



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

PROGRAM NAME

B.B.A.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

2017-2018



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SYLLABUS

SEMESTER-V

COURSE CODE: 15UABCT501

**Hours per week: 6
Credits: 4**

COURSE: RESEARCH METHODS FOR MANAGEMENT

OBJECTIVE:

- On successful completion of this course, the students should have acquired the knowledge of Research.

UNIT - I

Research - Definition - Objectives - Significance - Types of Research - Research Process - Research Problem - Technique involved in Defining a Problem - Research Design - Need for Research Design - Types of Research Design

UNIT - II

Sampling Design - Steps in Sampling Design - Types of Sample design - Measurement and Scaling Technique - Methods of Data Collection - Processing of Collected Data

UNIT - III

Hypothesis - Concept - Procedure for Hypothesis Testing - Flow Diagram for Hypothesis Testing - Parametric tests - Z test, T test, F test - Non-Parametric test - Chi-Square test (Simple Problems Only)

UNIT - IV

Interpretation and Report Writing - Meaning of Interpretation - Technique of Interpretation - Precaution of Interpretation - Significance of Report Writing - Steps in writing reports - Layout of Research Report - Types of Reports - Precautions of Writing Research Reports

UNIT - V

Applications of Research: Product research - Advertising Research - Motivation research - Sales control research - Distribution research - Price research.

NOTE: Distribution of Marks – Theory 80%, Problems 20%


TEXT BOOK:

C.R. Kothari, Research Methodology (Methods and Techniques), New Age International

(P) Limited, New Delhi 2nd Revised Edition, 2004,

REFERENCE BOOKS:

1. Dr. D.D.Sharma, Marketing Research (Principles, Applications & Cases), Sultan Chand & Sons, New Delhi 1st Edition, 2000,
2. S.L. Gupta, Marketing Research, Excel Books, New Delhi, 1st Edition, 2003.
3. Debashis Pati, Marketing Research, Universities Press (India) Private Limited, Hyderabad, 1st Edition, 2002.


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SEMESTER-V

COURSE CODE: 15UABCT502

Hours per week: 6

Credits: 4

COURSE: COST & MANAGEMENT ACCOUNTING

Objective:

On successful completion of this course, the students should have understood Basis of cost and management accounting, Cost sheet, Material issues, Labour cost, financial statement analysis, Ratio analysis, Fund flow and Cash flow statement.

UNIT – I

Cost Accounting: Meaning and definition – Scope – Objectives – Functions – Merits and Demerits of Cost Accounting – Methods of Costing – Technique of Costing – Classification of Cost – Cost unit – Cost centre – Elements of Cost. Distinction between financial accounting Vs cost accounting.

Management Accounting: Meaning and definition – Scope – Objectives – Functions – Merits and Demerits of Management Accounting – Management accounting Vs cost accounting, Management accounting Vs Financial accounting.

UNIT – II

Preparation of cost sheet – Tenders and Quotations – Pricing of materials issues: FIFO, LIFO and weighted average method.(Problem questions only)

UNIT – III

Methods of Wage Payment – Time Rate and Piece Rate – Taylor’s and Merrick’s differential piece rate systems – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan.

Cost Volume Profit (CVP) Analysis: Contribution, Break Even Point, Profit Volume ratio or MCSR, Margin of Safety.(Problem questions only)

UNIT – IV

Financial Statement Analysis – Preparation of Comparative and Common Size Statements – Analysis and Interpretation. Ratio analysis – Classification of Ratios – Profitability Ratios – Turnover Ratios – Solvency Ratios – Construction of Balance Sheet Through Ratios. (Problem questions only)

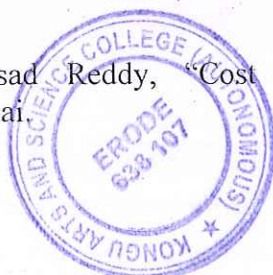
UNIT – V

Preparation of Fund flow statement and Cash flow statement. (As per AS-3)
(Problem questions only)

NOTE: Distribution of Marks – Theory 20%, Problems 80%

TEXT BOOK

T.S.Reddy&Y.Hari Prasad Reddy, “Cost and Management Accounting”, Margham Publication, 2016, Chennai



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REFERENCE BOOKS:

1. Shashi K.Gupta, R.K.Sharma, "Cost and Management Accounting", Kalyani Publishers, 2012, New Delhi.
2. M.N.Arora, "Cost and Management Accounting-Theory, Problems & Solutions", Himalaya Publishing House, 2015, New Delhi.
3. S.P.Jain, K.L.Narang, "Cost Accounting", Kalyani Publishers, 2015, New Delhi.
4. Dr.S.N.Maheshwari, "Principles of Management accounting", Sultan Chand & Sons, 2007, New Delhi.
5. Dr.R.Ramachandran, Dr.R.Srinivasan, "Management Accounting-Theory, Problems and Solutions", Sri Ram Publication, 2008, Tiruchy.
6. Prof H.J.Ghosh Roy, Dr.A.K.Singhal, "A Text Book of Accounting for Managers", Vayn Education of India, 2011, New Delhi.

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SEMESTER-V

COURSE CODE: 15UABCT503

Hours per week: 5

Credits: 4

COURSE: INTERNATIONAL BUSINESS

OBJECTIVE:

On successful completion of the course the students should have understood the basic concepts of international business and global factors which influences the international trade.

UNIT - I

Introduction and Overview: Introduction - The Globalization of the World Economy - The Changing Nature of International Business - Differences in International Business.

