



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

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2018-2019



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SYLLABUS

Sem.	Course Code	OPERATIONS MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	6	4
III	17UABCT301					

OBJECTIVE(S):

- To focus on key aspects of Operations and provide practical insight for operations Management.
- To focus and to impart knowledge on Issues, Techniques and System for Operations Management.

COURSE OUTCOMES:

- CO1 Identify and evaluate the process, tools and principles of operations management with better understanding of the operations environment.
- CO2 Identify the process needed to develop a new product from identifying the customer needs and to deliver the final product as per customer satisfaction.
- CO3 Identify future challenges and directions related to operations management and respond to such market changes effectively and efficiently.
- CO4 Explain and evaluate the quality process in manufacturing and service sector to improve the operational performance.
- CO5 Apply the modern tools and underlying principles of operations management in the manufacturing and service sectors to improve organizational performance.

UNIT -I

Product & Service: Meaning – Comparison **Operations Management:** Meaning – Importance - historical contributions – System View of OM – Scope of OM - Functions of OM **Types of production systems:** Meaning – Characteristics – Comparison – Advantages and Disadvantages of various production systems.

UNIT- II

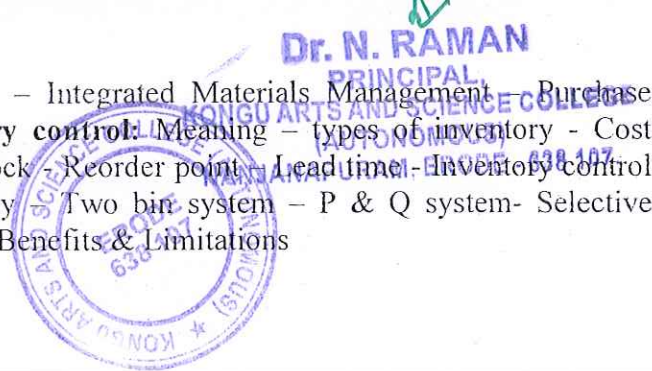
Product design: Aspects / Types of Product Design – Steps in new product Development – **Make or Buy Decision:** Criteria **Plant Location:** Meaning - Objectives - Factors effecting Plant location **Plant Layout:** Meaning – Objectives – Characteristics of a good layout - Factors - Types of layout – Fixed position, Product, Process, and Group / Cellular layout.

UNIT- III

Production planning and control: Meaning – Objectives - functions – **Aggregate planning:** – Nature – Strategies **Master production schedule (MPS)** – Relationship of MPS for manufacturing planning & control activities – Advantages **Material Requirements Planning (MRP)** – Concept – Dependent & Independent items – Input and output of MRP – BOM – Bench Marking

UNIT- IV

Materials management: Functions – Integrated Materials Management – Purchase functions and Procedure **Inventory control:** Meaning – types of inventory - Cost associated with inventory – safety stock - Reorder point - Lead time - Inventory control Techniques: Economic order quantity - Two bin system – P & Q system- Selective Inventory Control – ABC Analysis – Benefits & Limitations



UNIT- V

Statistical Quality Control: Process Control charts – Variable chart (X & R chart) Attribute chart (P & C chart) Acceptance Sampling - Concept of Type I and Type II error . **Modern Operation Management tools:** Just in time manufacturing: Concept – Basic principles – Push / Pull production – Kanban systems - Benefits of JIT – Total quality Management: Concept - Elements – Benefits – International standards organization: ISO 9000 series quality Certifications and types – steps in registration - Benefits Six Sigma: Definition – Approaches – Types of belts - Benefits

TEXT BOOK:

P.Saravanel S.Sumathi, Production and Materials Management, 3rd Edition, Reprint 2016, Margham Publications, Chennai.

BOOKS FOR REFERENCE:

1. R.Panneerselvam, Production and Operations Management, 3rd Edition, 2012, PHI Learning Pvt.Ltd, New Delhi.
2. Everest E Adam & Ebert, Production and Operations Management, 5th Edition, 2015 PHI Learning Pvt. Ltd, New Delhi.
3. Lee J. Krajewski and Larry P. Ritzman, Operations Management: Process and value Chains, 7th Edition, year, 2007, PHI learning Pvt. Ltd, 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	MARKETING MANAGEMENT	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE: 75		
III	17UABCT302				6	4

OBJECTIVE:

- To enable the students to understand the marketing management, marketing environment, marketing mix and marketing research.

