

Semester III			
Core VII Human Resource Management			
Code : 15UBAC33	Hrs/Week: 6	Hrs/Semester:90	Credits: 4

Objectives:

- **To make students understand the concept of HRM.**
- **To enable students to keep themselves abreast of knowledge on various strategy of HRM.**

Unit I

Human Resource Management - Nature and Scope of the HRM - Managerial and Operating Functions - Difference between Personnel management and HRM – Human Resource Planning.

Unit II

Recruitment – Selection – Methods of Selection – Use of various Tests – interview techniques in Selections.

Unit III

Placement and Induction - Training – Methods – Techniques – Training vs Development.

Unit IV

Performance Appraisal – Methods – Promotions and Transfers – Compensation – Steps in compensation.

Unit V

Human Resource Audit – Nature – Benefits – Scope – Approaches

Text Book

- L.M.Prasad , Human Resource Management, Sultan Chand & Sons, New Delhi.

Books for Reference:

- Dr.C.B.Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi.
- C.P.Memoria, Personnel Management,Himalaya Publishing House.

Semester VI			
Core XIII - Retail Management			
Code : 15UBAC61	Hrs/Week: 6	Hrs/Semester:90	Credits: 5

Objectives:

- **To emphasize the emergence of retail sector in India and other countries.**
- **To explore business opportunities /Management of retail sector.**

Unit I

Definition –meaning –retailers-functions-services rendered by retailers-Kinds of retailing and its features-Merits and demerits-Retailing scenario in Global and in India.

Unit II

Customer behavior-stages in buying process-factors determining customers buying decisions-pricing in retailing-pricing strategies.

Unit III

Retail shop location planning –factors influencing choice of location-location strategies-store design-finance-workshop on the strategic profit model-Activity based costing.

Unit IV

Franchising-Meaning –franchising in India-franchise market-Application of Information Technology to retailing –Brand management-Mall management.

Unit V

Retail audits-Evaluation of customers about retail service-service problems and complaints-approaches to develop customer services.

Text book

- Retail management-Suja Nair

Books for Reference:

- Retail management-Gibson G.Vedmani.

Semester V			
Core Elective Production Management			
Code : 15UBAE51	Hrs/Week: 6	Hrs/Semester:90	Credits: 5

Objectives:

- **To make students understand the concept of production management**
- **To familiarize to learners with different production / manufacturing techniques and to develop decision making as to production.**

Unit – I

Meaning – Definition – Scope – Nature of Production – Production vs Operation management – Characteristic of production function – importance of production management

Unit – II

Plant Location – Factors Affecting Plant Location – Plant Layout – Principles – Objectives of Laying Out – Types of Layout – Product Process – Fixed – Combination Layout – Advantages and Disadvantages.

Unit – III

Production planning and control – objectives and functions – planning – routing – scheduling – dispatching – expediting and follow up – charts – inventory management – EOQ reorder quantity – maximum and minimum level – safety stock.

Unit – IV

Plant maintenance – organization for maintenance – merits and demerits – safety engineering – good housekeeping – Japanese 5s model.

Unit – V

Works study – objectives – procedures - method study – work measurement – motion study – procedure and employees

Text Book

- Production and operations management – K.Aswathappa

Books for Reference:

- Production and Operations management – S.N.Chary
- Production and operations management – K.K.Ahuja

Semester V			
Core XII – Advertising and Sales Promotion			
Code :18UBAC52	Hrs/Week :6	Hrs/Sem :90	Credits :4

Vision:

To enable the students to learn the basic concepts of advertising .

Mission:

To acquaint the students with thorough knowledge of various advertising media and advertising agency.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic idea of advertising and its nature and benefits.	1	Un
CO -2	understand the types of advertising on the basis of demand, geographical, time.	7	Un,Ap
CO-3	understand media and factors influencing media plan.	2	Un,Re
CO-4	know advertising copy and its types.	8	Ev,Re
CO-5	gain the information on services rendered by advertising agency.	2	Un,Re
CO-6	understand the creativity in advertising copy	7	Un
CO-7	understand the importance of advertising agency.	2	Re
CO-8	know the various classification of print media.	7	Cr

Semester V			
Core XII – Advertising and Sales Promotion			
Code :18UBAC52	Hrs/Week :6	Hrs/Sem :90	Credits :4

Unit –I Introduction:

Advertising: Meaning – Definition – Evolution – Objectives-Nature and Scope of Advertising – Benefits of Advertising – Limitations-Advertising - Evolution of Advertising.