UNIT - II

Country Factors National Differences in Political Economy: Introduction - Political Systems - Economic Systems - Legal Systems - The Determinants of Economic Development - Culture: Culture and the Workplace - Cultural Change.

UNIT - III

The Global Trade and Investment Environment International trade Theory: Introduction - An Overview of Trade Theory - The New Trade Theory - National Competitive Advantage - Porter's Diamond. WTO & Development of World trade.

UNIT - IV

Export Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Letter of Credit – Bill of Lading – Technical standard certificate. Import Documents – Bill to Entry –Commercial list-Foreign exchange control form-Inspection report- Certificate of Inspection. Foreign Direct Investment and its types (meaning only)

UNIT - V


Institutional Support for International Business-EXIM Bank-Functions-Export Credit Guarantee Corporation of India-Function-Indian International Trade Centre and its Functions.

TEXT BOOK:

K. Ashwathapa, "International Business", Tata McGraw Hill, 4th edition, 2010

REFERENCE BOOKS:

1. Hill.C.W., International Business: Competing in the Global market place, Irwin-McGraw Hill, 11th Edition, 2016.
2. Philip R.Cateora and John L. Graham., International Marketing, Irwin Mc Graw Hill, 14th Edition 2008.
3. Shivaramu, International Business, S. Chand New Delhi, 2013.
4. Francis Cherunilam, International Business, prentice hall of India, 5th edition, 2014.
5. Charles W.L., Hill, International Business, New York, NY: McGraw-Hill Education, 11th Edition, 2016


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SEMESTER-V

COURSE CODE: 15UABCT504

Hours per week: 5

Credits: 4

COURSE: BUSINESS ETHICS AND CORPORATE GOVERNANCE

OBJECTIVE:

To inculcate knowledge on Business Ethics and to provide knowledge of various factors influencing the corporate sector

UNIT-I

Business Ethics - Meaning - scope - benefits - Sources of Ethics - religion - philosophical system -cultural experience - legal system - Importance of Ethics - Factors influencing Business Ethics - leadership -strategy and Performance - environment - corporate culture - individual characteristics.

UNIT- II

Ethical Values - Meaning - Features - importance - Types of values - Personal values - Values of workforce - Ethics committee.

UNIT-III

Culture - Meaning - components of culture - Organisation culture - Meaning - characteristics - steps in building and maintaining organization culture - Managing cultural diversity in organisation.

UNIT- IV

Corporate Governance - History and Development - ingredients - Meaning - definition Importance -objectives - Principles - Code of Corporate Governance - Committees on Corporate Governance – Global and Indian perspectives - Mandatory and non-mandatory regulations - SEBI - Clause 49 of the Listing Agreement - Independent directors and corporate governance.

UNIT-V

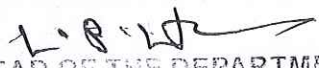
Corporate Social Responsibility of Business - Meaning - rationale - Strategies -Ackerman's model of social responsibility

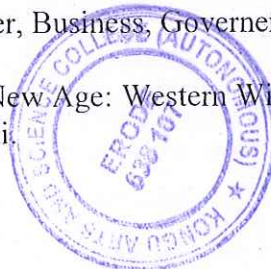
TEXT BOOK:

Bhatia S.K. Business Ethics and Corporate Governance, Deep & Deep Publications Pvt. Ltd NewDelhi,first edition,2004

REFERENCE BOOKS:

1. Prof.(Col) PS Bajaj, Dr. Raj Agarwal- Business Ethics An Indian perspective Biztantra-
2. Laura p Hartman, Perspectives in Business Ethics, Mc Graw Hill International
3. SK Chakrabortym , Ethics in Managment;Vedantic Perspectives , Oxford University Press
4. George A Steiner and John F Steiner, Business, Governemnt and Society , Mc Graw Hill, International
5. Subhash Sharma, Management in New Age: Western Windows- Esatern Doors, New Age, International Publishing, New Delhi.


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SEMESTER-V

COURSE CODE: 15UABET505

**Hours per week: 5
Credits: 4**

COURSE: CONSUMER BEHAVIOUR

OBJECTIVE:

On successful completion of the course the students should have understood consumer motivation and perception, learnt consumer learning and attitude learnt consumer decision making.

Unit I

Introduction- consumer behaviour-definition-scope of consumer behaviour-discipline of consumer behaviour-customer value satisfaction-retention-marketing ethics.

Unit II

Consumer research-paradigms-the process of consumer research-consumer motivation-dynamics-types-measurement of motives –consumer perception.

Unit III

Consumer learning-behavioral learning theories-measures of consumer learning-consumer attitude-formation-strategies for attitude change

Unit IV

Social class consumer behaviour-lifestyle profiles of consumer classes-cross cultural customer behaviour strategies

UNIT-V

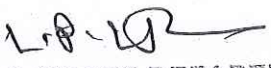
Consumer decision making-opinion leadership-dynamics-types of consumer decision making-a model of consumer decision making.

TEXT BOOK


Leon G Schiff man and Leslie lazar kanuk, "Consumer Behaviour", Pearson, 11th Edition 2015

REFERENCE BOOKS:

1. Paul Green Berg- Customer Relationship Management- Tata Mc Graw Hill, 2002
2. Barry Berman and Joel R Evans- Retail Management- A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006
3. Gibson G Vedamani – Retail Management- Functional Principles and Practice, Jaico Publishing House, Second Edition 2004


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SEMESTER-V

COURSE CODE: 15UABET507

**Hours per week: 5
Credits: 4**

COURSE: SERVICES MARKETING

OBJECTIVE:

The course aims at making students to understand and appreciate the growing importance of services in every organization.