COURSE OUTCOME:

- CO1 Equip the learners with required skills to be a good marketing manager and to know about the bases of market segmentation.
- CO2 Help the students to understand the product mix
- CO3 Equip the learners with required skills to develop a new product.
- CO4 Make the students to analyze the kinds of pricing decisions.
- CO5 Develop their knowledge in distribution channels

UNIT - I

Marketing: Meaning - Definition - Nature - Scope - Functions of marketing - Modern marketing - Concept - Features - Recent innovations in modern marketing - Marketing environment: Micro and macro Environment - Environmental scanning and analysis.

UNIT - II

Marketing research - Nature - Functions - Elements - Process of marketing research.

Market segmentation: Concept - Methods - Benefits - Bases of market segmentation - Marketing mix - Elements - Determining the marketing mix -

UNIT - III

Product mix: Product planning - Concept - Objectives - Product mix - Factors - Product item and product line - Product standardization - Identification - New product development - Steps - Product life cycle- Branding - Packaging - labeling

UNIT - IV

Price mix: Significance - Factors affecting price of a product - Pricing objectives - Pricing policies - Kinds of pricing decisions - Pricing of new products - Resale price maintenance - Price discrimination.

UNIT - V

Distribution: Channel - Importance - Selection - Distribution policies - Strategies - Wholesaler - Functions and services - Retailer - Functions and services - Types - Physical distribution of goods: Objectives - Transportation - Functions - Methods - Warehousing - Functions - Types of warehousing.



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TEXT BOOK:

Ramaswamy Namakumari, Marketing Management, 5th Edition, 2013, Mcgraw Hill Education, Bengaluru.

BOOKS FOR REFERENCE:

1. R.S.N. Pillai & Bagavathi, Modern Marketing, 4th Edition, 2010, S.Chand Publishing, New Delhi.
2. Dr. C.B.Gupta and Dr. N. Rajan Nair, Marketing Management: Text & Cases, 15th Edition, 2012, Sultan Chand & Sons, New Delhi.
3. Philip Kotler & Kevin Lane Keller, Marketing Management, 12th Edition, 2014, Prentice Hall of India, New Delhi.

QUESTION PAPER PATTERN		
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Sem.	Course Code	PC-SOFTWARE (MS-OFFICE)-THEORY	Total Marks: 100		Hours Per Week	Credits
III	17UABCT303		CIA: 25	ESE:75	3	3

OBJECTIVE:

- To focus and impart knowledge on how to create and modify the text documents. enhance worksheet data using Microsoft Excel, augment a presentation using Microsoft PowerPoint and create a database using Microsoft Access.

COURSE OUTCOME:

- CO1 The student will create and name folders; rename, move or copy folders, format text, values, dates, and charts using various methods in the software, build various types of formulas; including SUM, AVERAGE, MIN and MAX using various techniques.
- CO2 The student will create and edit, organize, save and print various objects of the database and format text, values, dates and data using various methods in the software.
- CO3 The student will understand and utilize database object; including tables, reports, queries and forms.
- CO4 The student will launch MS PowerPoint navigate and identify components of the software window.
- CO5 The student will understand and utilize terminology for the presentation software, Word processing software and Spreadsheet software.

UNIT -I

Working with windows –Window settings. MS Office Basics – Creating document – entering text-Selecting text- giving instructions- Using tool bars- Menu commands- Keyboards shortcuts- Saving files- Opening documents – Manipulating Windows – simple Editing- Printing Files.

UNIT-II

Word Basics – Using Auto text – Using Auto Correct Word editing technique- finding and replacing text – Checking spelling – using templates- formatting – Formatting with styles creating tables.

UNIT-III

Excel Basics- entering data- Selecting Ranges- Editing entries – formatting entries- Simple Calculation- naming cells and Ranges- Data display-printing worksheets – copying entries between workbooks – Moving sheets between workbook-deleting sheets- Creating graphs.

UNIT-IV

Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates. Adding graphs, adding organization Charts.



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UNIT-V

Access Basics- Creating a table- entering and adding records- Changing a structure- working with records – Creating forms – establishable relationship using queries to extract information.

TEXT BOOKS :

Stephen L.Nelson, The Complete Reference Office 2000, Annotated Edition, 1999, Tata McGraw Hill Publishers. Pvt.Ltd.