Unit – II Classifications:

Types of Advertising – Product and Institutional Advertising – On the basis of Audience, Geographic Coverage & Medium – Push and Pull Strategy – Professional Advertising.

Unit – III Types of Media:

Media:Meaning-Definition – Print Media – Indoor &Outdoor Advertising – Direct Mail Advertising – Radio and TV, Film Advertising – Factors influencing Media Planning.

Unit –IV Advertising Copy:

Advertising copy - Meaning-Definition-Creativity – Activities comprising Creative Design Process – Qualities of good Advertising Copy - Classification of Copy – Components of Advertising Copy.

Unit – V Advertising Agency:

Meaning of Advertising Agency – Functional departments of Advertising – Service rendered by Advertising Agency – Functions of an Advertising Agency – Types of Agency.

Text Book

- 1.Bhargav P.K.Advertisement Management, New Delhi: Damins Garg for Murarilal & Sons, Darya Ganj.
2. Rustom & Davar, Sahrab R.Davar. Salesmanship and publicity, New Delhi: – Vikas Publishing House,

Books for Reference:

- 1.Mahendra Mohan, Advertising Management, New Delhi: Tata McGraw Hill.
- 2.Mr. RajeevBatra JohnG. Myers David Aaker.A,. Advertising Management, New Delhi: 5thEdition, Pearson education Pvt.Ltd.

Semester V			
Core XIII – Management Accounting			
Code:18UBAC53	Hrs/Week:6	Hrs/Sem:90	Credits:4

Vision:

To help the management to take quality decision for controlling the business activities effectively.

Mission:

To Enable the students to understand the financial analysis and interpretation of the business operation.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic concepts of management accounting.	7	Un,Re
CO-2	prepare the financial statement analysis.	8	An
CO-3	understand the long term debt and liquidity level of assets through debt equity and liquidity ratios.	5,7	Cr,Ev
CO-4	calculate the turnover of stock debtors and creditors.	8	Ap
CO-5	prepare fund flow and cash flow statement.	4	Ap,Re
CO-6	know the appropriate position of cash flows and out flows.	8	Cr,Ev
CO-7	understand the basic concepts of break even analysis.	1	Ev
CO-8	calculate the variances of material and labour.	1	Cr

Semester V			
Core XIII – Management Accounting			
Code:18UBAC53	Hrs/Week:6	Hrs/Sem:90	Credits:4

Unit – I Introduction:

Management Accounting – Meaning – Nature, scope, functions, advantages and disadvantages – Management Accounting Vs Financial Accounting and Cost Accounting – Financial statement analysis – comparative, common size and trend analysis.

Unit - II Ratio Analysis:

Ratio analysis – Merits and Demerits – Classification of Ratios – Ratio Analysis for Liquidity, Activity, Solvency and Profitability.

Unit - III Fund Flow & Cash Flow Statement:

Fund Flow Statement and Cash Flow Statement – Meaning - Merits and Demerits – Difference between Cash Flow and Fund Flow - Preparation of Fund Flow and Cash Flow Statements.

Unit – IV Marginal Costing:

Marginal costing – Meaning - Merits and Demerits – Cost Volume Profit Analysis – Break Even Analysis – Application of Marginal Costing – Make or Buy decision - Shut Down or Continue Decision and Selection of Sales Mix.

Unit – V Standard Costing:

Standard Costing and Variance Analysis – Meaning - Advantages and Disadvantages – Steps involved in Standard Costing – Variance – Material Variances – Labour Variances.

Note: Theory 30%, Problems 70%

Text Book:

1. Jain S.P. & Narang K.L Cost and Management Accounting, New Delhi: Kalyani Publishers.
2. Saxena V.K. & Vashist C.D Cost and Management Accounting, New Delhi: Sultan Chand & Sons,

Books for Reference:

1. Maheshwari S.N. Cost and Management Accounting Sultan Chand & Sons,
2. Pandey I.M. Management Accounting. New Delhi: Vikas Publishing House (P) Ltd.

Semester VI			
Core XIV – Service Marketing			
Code :18UBAC61	Hrs/Week :6	Hrs/Sem :90	Credits :4

Vision:

To understand the meaning of services and the significance of marketing the services.

Mission:

To enable the students will be able to apply the concepts of services marketing in promoting services.