UNIT-I

Introduction- Meaning and Importance of services- classifications of services-components of services
Economy-distinctive characteristics of services- players in services sector- evolution and growth of service Sector-Differences between goods and services.

UNIT-II

Service marketing system-Importance of services in marketing-Expanded marketing mix- Service marketing Mix-Service product planning-Service pricing strategy- Services distributions- Employees and customers Roles in Services delivery.

UNIT-III

Service Quality-Measuring Service Quality-Service Quality Function Development-Service quality Management-Quality function deployment for services.

UNIT-IV

Services from sectoral perspective- Hospitality-Travel & Tourism-Educational-Entertainment- Healthcare &Medical- Telecom Services.

UNIT-V


Marketing the Financial Services-Education as service- Marketing of educational services- Strategies for Educational Marketing.

TEXT BOOK :


R.Srinivasan- Services Marketing- The Indian Context,3rd Ed.2012 PHI Learning.

REFERENCE BOOKS :

1. Rajendra Nargundkar- Services Marketing – McGraw Hill Edn (India) P Ltd 3rd Ed 2010.
2. Harsh V.Verma- Service Marketing: Text and Cases,2/Ed 2011.
3. Rama Mohana Rao K – Services Marketing (Pearson Education). 2nd Edn 2011.


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SEMESTER-V

COURSE CODE: 15UABST508

**Hours per week: 3
Credits: 3**

COURSE: INTERVIEW SKILLS

OBJECTIVE:

The course aims at making students to understand and appreciate the growing importance of skills in every organization.

UNIT-I

Interview Definition- Interview Experiences – Interview process-Preparing for interviews- Dressing for interviews – Arriving On time- Check the competition.

UNIT-II

Types of interviews: Behavioral interview- Phone interview- Face-to-Face interview- Panel interview- Exit Interview- Stress interview- Mock interview - Technical interview- Others interviews

UNIT-III

Advantages of interview- Limitations of interview- Body language-pleasing personality-Self confidence- Dealing with nerves – Closing the interview – Common questions-Factors affecting an interview.

UNIT-IV

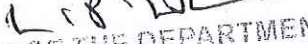
Communication: Meaning- Essential Features of communication- Classification of communication- Barriers to Communication.

UNIT-V


Interview caveats – Skills Development – Resume Preparation – Types of Resume – General Questions for interview.

REFERENCE BOOKS:

1. Sajitha Jayaprakash-Interview Skills-Himalaya Publishing House-First Edition (2010)- (Unit-I&II&V)
2. Group Discussion and Interview-Hari Mohan Prasad and Rajnish Mohan- Tata Mcgraw Hill in the year 2012(UnitIII)
3. Dr.C.Sylendra Babu-Principles of success in interview-Sura publishers-2012-(Unit-III)
4. Rajendra Pal Korahill-Essentials of Business Communication-Sulthan Chand and Sons- 2006- (Unit-IV)


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SEMESTER-V

COURSE CODE: 15UABAL509

**Hours per week: -
Credits: 2**

COURSE: BUSINESS LAW

OBJECTIVE: On successful completion of this course, the students should have understood Law of contract, Law of sale of goods Law of Agency, Negotiable Instruments Act.

UNIT – I

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer and acceptance- Legal rules related to offer and acceptance- Capacity of parties to create contract - Consideration - Legal rules as to Consideration.

UNIT II

Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements - Agreement opposed to public policy – Agreements in Restraint of trade - Exceptions – void agreements.

UNIT - III

Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods.

UNIT - IV

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

UNIT V


Negotiable Instruments Act 1881-Negotiable Instruments-Characteristics-cheque-Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.

TEXT BOOK


Business Law-Pillai and Bhagavathi-S.Chand publishing house-1999

REFERENCE BOOKS:-

1. Elements of Mercantile Law – Kapoor.N.D-Sultan chand & Sons-Thirty Fourth Edition, 2014
2. A Manual of Mercantile Law- Shukla M.C- S. Chand & Company Ltd, Revised Edition, 2013
3. Hand Book of Mercantile Law – Venkatesan-M.L.J.Publication-2nd Edition, 2007
4. Mercantile Law - Pandia R. H. –N.M.Tripathi Pvt.Ltd,Eighth Revised Edition,2013
5. Banking Law & Practice –Kandasami.K.P- S. Chand & Company Ltd,Kindle Edition,2010


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SEMESTER-V

COURSE CODE: 15UABAL510

**Hours per week: -
Credits: 2**

COURSE: CUSTOMER RELATIONSHIP MANAGEMENT

OBJECTIVES: On successful completion of the course the students should have:
Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing

UNIT – I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – Culture change – alignment with customer eco system– Vendor selection

UNIT – V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of Customer relationship technologies – Best practices in marketing Technology – Indian Scenario.

REFERENCE BOOKS:

1. Relationship Marketing – S. Shajahan- Mc Graw Hill Education,2007
2. Customer Relationship Management – Paul Green Berg -Tata Mc Graw Hill, 2002
3. Marketing Management, Philip Kotler, Prentice Hall, 2005
4. Retail Management – Barry Berman and Joel R Evans -A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

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SEMESTER-VI

COURSE CODE: 15UABCT602

Hours per week: 6

Credits: 4

COURSE: STRATEGIC MANAGEMENT

Learning Outcomes: Students are expected to integrate their knowledge gained in various functional areas with various strategies to make business decisions, from a manager's point of view in the global and Indian context.