BOOKS FOR REFERENCE:

1. R.K Taxali, PC Software for window made simplex, Tata McGraw Hill Publishers Pvt. Ltd.
2. Joyce Cox Polly urban, Quick Course in Micro soft Office, Galgottia Publications.
3. T.Karthikeyan and Dr. C. Muthu, PC Software for Office- Automation, Sultan Chand and Company.

QUESTION PAPER PATTERN		
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Sem.	Course Code	FINANCIAL ACCOUNTING	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE: 75		
III	17UABCT304				6	4

OBJECTIVE:

- On successful completion of this course, the students should have understood the basic accounting concepts, double entry book keeping system and various books of accounts and Preparation of final accounts.

COURSE OUTCOME:

- CO1 Recognize and understand the basic concept of accounting.
 CO2 Able to prepare the subsidiary books.
 CO3 Enable to prepare the final accounts.
 CO4 Identify the value of depreciation in various assets.
 CO5 Understand the methods of single entry system.

UNIT-I

Basic accounting Concepts- Kinds of accounts-Double entry book keeping-Rules of double entry system. Preparation of journal and ledger accounts-Preparation of Trail balance-Problems

UNIT-II

Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book-Cash book-Kinds of cash book-Single column: Double column: Three column cash book and petty cash book- Bank Reconciliation Statement-Rectification of Errors

UNIT-III

Manufacturing-Trading and Profit and Loss Account-Balance Sheet-Problems with simple adjustments.

UNIT-IV

Accounting for Depreciation-Meaning and definition-Causes-Methods-Accounting treatment for straight line method, Written down value method and Annuity method.

UNIT-V

Preparation of accounts from incomplete records-Meaning-Definition-Methods-Net worth method and conversion method.

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



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TEXT BOOK:

T.S.Reddy & A.Murthy, Financial Accounting, 6th Edition, 2012, Margham Publications, Chennai.

BOOKS FOR REFERENCE:

1. Gupta and Radhaswamy, Advanced Accountancy, 6th Edition, 2013, Sultan Chand & Sons, New Delhi.
2. S.N. Maheswari, Financial Accounting, 15th Edition, 2014, Sultan Chand & Sons, New Delhi.
3. S P Jain and Narang K.L, Financial Accounting, 16th Edition, 2013, Kalyani Publishers, Bengaluru.

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Sem.	Course Code	PC-SOFTWARE (MS-OFFICE)- PRACTICAL	Total Marks: 100		Hours Per Week	Credits
			CIA:40	ESE:60	3	
III	17UABAP305				3	3

OBJECTIVES:

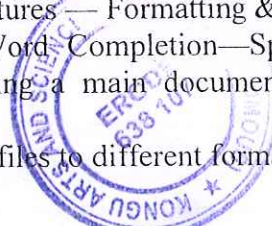
- To enable the students to know how to lay out a document in Word, how to select words, sentences and paragraphs with some alignment skills; to create a simple slide show presentation with a master slide layout and some design, to create and format individual worksheets on learning simple cell and column formatting and to create, analyze databases and queries through access.

COURSE OUTCOME:

- CO1 Acquire knowledge to produce a report with appropriate formatting numbered paragraphs, referencing and footnotes using Microsoft Word
- CO2 Gain skills to use Microsoft Word in generating text and graphic documents that meets a variety of professional requirements
- CO3 Gain knowledge about Microsoft Excel to create, analyze, and manipulate data in complex electronic workbooks and charts
- CO4 Able to use Microsoft PowerPoint to create engaging and informative presentations that illustrate good design principles by incorporating appropriate graphic, animated, and text elements.
- CO5 Utilize the Microsoft Access to create query, analyze, and generate reports from databases.

MS WORD

1. Introduction to MSWord —Opening Files —New & Existing—Saving Files — Formatting page and Setting Margins.
2. Editing text documents —inserting —deleting —Cut, Copy, Paste —Undo, Redo— Find, Search, Replace operations.
3. Formatting Documents —Setting Font Styles —Font selection —style, size, color etc.— Type face —Bold, Italic, Underline —Case settings —Highlighting —Special symbols.
4. Setting Paragraph style —Alignments—Indents —Line space —Margins—Bullets and Numbering.
5. Setting Page Style —Formatting —Border & Shading —Columns —Header & footer — Setting Footnotes.
6. Inserting Clip arts, pictures, and other files —Page Numbering, Date & Time, Author etc.
7. Creating Tables —Table settings —Borders — Alignments —Insertion, deletion — Merging- Splitting —Sorting.
8. Drawing Pictures — Formatting & editing pictures.
9. Tools —Word Completion—Spell Checks —Mail Merge (Setting up the mail merge— Creating a main document—Building the data source—placing the merge fields)
10. Converting files to different formats -Printing Documents.



