Vikas Publishing House, I Edition 2012

References

1. Lan Batey, *Asian Branding-A Great Way To Fly*, Phi, Singapore, 2002.
2. Paul Tmepoal, *Branding in Asia*, John Willy, 2000.
3. Ramesh kumar, *Managing Indian Brands*, Vikas Publication, India, 2002.
4. Jagdeep kapoor, *Brandex*, Biztranza, India, 2005
5. Mahim sagar, Deepali singh, D.P.Agarwal & Achintya Gupta. *Brand Management* Ane Books Pvt. Ltd., (2009).

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To enable the Students

1. To understand the meaning, objectives and types of Interview
2. To understand the guidelines for conducting the Interview
3. To develop the personality and effective language

Unit –I

Interview: Meaning- Employers goal - Factors affecting an interview.

Unit – II

Interview types and technique - Some Guidelines for conducting an interview.

Unit- III

Preparing the Bio – Data curriculum vitae, types

Unit- IV

Common interview mistakes –Ten steps to getting prepared for interview.

Unit- V

Do's and Don'ts during the interview. Building Rapport and Trust.

Reference Books:

1. Sajitha Jayaprakash, *Interview Skills*, Himalaya Publishing House, Mumbai, First Edition, 2010.
2. Memoria.C.B & Gankar S.V, *Human Resource Management*, Sultan Chand & Co, New Delhi, Second Revised Edition, 2003.
3. Competition Success Review, *Interview at a glance*, Second Edition, 2003.
4. Hemant Goswani, *How to be successful in interview and get a job*, First Edition, 2001.
- 5., Juile, Ann Amos, *Handling Tough job Interviews*, Jaico impression-
Fourth Edition, 2007.
6. Sajitha Jayaprakash, *Interview Techniques*, Himalaya Publishing House, New Delhi, First Edition, 2010.

E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI -14.**(An Autonomous Institution – Affiliated to Madurai Kamaraj University)****(Re-accredited (3rd Cycle) with Grade A⁺ & CGPA 3.51 by NAAC)****CBCS****DEPARTMENT OF BUSINESS ADMINISTRATION - UG****(w.e.f. 2017 – 2018 Batch onwards)****Title of the Paper : SERVICES MARKETING****Contact Hours: 5****Semester : V****Credits : 4****Subject Code : 17BE5A**

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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CBCS

DEPARTMENT OF BUSINESS ADMINISTRATION - UG

(w.e.f. 2017 – 2018 Batch onwards)

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 India – Retail formats & their revolution- 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.