UNIT-I

Strategic Management: Concepts - Difference between strategy and tactics - Three levels of strategy, Strategic Management Process - Benefits, TQM and strategic management process, Social responsibility, Social audit.

UNIT –II

Strategic Formulation: Corporate Mission: Need – Formulation, Objectives: Classification - Guidelines, Goals: Features - Types, Environmental Scanning – Need – Approaches - SWOT analysis – ETOP -Value chain analysis.

UNIT – III

Choice of strategy: BCG matrix - The GE nine cell planning grid - Corporate level generic Strategies: Stability, Expansion, Retrenchment, Combination strategies.

UNIT – IV

Strategic Implementation: Role of top management – Process - Approaches, Resource allocation- Factors - Approaches, Mckinsey's 7's framework, Strategic Positioning - Four routes to competitive advantage.

UNIT – V

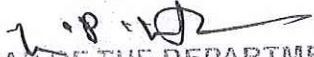
Strategic Evaluation: Importance – Criteria - Quantitative and Qualitative factors, Strategic control: Process – Criteria - Types, Essential features of effective evaluation and control systems.

TEXT BOOK:


Strategic Management- Francis Cherunillam - Himalaya Publishing House, 2014

REFERENCE BOOKS:

1. Strategic Planning and Management - P.K.Ghosh - Sultan Chand & Sons, 2000.
2. Strategic Planning - Formulation of corporate strategy -V.S.Ramaswamy & S.Namakumai, Macmillan Business Books, 2001.


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SEMESTER-VI**COURSE CODE: 15UABET604****Hours per week: 5
Credits: 4****COURSE: FINANCIAL MARKET AND SERVICES****OBJECTIVE:**

The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets. The syllabus is structured in a way which provides adequate information about the roles of intermediaries and its regulating bodies. The course also provides information about the prevailing financial system in India.

UNIT- I: Introduction

Overview of Financial systems In India – Structure, Regulation Role and Functions Of Financial Systems – Financial Instruments – Financial Markets – Capital Markets & Money Markets – Interlink Between Money Market & Capital Market – Characteristics Of Financial Markets – Functions Of Stock Exchange – Introduction To Forex.

UNIT – II: Financial Services

Objectives of financial services – types of financial services – capital market services & money market services – intermediaries: banking financial corporations, non-banking financial corporations & insurance corporations- financial services sector problems and reforms.

UNIT – III : Venture Capital

Venture capital: growth of venture capital in India- financing pattern – legal aspects and guidelines for venture capital – leasing- types of leases – leasing vs borrowing - credit rating: CRISIL, ICRA & care – factoring, forfeiting- bill discounting – types of factoring arrangements – factoring in Indian context.

UNIT – IV : Mutual Funds


Mutual funds: concepts and objectives – functions and portfolio classification-guidelines for mutual funds – working of public and private mutual funds in India – debt securitization – demat services – need and operations –role of NSDL & CSDL.

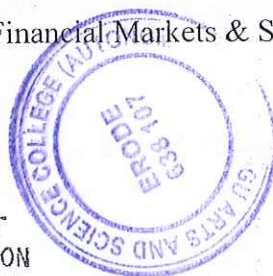
UNIT – V: Legal and Institutional Arrangements


Regulatory & legal framework of government in banking-- role of RBI –functions of stock exchange - listing & formalities in stock exchange – laws governing SEBI -- role of SEBI – laws governing non-banking financial corporations – laws pertaining anti- money laundering.

TEXT BOOK

E.Gordon&K.Natarajan, “Financial Markets & Services”, Himalaya Publication, 2016, Mumbai.


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REFERENCE BOOKS:

1. B.Santhanam, "Financial Services", Margham Publications, 2005, Chennai.
2. S.Gurusamy, "Financial services and System", Tata McGraw Hill Education Private Ltd, 2010, New Delhi.
3. M.Y.Khan, "Financial Services", Tata McGraw Hill, 2016, New Delhi.
4. Dr.Radha, "Financial Services", Prasanna Publishers, Chennai.
5. L.M.Bhole, Jitendra Mahakud, "Financial Institutions and Markets", Tata McGraw Hill Education Private Ltd, New Delhi.

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SEMESTER-VI

COURSE CODE: 15UABET605

Hours per week: 5

Credits: 4

COURSE: INSURANCE PRINCIPLES AND PRACTICE

OBJECTIVE(S):

- It will help the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

UNIT - I

Meaning, concept, principles and classification of insurance - History of insurance - Life insurance scenario in India, Organizational structure of life insurance business- Recent trends in insurance.

UNIT - II

Life Insurance: Introduction - Types of life insurance policies - Whole life endowment, money back, Group insurance, Unit linked insurance policies, pension plan - Role of insurance agent, Field officer, Surveyors assessor & responsibilities of insurer.

UNIT - III

Principles of general insurance - Comparison between general & life insurance. Study & scope of general insurance in India - marketing of general insurance business in India.

UNIT - IV

Role of general insurance company of India (GIC) - Types of general insurance - Fire, marine motor, personal accidents, health, engineering, corp. Etc. Study of various policies and insurance cover - study of risk factor & causes of insurance claim.

UNIT - V

Deposit and credit insurance - Role of deposit insurance and credit guarantee corporation - Regulation of insurance business in India - Role of insurance regulatory and development Authority (IRDA)

TEXT BOOK:

M.N. Mishra, Insurance Principle & Practices, Chand & Company Ltd, 22nd Edition, 2016.