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MS EXCEL

11. Working with Spreadsheets —Opening a File —Saving Files.
12. Entering and Editing Data —Entering Data —Find, Search & Replace—Filling continuous rows, columns —Inserting— Data, cells, column, rows & sheets.
13. Computing data —Setting Formula —Finding total in a column or row — Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation) —Using other Formulas.
14. Formatting Spreadsheets —Formatting –Cell, row, column & Sheet —Alignment, Font, Border & shading —Highlighting values —Hiding/Locking Cells.
15. Worksheet —Sheet Name—Row & Column Headers —Row Height, Column Width.
16. Formatting –Worksheet —Sheet Formatting & style — Background, Color, Borders & Shading — Anchoring objects — Formatting layout for Graphics, Clipart etc.
17. Creating Charts —Selecting charts —Formatting charts, label, scaling etc., and Printing worksheet.

MS ACCESS

18. Introduction —Database concepts —Tables—Queries—Forms —Reports.
19. Opening and saving database files —Creating Tables—Table Design —Indexing— entering data —importing data.
20. Creating Queries —SQL statements — Setting relationship —Using wizards
21. Creating Forms for data entry and printing reports.

MS POWER POINT

22. Introduction —Opening new Presentation —Different presentation templates— Setting backgrounds —Selecting presentation layouts.
23. Creating a presentation —Setting presentation style —Adding Text to the presentation
24. Formatting a presentation —Adding style —Color and gradient fills — Arranging objects— Adding Header & Footer —Slide Background —Slide layout Adding Graphics to the presentation —Inserting pictures, movies, tables, etc into the presentation —Drawing Pictures using draw.
25. Adding effects to the presentation—Setting Animation & transition effects —Adding audio and video.
26. Printing Handouts and generating standalone presentation viewer.

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Sem.	Course Code	SOFT SKILL FOR BUSINESS-VIVA-VOCE	Total Marks: 75		Hours Per Week	Credits
			CIA: 20	ESE:55	4	3
III	17UABSV306					

OBJECTIVE:

- To give the learners extensive practices to develop the LSRW (Listening and Speaking; Reading and Writing) skills. To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

COURSE OUTCOMES:-

- CO1 Improve the speaking and writing skills by reinforcing their listening and reading skills and habituating them.
- CO2 Assist in developing their personality.
- CO3 Help the students in developing their communication skills through effective use of English.
- CO4 Equip their knowledge areas such as business correspondence, presentation, group discussion, and interviews
- CO5 Focus on to a chosen career path.

UNIT -I

Presentation skills – effective presentation of an idea or concept – use of MS Powerpoint or Flash in assisting the presentation need to be encouraged Negotiation Skills dealing and preparing for negotiation – clinching and compromising – observe and record – Listening skills.

UNIT- II

Leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation

UNIT- III

Interpersonal Skills-Team Working Skills (Forming, norming, performing) – problems and prospects – encourage team formation inter and intra-class teams – list the experiences Assertiveness building – How to say ‘no’ and ‘yes’ – knowing limits – identify and list the occasions where you could not be assertive – Facing interviews – How to prepare – how to presents – FAQs Conduct a vox pop – make a brief report.

UNIT- IV

Practical role plays Group Discussions present – to the group Non verbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions Career Options – Skills and physique vis-à-vis career options.

UNIT- V

Career planning – SWOT analysis (self) – Career focus – Awareness of different career and its sources of information, choosing a career. (SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)



Sem.	Course Code	NON-MAJOR ELECTIVE-I FUNDAMENTALS OF MANAGEMENT	Total Marks: 75		Hours Per Week	Credits
			CIA: -	ESE:75		
III	17UABNT307				2	2

OBJECTIVE:-

- To enable the other major students to understand the basic concept of management.

COURSE OUTCOMES:-

- CO1 Understand the basic concepts of management.
- CO2 Identify the planning process.
- CO3 Know the types of organization and staffing techniques.
- CO4 Able to know the directing principles and coordination
- CO5 Focus on controlling process.

UNIT - I

Management: Definition - Role of managers - Nature and Scope of Management process -Managerial functions – Principles 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-Delegation: Delegation and Centralization. Departmentation-Line and Staff departmentation-Staffing-Meaning- Selection Process.