Course Outcome:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand services marketing	1,3	Un
CO -2	learn about services on specific industries.	2	Un,Re
CO-3	understand the services provided in financial services.	6	Un,Re
CO-4	analyse professional service marketing in health care and advertising agency.	7	Un,Re,Cr
CO-5	understand marketing of educational services.	1,2	Un,Re, Cr
CO-6	understand professional service marketing in advertising agency.	1	Un
CO-7	understand marketing of educational services.	2	Re
CO-8	gain knowledge on marketing of charity services	3	Re

Semester VI			
Core XIV – Service Marketing			
Code : 18UBAC61	Hrs/Week :6	Hrs/Sem :90	Credits :4

Unit –I Understanding Services:

Definition of services – Characteristics – Generic difference between Goods and Services
 Myths of services- Evolution of service firms - Services Marketing Mix - Triangle of Service Marketing.

Unit –II Marketing services of specific services:

Hotel Industry- Characteristics of Hotel – Market Segmentation- Marketing Mix of Hotel Industry-Hotel Industry in India-Tourism Industry- Characteristics – Market Segmentation – Tourism Marketing Mix- Recent trends in Tourism – Tourism in India- Transportation – Characteristics of Marketing Mix- Transportation in India.

Unit –III Marketing of Financial services :

Meaning of Bank – Market Segmentation- Marketing Mix – Recent trends in Banking Insurance Industry– Market Segmentation – Marketing Mix- Recent trends in Insurance Marketing.

Unit –IV Professional service Marketing:

Health Care – Market Segmentation – Marketing Mix- Recent trends in Indian Health Care Industry- Evolution of Advertising Agency- Segmentation& Marketing Strategy – Marketing Mix-Advertising agency in India-Retailing Industry – Characteristics of Market Segmentation –Recent Trends.

Unit –V Marketing of Educational Services:

Education Services – Classifications- Characteristics – Technology and its Role in Education-Education in India- Charities Marketing – Business function in Charities Marketing Planning & Market Mix- Charity Organisations in India.

Text Book:

1. Srinivasan.R.Services Marketing, , New Delhi: 2004 – The Indian Context, Prentice Hall of India

Books for Reference:

1. Srinivasan.R. Services. Marketing, New Delhi: 2010 ,The Indian Context, Prentice Hall of India,
2. Bhattacharya.C Services. Marketing , New Delhi: 2009. Excel books India.

Semester VI			
Core XV - Production Management			
Code:18UBAC62	Hrs/Week:6	Hrs/Sem:90	Credits:4

Vision:

To improve the overall productivity of the manufacturing concern.

Mission:

To enable the students to apply the strategies for maximising the output of goods with minimum cost.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand production system.	1	Un
CO-2	analyse the factors relating to plant layout and plant locations.	8	Ev
CO-3	understand the concepts of work study and motion study.	8	Un
CO-4	analyse the production planning and control.	4	An
CO-5	understand the process of routing and scheduling.	1,3	Un
CO-6	understand the objectives of quality control.	3,6	Un
CO-7	gain knowledge on the basic concepts of quality certification.	5,7	Un
CO-8	understand the objectives and importance of material management.	1,3	Un

Semester VI

Core XV - Production Management			
Code:18UBAC62	Hrs/Week:6	Hrs/Sem:90	Credits:4

Unit – I

Production Management– Scope and Significance –Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its kinds.

Unit - II

Work Study - Time Study - Motion Study – Work Measurement– Principles and factors - Maintenance of Plant – Types.

Unit - III

Production Planning and Control – Definition – Objectives and Importance –Elements of Production Planning – Routing and Scheduling.

Unit - IV

Quality Control and Inspection – Objectives and Significance – SQC – AGMARK,ISI and ISO – Certification Marks.

Unit - V

Material Management – Objectives and importance – Purchasing – Procedure – Store Keeping – Objectives – Functions - JIT.

Text Books:

1. Moorthy Y.L.R. Brand Management, New Delhi: 2012 – First Edition,Vikas Publishing House.
2. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, New Delhi: 3rd Edition 2007, Prentice Hall of India.

Books for Reference:

1. Ramesh Kumar, Managing Indian Brands, New Delhi: 2002. Vikas Publications.
2. MahimSagar, Deepali Singh, D.P.Agarwal. Achintya Gupta.Brand Management Chennai (2009): Ane Books Pvt., Ltd.

Semester VI			
Core XVI – Financial Management			
Code:18UBAC63	Hrs/Week:6	Hrs/Sem:90	Credits:4

Vision:

To develop strategies and plans for the long term financial goals of the organisation.