BOOKS FOR REFERENCE:

1. Vinayakan, N.M. Radhaswami & V. Vasudevan, Insurance Principle & Practices S Chand & company Ltd, 2015.
2. G.R. Desai, Life Insurance in India, Macmillan India Limited, 1973.

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SEMESTER-VI

COURSE CODE: 15UABET607

Hours per week: 5

Credits: 4

COURSE: EQUITY AND COMMODITY MARKET

OBJECTIVE:

This course is designed to help the students in understanding of equities and commodities market, products, financial derivatives, pricing mechanism etc.

UNIT – I - Introduction

Meaning and Definition of equity shares – Growth of corporate sector and the simultaneous growth of equity shareholders – Distinguish between ownership and management in companies – Development of equity culture in India – Current position.

Importance of Equity Markets in a Developing Country like India

Need for attracting more investors towards equity – Need for strengthening secondary markets – Link between Primary Market and Secondary Market.

UNIT – II - Market for Equity - Primary Markets

IPO – Methods followed – Book building – Role of merchant bankers in fixing the price – Red-Herring Prospectus -it's unique features – Green Shoe option – Sweat equity, ESOP – Rights issue of shares – Nonvoting shares – ADR, GDR, IDR

Market for Equity - Secondary Markets

Definition and functions of Stock Exchanges – Evolution and Growth of Stock Exchanges – Stock Exchanges in India – NSE, BSE, OTCEI and Overseas Stock Exchanges – Recent Development in Stock Exchanges – Stock Market Indices.

UNIT – III - Trading, Clearing and Settlement

Futures and options trading system, Trader works station, Futures and Options market instruments, Criteria for stocks, Index eligibility for trading, Charges; Clearing and settlement – Clearing entities, Clearing mechanism, Settlement procedure, Risk management, Margining system.

UNIT – IV - Introduction to Commodity Market

Emergence of Commodity Market – Dynamics of global commodity markets – Indian commodity markets – Current status & future prospects

Commodity Market in India

Commodity Exchanges in India – Role of Information in Commodity Markets – Linkages between equity markets and commodity markets – Commodity markets – Logistics and Warehousing

UNIT – V - Strengthening commodity markets in India.

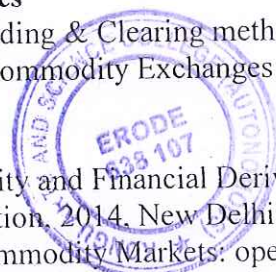
Role of Government – Role of Commodity Exchanges – Other Institutions – Training & development of Dealers

Commodity Exchanges

Function & Role – Trading & Clearing methods – Commodity futures – Commodity Specific Exchanges Vs Multi Commodity Exchanges

TEXT BOOKS


1. Kevin S, "Commodity and Financial Derivatives", Prentice Hall India Learning Private Limited, Second edition, 2014, New Delhi. (Unit – I to III)
2. Niti Chatnani, "Commodity Markets: operations, instruments & applications", 2009, McGraw Hill Education, 2009, New Delhi. (Unit – IV & V)




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BOOKS FOR REFERENCE

1. Jeffery M. Christian, "Commodities Rising", John Wiley & Sons, 2006
2. Ronald Spurga, "Commodity Fundamentals", John Wiley & Sons, 2006
3. NISM, "Equity Derivatives National Institute of Securities Markets", Taxmann Publications Pvt.Ltd, 2015.
4. Satyajit Das, "Structured Products Vol. II Equity, Commodity, Credit & New Markets", John Wiley & Sons, 2005.
5. Michael C. Thomsett, "Getting started in Fundamental Analysis", John Wiley & Sons, 2006


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SEMESTER-VI

COURSE CODE: 15UABET608

**Hours per week: 5
Credits: 4**

COURSE: ORGANIZATIONAL CHANGE AND DEVELOPMENT

OBJECTIVE:

The course aims at making students to understand and appreciate the growing importance of change in Every organization.

UNIT-I

Definitions of Organisation- Principles of Organisation – Forms of Organisation: Sole trading concern-Partnership firm – Kinds of Partnership – Joint Hindu Family Firm – Co-operative societies – Types of Co-operative societies.

UNIT-II

The field of Organisation Development – Definitions of Organisation Development – A history of Organisation Development – Values, Assumptions, and Beliefs in Organisation Development – Foundations of Organisation Development.

UNIT-III

Managing the Organisation Development Process – Action Research and Organisation Development – Team interventions.

UNIT-IV

Classifying Organisation Interventions - Intergroup team-building Interventions – Third-Party Peacemaking Interventions – Organisation Mirror Interventions – Partnering.

UNIT-V

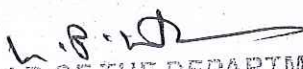
Research on Organisation Development: Assessing the Effects of Organisation Development – Positive Developments in Research on Organisation Development – Fundamental Strengths of Organisation Development.

TEXT BOOK:


Organisation Development – Wendell L. French Cecil H. Bell, Jr.

REFERENCE BOOKS:

1. Business Organisation – Kathiresan Dr. Radha, Sultan Chand&Sons,2003
2. Principles of Management – J. Jayasankar, Margham Publications,First Edition,2009
3. Business Management – Kathiresan Dr. Radha,Prasanna publishers,2004


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SEMESTER-VI**COURSE CODE: 15UABET609****Hours per week: 5****Credits: 4****COURSE: DISTRIBUTION MANAGEMENT****OBJECTIVE(S):**

On successful completion of the course the students will be able to understand

1. The concept, and Role of supply chain management.
2. Different methods of channels of distribution.
3. The methods of managing distribution.