UNIT –IV

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

UNIT - V

Controlling: Meaning and importance of Controls - Control process - 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.

BOOKS FOR REFERENCE:

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



Sem.	Course Code	HUMAN RESOURCE MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	6	
IV	17UABCT401					4

OBJECTIVE:

- To introduce the students the basic concepts of HRM and to impart knowledge in Human Resource Planning and Development.

COURSE OUTCOMES:

- CO1 An understanding of the HRM function and its relation to other organizational functions.
- CO2 Showing how important functions such as human resource planning, job analysis, recruitment, selection, training, managerial development and performance appraisal can be utilized in attaining organizational goals.
- CO3 Acquire knowledge about to develop a competitive advantage by using its human resources.
- CO4 Enable the students to gain knowledge upon various techniques in HRM that contribute to the overall effectiveness of an Organization.
- CO5 Develop the students knowledge in latest trends in human resources management in an organization.

UNIT - I: INTRODUCTION

Meaning and definition, nature, scope objectives and importance of HRM - functions of HRM - qualities of a good HR manager - changing roles of HR managers - challenges of a HR manager.

UNIT – II: HUMAN RESOURCE PLANNING

Concept of HR planning - characteristics - steps in HR planning, Job analysis-purpose - process – methods - problems, Job description - contents - uses, Job specification - contents- uses.

UNIT – III: RECRUITMENT AND SELECTION

Recruitment - meaning - principles - purpose – sources - factors affecting recruitment – process, Selection – importance - factors affecting selection – procedure - tests, Interview – types of Interview – process of conducting interview.

UNIT – IV: TRAINING AND DEVELOPMENT

Training: meaning - objectives - importance - process - methods of training, Management development - objectives – importance - methods of management development.

UNIT – V: PERFORMANCE APPRAISAL

Meaning – need – objectives - steps in appraisals -traditional and non-traditional methods of performance appraisals, Promotions – types – purposes – benefits – problems , Transfer – meaning – reasons – types, Demotions – reasons – principles.

TEXT BOOK:

Subba Rao P Personnel and Human Resource Management, 7th Edition, 2007, Himalaya Publishing House, Mumbai.

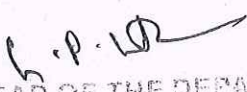


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BOOKS FOR REFERENCE:

1. Gupta C.B, Human Resource Management, 7th Edition. 2005, Sultan Chand and Sons, New Delhi.
2. Tripathi P.C. Personnel Management and industrial Relations, 20th Edition, 2009. Sultan Chand & Sons, New Delhi.
3. Aswathappa K. Human Resource Management, 7th Edition, 2013, Tata McGraw Hill Education Pvt. Ltd, New Delhi.

QUESTION PAPER PATTERN		
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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	INTERVIEW SKILLS VIVA-VOCE	Total Marks: 75		Hours Per Week	Credits
			CIA: 20	ESE:55	4	3
IV	17UABSV406					

Objective:

- To understand the basic concepts of interview skills and processes.

COURSE OUTCOME:

- CO1 Enable the students for career planning and different sources of information.
- CO2 Organize and write an effective application letter and resume.
- CO3 Understand the concepts, logic and methods of interviewing skills.
- CO4 Develop the non verbal communication and group discussion.
- CO5 Learn to behave and dress appropriately during interviews.

UNIT-I

Career Options - Skills and physique vis-a-vis career options - career planning - SWOT analysis - Career focus - awareness of different career and its sources of information, choosing a career.

UNIT-II

Preparation of application letter – resume – Paste your photo-Facing interviews - How to prepare - how to present - sample questions- Frequently and commonly asked questions in interview.

UNIT-III

Communication skills– Non-verbal cues in communication-body language – gesture – postures - facial expressions.

UNIT-IV

Group discussions – leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation.

UNIT-V

Interview dress-Interview check list –Ways to create good impression-grooming skills-Closing the interview.

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Sem.	Course Code	NON-MAJOR ELECTIVE II: MARKETING MANAGEMENT	Total Marks: 75		Hours Per Week	Credits
			CIA: -	ESE:75	2	2
IV	17UABNT407					

OBJECTIVE:

- To enable the students to acquire knowledge in marketing management.

COURSE OUTCOME:

- CO1 Identify core concepts of marketing and the role of marketing in business and society.
- CO2 State the role and functions of marketing within a range of organizations.
- CO3 Describe key marketing concepts, theories and techniques for analyzing a variety of Marketing situations.
- CO4 Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken.
- CO5 Describe major bases for segmenting consumer and business markets.