Mission:

Ensure accurate and timely financial reporting, procurement compliance with applicable rules and regulations.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	enhance the practical and applied aspects of capital	1	Un,Ap
CO-2	calculate the credit period of the business	8	Ap
CO-3	find out the short term and long term solvency of a business.	8	An
CO-4	ensure a proper system of communication at all levels of management.	5,7	Cr
CO-5	utilize the capital more economically	1,3	Un,Ap
CO-6	check and evaluate actual results.	6	Ev
CO-7	prepare both operating and financial budget.	3,6	Cr,Ap
CO-8	analyse the relationship between the cost volume and profit	6	An

Semester VI			
Core XVI – Financial Management			
Code:18UBAC63	Hrs/Week:6	Hrs/Sem:90	Credits:4

Unit – I Financial Management:

Meaning – Objectives - Functions and Limitations – Responsibilities of financial manager. Capital Structure: Meaning – Essentials and Principles of Capital Structure – Factors determining Capital Structure – (Theory only).

Unit – II Source of Finance:

Long term, Medium term and Short term – Types of securities – Debt, Equity and Preference stock – Working Capital Management: Techniques of forecasting working capital (Simple problems)

Unit – III Cost of capital:

Concept – Importance – Classification – Determination of cost of capital (Simple problems)

Unit – IV Budget and Budgetary control:

Meaning - Characteristics – Advantages - Limitations and essentials of a successful budgetary control – Classification of budgets – Preparation of Production, Sales and Cash budgets – Flexible budget.(Simple problems)

Unit – V Capital Budgeting:

Meaning - Importance – Factors affecting capital investment proposals – Capital budgeting

Appraisal methods – PayBack – ARR – NPV – IRR methods.(Simple problems)

Note: Theory 30% , Problems 70%.

Text Book:

1. Khan.M.Y& Jain P.K Financial Management, New Delhi: TMH.
2. Prasanna Chandra,Financial Managaement Theory and Practice, New Delhi:THM.

Books for Reference:

1. Maheshwari S.N. Cost and Management Accounting New Delhi:Sultan Chand & Sons.
2. Pandey I.M. Financial Management New Delhi: Vikas Publishing House (P) Ltd.

Semester V	
Self Study Course - Customer Relationship Management	
Code : 18UBASS3	Credit : 2

Vision:

To understand the importance of customer satisfaction in competitive scenario.

Mission:

Explore different methods and techniques for establishing effective CRM to satisfy the customers.

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO-1	know the basics of customer relationship management.	1	Un
CO-2	understand the driving forces and benefits of customer relationship management.	4,8	Ap
CO-3	know about the usage, components and types of customer relationship management.	4,7	Un
CO-4	know about the CRM framework	4	Cr
CO-5	understand the usage of technology tools in CRM	2,4	Un
CO-6	impart basic knowledge on Call center process	8	Cr,Ap
CO-7	enhance customer satisfaction and retention	1,6	Ev
CO-8	deal with strategy formulation for customer retention.	7	Un,Ap

Semester V	
Self Study Course - Customer Relationship Management	
Code : 18UBASS3	Credit : 2

Unit - I

CRM – Introduction – Definition – Need for CRM – Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing.

Unit - II

Customer Learning Relationship – Key Stages of CRM – Benefits of CRM – Growth of CRM Market in India – Key Principles of CRM.

Unit - III

CRM Program – Groundwork for Effective use of CRM – Information Requirement for an Effective use of CRM – Components of CRM – Types of CRM.

Unit - IV

CRM Process Framework – Governance Process – Performance Evaluation Process.

Unit - V

Use of Technology in CRM – Call Center Process – CRM Technology Tools – Implementation- Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM.

Text Books

- 1 Anderson Customer Relationship Management, New Delhi 2000: Tata McGraw Hill Publishing Co.

Books for Reference:

1. Dr.Ravi Kalakota E-business – Roadmap for success, New Delhi :2000 Pearson education Asia.
2. S,Shanmugasundaram Customer Relationship Management, New Delhi:2008,

SEMESTER – V			
Part III Core XI (Common Core) - Human Resource Management			
Code:18UMCC51	Hrs/Week: 6	Hrs/Sem: 90	Credit : 4

Vision:

To enable the students to understand the basic concepts in HRM.

Mission:

To familiarize students on the various aspects of HRM.