UNIT I : EMERGENCE AND COMPONENTS OF MARKETING CHANNELS

Types, Functions, Relationship, Retailing – Structure, operations and strategies, wholesaling – structure, operations and strategies, Physical Distribution – Structure and strategy.

UNIT II : CHANNEL MANAGEMENT

Channel Planning, Designing Channel Systems – Organising patterns – Channels Policies, Channel Communication and information systems, Assessing marketing channel performance, Distribution cost analysis.

UNIT III : CHANNEL MANAGEMENT IN OTHER CONTEXTS

Channel Management by wholesalers and Retailers – Retail formats – Franchise-designing and management Telemarketing, e-marketing, e-tailing, Integrated distribution management

UNIT IV : RETAIL MANAGEMENT

Identifying and Understanding consumers - Choosing a store Location – Trading area analysis and site selection, Buying and handling merchandise, pricing and financial management – Establishing and maintaining a retail image. Customer service

UNIT V: PHYSICAL DISTRIBUTION MANAGEMENT

Importance of Physical distribution, Logistics System analysis and design, Organization and control, Role and Importance of warehousing, Warehouse Type, Size, number, location, prerequisite for Warehousing, Warehousing in India, Inventory Control – Cost and issues – Risk Management.

TEXT BOOK

Sathish K Kapur and Purva Kansal-Basics of Distribution Management-PHI Learning Pvt Ltd,2003

REFERENCE BOOKS:

1. Marketing Channels – Louis.w. Stern & Abel I. Elansary – Prentice Hall India,1996.
2. Retail Management – A Strategic Approach – BerryBerman & Joel.r. Evans – Macmillan,New York,2012
3. Physical Distribution MGT – Logistical Approach – K.K Khanna – Himmalaya Publishing House,2004
4. Contemporary Logistics – James C Johnson & Donal d F. Wood – Himalaya.
5. Strategic Marketing Channel MGT – Donald Bowersox, & Bixby Cooper – MC Graw Hill International.
6. Retail Marketing Management – David Gilbert – Pearson Education/Prentice Hall



SEMESTER-VI**COURSE CODE: 15UABST610****Hours per week: 3****Credits: 3****COURSE: DEVELOPING MANAGEMENT SKILLS****OBJECTIVE:**

To offer exposure of essential managerial skills to students and developing these skills to the students.

UNIT I

Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self awareness on the issues of emotional intelligence, self learning styles, values, attitude towards change, learning of skills and applications of skills.

UNIT II

Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting. Skills development and application for above areas.

UNIT III

Building relationship Skills for developing positive interpersonal communication, importance of Supportive communication, coaching and counseling, defensiveness and disconfirmation, principles of supportive communications. Personal interview management. Skill analysis and application on above areas.

UNIT IV

Team building: Developing teams and team work, advantages of team, leading team, team membership. Skill development and skill application.

UNIT V

Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works. Skills development and skill application on above areas.

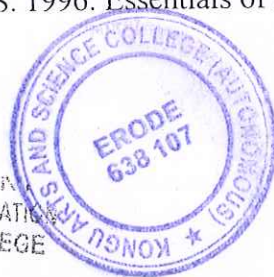
TEXT BOOK(S)

- 1.V.S.P.Rao Managerial Skills- Excel Books, New Delhi,2010-(Unit-I)
- 2.David A Whetten, Cameron Developing Management skills, PHI 2008 -(Unit-II)
- 3.Ramnik Kapoor Managerial Skills PathMakers ,Banglore,2010-Unit-II)
- 4.Kevin Gallagher, Skills development for Business and Management Students,Oxford,2010(Unit-III)
- 5.Monipally,Muttthukutty Business Communication Strategies Tata McGraw Hill-(Unit-IV &V)

BOOKS FOR REFERENCE

- 1.Krishnamohan & Meera Banerjee, 1998. Developing Communication Skills, New Delhi: McMillan India Ltd.
- 2.Ragendra Pal & Korlahali J.S. 1996. Essentials of Business Communication,New Delhi: 1996: Sultan Chand & Sons.

18-10
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| Sem. | Course Code | MANAGEMENT PROCESS | Total Marks: 100 | | Hours Per Week | Credits |
|------|-------------|--------------------|------------------|---------|----------------|---------|
| | | | CIA: 25 | ESE: 75 | 5 | |
| I | 17UABCT101 | | | | | 4 |

Objective:

- On successful completion of this course, the students should have understood the nature and types of business organizations, Principles, Functions & Modern trends in management.

COURSE OUTCOMES:-

- CO1 Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.
 CO2 Develop business plans that support a company's strategic objectives.
 CO3 Select and use appropriate resources to organize various functions of management.
 CO4 Evaluate leadership styles to anticipate the consequences of each leadership style
 CO5 Practice critical and creative thinking to improve the control process.

UNIT - I

Management: Definition - Role of managers - Nature and Scope of Management process – Management: Science or an Art? - Scientific Management: Elements of scientific management-Managerial functions – Principles of management- Levels of management- Forms of business (meaning only).

UNIT –II

Planning: Meaning and purpose of planning - Steps in planning Process - Types of planning. Objectives and Policies –Types of policies - Decision making: Process of Decision making -Types of Decisions

UNIT –III

Organizing: Types of Organization - Organizational structure - Span of control - Use of staff units and Committees. Delegation: Delegation and Centralization. Departmentation- Line and Staff departmentation-Staffing-Meaning-Selection Process-Sources of recruitment.