UNIT –I

Marketing - meaning, Definition – Nature and scope of marketing –classification of markets – Evolution of marketing concept - Functions of marketing – Marketing mix.

UNIT- II

Marketing Environment – Micro and Macro environment – Controllable and uncontrollable environment of marketing.

UNIT- III

Market segmentation- Benefits of segmentation- Bases of segmenting markets. Product - classification of product-Product levels.

UNIT- IV

Product life cycle – New product development process- Pricing- factors affecting pricing decisions- kinds of pricing.

UNIT- V

Branding- Labeling- Packing- Advertising- Sales Promotion – Channels of distribution- Functions of marketing channels.

TEXT BOOKS:

1. R.S.N.Pillai & Bagavathi; Modern Marketing; Sulthan chand & Co, New Delhi, 2011.

BOOKS FOR REFERENCE:

1. Philip Kotler; Marketing Management (Millennium Edition); Prentice Hall of India; New Delhi; 2001
2. Rajan Nair N, Sanjith.R.Nair; Marketing, Sulthan chand & Sons, New Delhi, 2011
3. M. Govindarajan; Marketing Management (Concepts, Cases, Challenges and Trends); PHI Learning (Pvt) Ltd; New Delhi; 2009.



Sem.	Course Code	EVENT MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: -	ESE:100	-	2
IV	17UABAL408					

OBJECTIVE:

- To give formal instructions and training to students to be future managers of the Event Industry.

COURSE OUTCOME:

- CO1 Learn the basic concept in event management.
- CO2 Identify the activities to be carried out in event management.
- CO3 Know the pricing strategy in even management.
- CO4 Identify Strategic marketing planning.
- CO5 Evaluate the event performance

Unit I

Events - nature definition and scope, C's of events, designing, interaction and importance. As a marketing tool - various needs addressed by events, focusing and implementing events, advantages and disadvantages of events.

Unit II

Elements of events - event infrastructure, target audience, organizers, venue, media activities to be carried out. Concept of market in events, segmentation and targeting of the market events.

Unit III

Positioning in events and the concept of event property. Events as a product. Methods of pricing events, Events and promotion, various functions of management in events.

Unit IV

Strategic market planning, Development and assessment of market plan.

Unit V

Strategic alternatives arising from environment, competition and defined objectives. Pricing objectives, Evaluation of event performance - measuring performance & correcting deviations.

TEXT BOOK:

Wagen, Event Management, 1st edition 2005, Pearson Education.

BOOKS FOR REFERENCE:

1. Panwar.J.S., Marketing in the New Era1998, Sage Publishers.
2. Kotler.P., Marketing Management, Analysis, Planning, Implementation and Control, 1997, Prentice Hall
3. Avrigh.Barry, Event and Entertainment, 1994, Vision Books, New Delhi

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Sem.	Course Code	RURAL MARKETING	Total Marks: 100		Hours Per Week	Credits
			CIA: -	ESE:100	-	
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OBJECTIVE(S):

- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- To familiarize with the special problems related to sales in rural markets, and help to understand the working of rural marketing institutions.

COURSE OUTCOME:

- CO1 Identify core concepts of rural economy.
- CO2 State the role and importance of rural marketing.
- CO3 Describe product strategy and product mix concept.
- CO4 Identify and pricing strategy.
- CO5 Analyze the approaches in rural markets.

Unit - I

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.

Unit - II

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

Unit - III

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

Unit - IV

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

Unit - V

Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.

TEXT BOOK:


Pradeep Kashyab-The Rural Marketing Book(Text and Practice-Biztantra publishers,New Delhi-Revised Edition,2009



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BOOKS FOR REFERENCE:-

1. Balaram Dogra & karminder ghuman , Rural marketing: Concept & Cases.Tata McGraw-Hill Publishing company. New Delhi. 2008
2. A.K.Singh & S.Pandey.Rural Marketing: Indian perspective, New Age International Publuishers. 2007
3. CSG Krishnamacharylu & Laitha ramakrishna, - Rural Marketing, Pearson Education Asia. 2009
4. Philip Kotler, Marketing Management, Prentice - hall India Ltd. New Delhi
5. Agarwal A.N, Indian Economy, Vikas Publication, New Delhi.
6. Ruddar dutt sundaram, indian economy, tata mcgraw hill. publishers, New Delhi