UNIT –IV

Directing: Nature and Purpose of Directing - Principles –Co-ordination: Meaning- Techniques of effective co-ordination- Principles of co-ordination–Leadership: Meaning- Styles.

UNIT - V

Controlling: Meaning and importance of Controls - Control process - Budgetary and Non - Budgetary control Techniques - Requisites of an effective control system – Relationship between Planning and Controlling – Management by objectives.

TEXT BOOK

Prasad.L.M - Principles of Management- 9th Edition- Published by Sultan Chand & Sons, New Delhi,2015



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REFERENCE BOOKS

1. Govindarajan.M & .Natarajan.S Principles of management -7th Edition- PHI learning Private Limited, Delhi,2009
2. Ramasamy.T- Principles of Management- 1st Edition-Himalaya publishing House 2010.
3. Tripathi.P.C & Reddy.P.N - Principles of Business organization and Management – 5th Edition- by Tata McGraw Hill education private limited, 2012
4. Harold Koontz and Heinz Weihrich- Essentials of Management-10th Edition Published by TataMcGraw Hill education private limited, 2015

| QUESTION PAPER PATTERN | | |
|--|--|--|
| SECTION - A | SECTION - B | SECTION - C |
| 10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit | 5 x 7 = 35 Marks (Either or choice) Two questions from each unit | 3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit |

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| Sem. | Course Code | BUSINESS COMMUNICATION | Total Marks: 100 | | Hours Per Week | Credits |
|------|-------------|------------------------|------------------|--------|----------------|---------|
| | | | CIA: 25 | ESE:75 | 5 | 4 |
| I | 17UABCT102 | | | | | |

OBJECTIVE(S):

- To enable the Students to understand the methods of communication, types of Communication and to draft business letters relating to different situations.

COURSE OUTCOMES:-

- CO1 Identify examples of effective communication and its importance in business.
- CO2 Able to prepare letters for various business activities.
- CO3 Understand the importance of internal and external communication.
- CO4 Enable to prepare informal and formal letters.
- CO5 Identify the suitable communication method based on the organization structure.

UNIT-I

Communication: Meaning - Definition - Importance of business communication - Objectives of communication - Process of communication - Principles of communication - Media of communication - Types of communication - Barriers of communication.

UNIT – II

Business letters : Meaning - Essentials of an effective business letter - Layout of letter- Enquiries and replies - Offers and quotations - Orders and their execution - Credit and status Enquiries - Complaints and adjustments - Collection letters .

UNIT – III

Bank correspondence - Agency correspondence - Correspondence of company secretary - Letter to the editor - Agenda and minutes of meeting.

UNIT – IV

Reports: Meaning - Importance - Types of report - Preparing a report - Reports by individuals - Reports by committees - Application letters - Interview letters and letter of appointment.

UNIT - V

Internal Communication: Short speeches - Memo - Circulars - Notices - Explanations to Superiors - Communication media: Merits of various devices - Intercom - Telephone - Internet - Facsimile (Fax) - Multimedia - Email - Voicemail - Teleconferencing.

TEXT BOOK:

Rajendra Pal & Korlahalli.J.S, Essentials of Business Communication, 13th Edition, 2015, Sultan Chand & Sons, New Delhi.



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BOOKS FOR REFERENCE:

1. Ramesh.MS,Pattanshetti.C.C and Madhumati Kulkarni, Business Communication, 28th Edition, 2011, R.Chand&Co, New Delhi.
2. UrmilaRai and Rai, Business Communication, 11th Edition, 2010, Himalaya Publishing, New Delhi.
3. Subha Rao, Anita Kumar.B & Hima Bindu.C, Business Communication, 1st Edition, 2012, Cengage Learning India Pvt Ltd, Delhi.
4. Rodriques.M.V, Effective Business Communication, 2nd Revised and Enlarged Edition, 2013, Concept Publishing Company, New Delhi.

| QUESTION PAPER PATTERN | | |
|---|---|---|
| SECTION - A | SECTION - B | SECTION - C |
| 10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit | 5 x 7 = 35 Marks (Either or choice) Two questions from each unit | 3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit |

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| Sem. | Course Code | ORGANISATIONAL BEHAVIOUR | Total Marks: 100 | | Hours Per Week | Credits |
|------|-------------|--------------------------|------------------|---------|----------------|---------|
| II | 17UABCT201 | | | CIA: 25 | ESE: 75 | 5 |

Objective: On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale. Group dynamics, Leadership traits, Counseling and guidance, etc.

COURSE OUTCOMES:-

- CO1 Analyze individual and group behaviour, and understand the implications of Organizational behaviour on the process of management.
- CO2 Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
- CO3 Discuss attitude measurement and job satisfaction characteristics
- CO4 Discuss foundations of group behavior and the dynamics of conflict and supervision.
- CO5 To identify the various leadership theories and impact of culture towards organizations.

UNIT - I

Organizational Behaviour - Individual Behaviour - Personality types - Personality theories- Factors influencing personality - Attitude and values.

UNIT - II

Perception - Factors affecting perception - Motivation - Theories - Techniques of motivation - Financial and Non-financial motivation - Brain storming - Emotions : Definition and Concept, Emotional Intelligence.

UNIT - III

Job satisfaction: Meaning – Factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - Job enlargement.

UNIT – IV

Hawthorne Experiments-Group Behaviour- Groups in organizations- Formation- Influence- Group Dynamics – Group Cohesiveness. Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.

UNIT - V

Leadership - theories – Organizational culture-Meaning – formation-functions – importance. Counseling - meaning - Importance of counselor - types of counseling - merits of counseling.

TEXT BOOK:

Stephen Robbins-Organizational Behaviour-15th edition-Prentice hall publishers.



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REFERENCE BOOKS:

1. Keith Davis - Human Behaviour at Work – 11th edition-Mc Graw-Hill Publisher.
2. Ghos - Industrial and Organizational Psychology-6th Edition- Himalaya Publisher.
3. Fred Luthans - Organisational Behaviour -12th Edition-Mc Graw Hill Publisher.
4. Prasad.L.M- Organisational Behaviour -3rd Edition Sulthan Chand Publisher.

| QUESTION PAPER PATTERN | | |
|--|--|--|
| SECTION - A | SECTION - B | SECTION - C |
| 10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit | 5 x 7 = 35 Marks (Either or choice) Two questions from each unit | 3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit |

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| Sem. | Course Code | MANAGERIAL ECONOMICS | Total Marks: 100 | | Hours Per Week | Credits |
|------|-------------|----------------------|------------------|---------|----------------|---------|
| | | | CIA: 25 | ESE: 75 | 5 | 4 |
| II | 17UABCT202 | | | | | |

Objectives: On successful completion of this course, the students should have understood

- The objectives of business firms
- Factors of production and BEP Analysis
- Types of competitions and price administration
- Government measures to control monetary policy.

COURSE OUTCOMES:-

- CO1 Analyze the demand and supply conditions and assess the position of a company.
 CO2 Understanding and estimating production function.
 CO3 Design competition strategies, including costing, pricing and market environment according to the natures of products and the structures of the markets.
 CO4 Enable to fix the remuneration for factors of production.
 CO5 Understanding basic concepts of macroeconomics.

UNIT - I

Objectives of business firms – Nature and scope of business firm - Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions. Cost and Revenue Curves - Break - even- point analysis.

UNIT - III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Pricing under Monopolistic competition - Oligopoly.

UNIT - IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

UNIT – V

Business cycle- phases of business cycle- national income – Difficulties and measurement of national income– Monetary policy – objectives of monetary policy.

TEXT BOOK:

Jhingan.M.L& Stephen.J.E-Managerial Economics-Second Edition-Vrinda Publications Pvt Ltd. Reprinted on 2012.



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REFERENCE BOOKS:

1. Sankaran - Business Economics - 16th Edition - printed and published by Margham Publications.
2. Varsheny .R. Land Maheswari.K.L- Managerial Economics - 10th Edition- Sultan Chand & Sons.
3. Mehta, P.L., Managerial Economics-Analysis, Problems, Cases-20th Edition- Sultan Chand & Sons-New Delhi.

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|--|--|--|
| SECTION - A | SECTION - B | SECTION - C |
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ACTIVITIES



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Department of Business Administration


Association Inauguration and Guest Lecture on "Consumer Behaviour"- 4th July 2017

The Department of Business Administration had organized one day Inauguration and Guest lecture on "Consumer Behaviour" on 04.07.2017. Mr.K.P.Karthikeyan, Head and Associate Professor, Department of Business Administration welcomed the gathering. Dr.A.G.V.Narayanan, Dean, Department of Management Studies, EBET College, Kangeyam was the resource person. He talked about the Consumer Behaviour in today's market. The session was really enriching and 255 students got benefits. Dr.M.Thangam, Assistant Professor, Department of Business Administration proposed vote of thanks.




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Department of Business Administration


Guest Lecture on "Banking Law and practice" – 23rd January 2018

The Department of Business Administration had organized one day Inauguration and Guest lecture on "Banking Law and Practice" on 23.01.2018. Dr.M.Thangam, Assistant Professor, Department of Business Administration welcomed the gathering. Mr.ArulVelan, Financial Consultant, Coimbatore, was the resource person. He talked about the Law and practices following in banks. The session was really enriching and 53 students got benefits. Mr.K.P.Kathikeyan, Head and Assistant Professor, Department of Business Administration proposed vote of thanks.




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Department of Business Administration


Guest Lecture on “Productivity Theory and Pricing” – 24th January
2018

The Department of Business Administration had conducted Guest lecture on “Productivity theory and pricing” on 24.01.2018. Mr.K.P.Karthikeyan, Head and Associate Professor, Department of Business Administration welcomed the gathering. Dr.C.Paari, Professor, Department of Economics , Erode Arts and Science College, Erode, was the resource person. He talked about the Productivity theory and pricing to the students. The session was really enriching and 63 students got benefits. Ms.S.Deepa, Assistant Professor, Department of Business Administration proposed vote of thanks.




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Department of Business Administration


State level workshop on "Textile Merchandizing" – 23rd February
2018

The Department of Business Administration had organized state level workshop on "Textile Merchandizing" on 23.02.2018. Dr.N.Raman Principal of Kongu arts and Science College welcomed the gathering. Mr.S.Sundarajan, Harivarada Garment, Tiruppur and Jc Du.Velumani, MD C.A.Textile Lab Erode/Tiruppur, Principal Coach: Dream Factory – Training &HR solutions, Erode, was the resource persons. They talked about the today's textile merchants and merchandizing era. The two sessions was really enriching and it helps 560 students to develop their knowledge in textile merchandizing. Mr.K.P.Karthikeyan, Head &Associate Professor, Department of Business Administration proposed vote of thanks.




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