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ACTIVITIES



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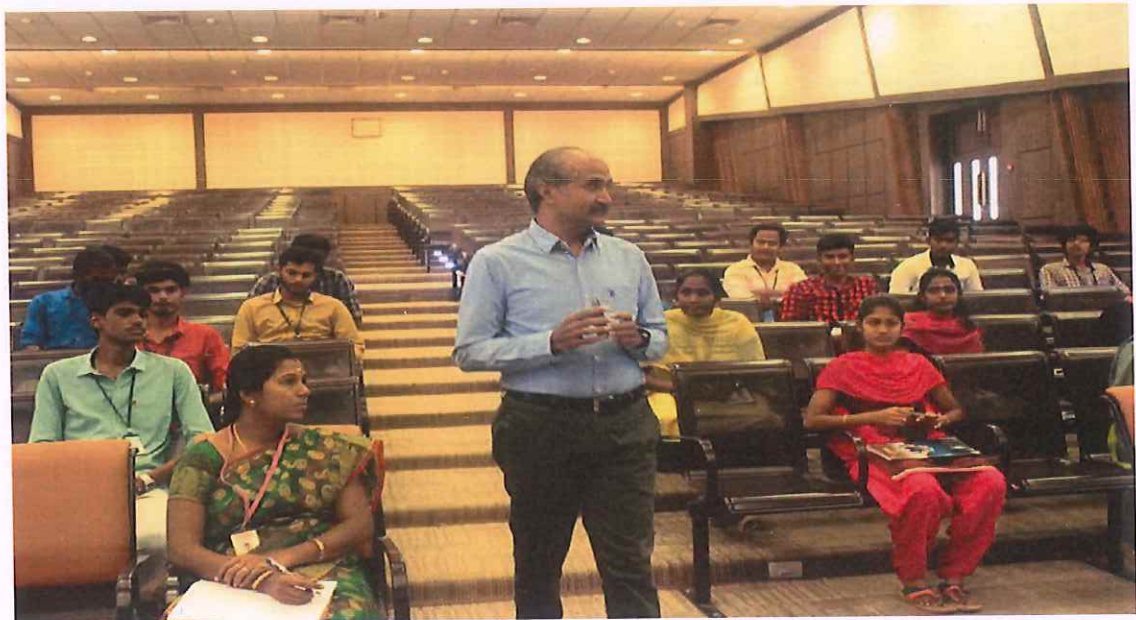
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Department of Business Administration


Personality Development Programme – 29th August 2018

The Department of Business Administration had organized one day Personality Development Programme on 29.08.2018. Ms.M.Kavitha, Assistant Professor, Department of Business Administration welcomed the gathering. The trainer for the programme was Mr.Erode Kathir , Human resource development trainer, Orator and writer. He trained students about the leadership skill, team management and public speaking. The session was really enriching and strengthen the confidence of the students. 53 students got trained and helps them to improve their knowledge. Ms.S.Deepa, Assistant Professor, Department of Business proposed vote of thanks.




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Department of Business Administration

Guest Lecture on "Research methods on management" – 5th
September 2018

The Department of Business Administration had organized one day and Guest lecture on "Research methods on management" on 05.09.2018. Dr.M.Thangam, Assistant Professor, Department of Business Administration welcomed the gathering. The Resource person for the programme was Dr.K.Priya, Head of the department, Vivekananda Arts and Science College for Women (Autonomous), Elayampalayam, Namakkal. She talked about the Research and Methodology used in research. The session was really helpful and 60 students got benefits. M.Kavitha, Assistant Professor, Department of Business Administration proposed vote of thanks.



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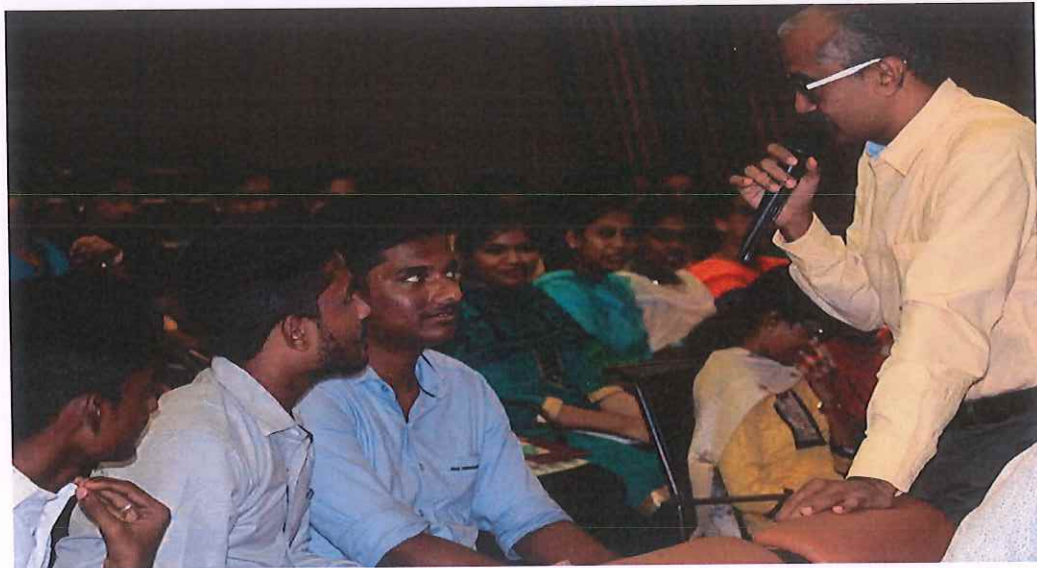
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Department of Business Administration


Personality Development Programme (part- II) – 2nd January 2019

The Department of Business Administration had organized one day Personality Development Programme on 02.01.2019. Mr.M.Arulraja, Assistant Professor, Department of Business Administration welcomed the gathering. Mr.ErodeKathir, Human resource development trainer, Orator and writer was the resource person. He made the students to aware about their self and help them to improve focus and effectiveness . The session was really motivating and strengthen the confidence of the students. 52 students got trained and helps them to improve their knowledge. Ms.K.Shanmugavadivu, Assistant Professor, Department of Business proposed vote of thanks.




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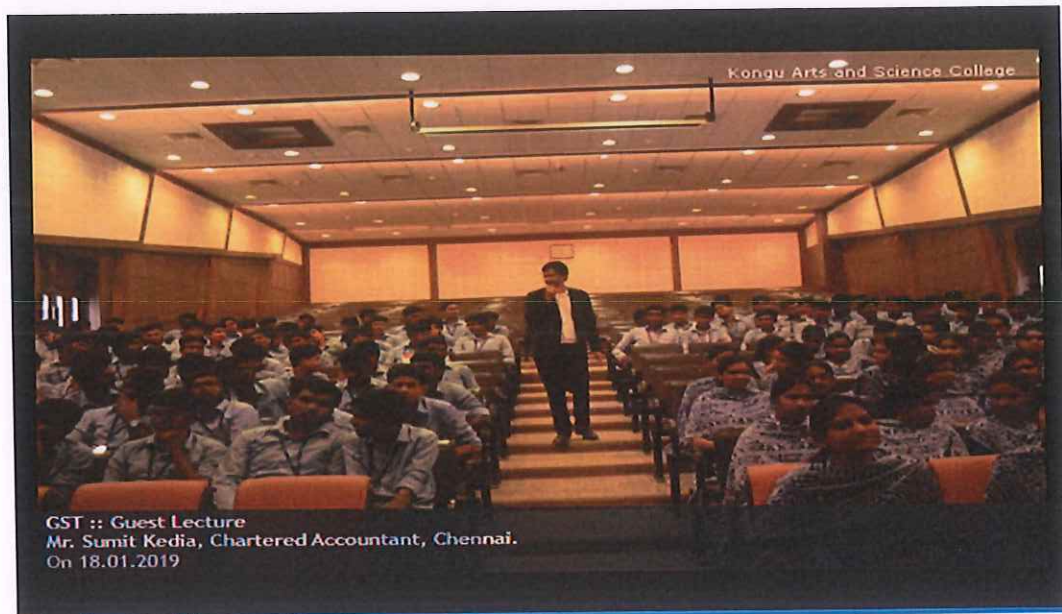
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Department of Business Administration

Guest Lecture on "GST" – 18th January 2019

The Department of Business Administration had organized one day Guest lecture on "GST" 18.01.2019. Mr.M.Arulraja, Assistant Professor, Department of Business Administration welcomed the gathering. Mr.Sumit Kedia, B.com, FCA, Chartered Accountant, Chennai was the resource person. He talked about the norms in GST and the policies that were passed. The session was very helpful to the students to information about GST. 232 students got trained and helps them to improve their knowledge. Ms.S.Deepa, Assistant Professor, Department of Business proposed vote of thanks.



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