Course Outcome:

CO No.	Upon completion of this course, students will be able to:	PSO addressed	CL
CO – 1	gain knowledge on the basic concepts of planning human resource and help them to understand basic techniques of business.	1,2	Un
CO – 2	understand the basic selection process in human resource management.	1,2,3	Un
CO – 3	know the importance of training and development in human resource management.	2,3,4	Ap
CO – 4	know about the transfer policies	2,3,5	Un,Re
CO – 5	gain knowledge on compensation methods.	3,4	Un,An
CO - 6	understand the promotional policies in business	3,4	Un,Re
CO – 7	know and apply the significance and problems in performance appraisal.	3,4,5	Ap
CO - 8	know and apply the methods of performance appraisal	3,4,5	Ap

SEMESTER – V			
Part III Core XI (Common Core) - Human Resource Management			
Code:18UMCC51	Hrs/Week: 6	Hrs/Sem: 90	Credit : 4

Unit-I : Introduction

Human Resource Management: Meaning - Objectives - Nature and Scope - Importance – Functions - and Problems of HRM - Personnel Management Vs. HRM - Qualities and Qualifications of Human Resource Managers.

Unit-II : Human Resource Planning, Recruitment And Selection

Human Resource Planning: Meaning - Need and Importance - Objective - Problems - Process – Recruitment: Meaning - Factors Influencing Recruitment - Sources of Recruitment - Problems in Recruitment – Selection: Meaning - Factors Affecting Selection Decisions - Selection Policy - Steps in Selection.

Unit-III : Training And Development

Training: Need and Importance - Objective - Types - Steps in Training Programme – Methods of Training - Evaluation of Training Programmes – Development: Meaning - Concept and Essentials of Management Development Programmes.

Unit-IV : Transfer, Promotion & Compensation

Transfer: Objective - Transfer Policy - Promotion: Purpose - Promotion Policy- Demotion Compensation: Objective – Principles.

Unit-V : Performance Appraisal

Performance Appraisal: Meaning - Need and Importance - Objective - Problems in Performance Appraisal - Factors Influencing Performance Appraisal – Methods of Performance Appraisal.

Text Book:

Chitra Atmaram Naik, Human Resource Management, Chennai: Ane Books Pvt.Ltd.

Books for Reference:

1. Dr..Gupta C.B, Human Resource Management, New Delhi: Sultan Chand & Sons.
2. Memoria C.P., Personnel Management, Mumbai: Himalaya Publishing House.
3. Prasad L.M., Human Resources Management, New Delhi: Sultan Chand & Sons,

Semester I			
Allied– I		Business Environment	
Course Code:21UBAA11	Hrs/Week:4	Hrs/Semester: 60	Credits:4

Objectives:

- Provide thorough knowledge about the emerging concepts of business environment.
- To inculcate the effects of different external as well as internal environment of business, in the learners.

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept and levels of business environment	1,3	Un
CO-2	gain knowledge on business economic system	1, 4	Un, An
CO-3	have an effective knowledge on socio and cultural environment	1,3,4	Un, An
CO-4	observe knowledge on legal business environment	3	An, Cr
CO-5	inculcate the information of privatizations	3,7	Un
CO-6	inculcate knowledge on globalization	3, 5	Un, An
CO-7	impart information on private & public sector	3	Un
CO-8	input the concept of role of government in business	7, 8	Un, Cr

Semester I			
Allied – I		Business Environment	
Course Code:21UBAA11	Hrs/Week:4	Hrs/Semester: 60	Credits:4

Unit I: Business Environment and factors

Introduction – Concept of business – Definition – Nature – scope – Purpose, levels of business environment-factors of business environment –micro-macro- Economic systems – capitalist economy, socialist economy, mixed economy

(12 hours)

Unit II: Economic & socio cultural environment

Introduction – Economic environment of business – Nature of economy – structure of economy – Economic policies – Business & society Indian business culture – culture and organizational behaviour.

(12 hours)

Unit III: Political & legal Environment

Introduction – Political environment and economic system – Types of political systems, changing profile of Indian economy - Business risks posed by the Indian political system.

(12 hours)

Unit IV: Organisational Environment

Introduction – Public sectors, organisation of public sector enterprises, private sector, joint sectors, formation of joint sectors enterprise, co-operative sectors.

(12 hours)

Unit V: Internalisation

Introduction – Meaning of Privatization – Objective of disinvestment, Privatization in India, problems with privatization – Introduction – Meaning of globalization – Organisations Introduction to facilitate globalizations – GATT – Objective and evaluation of GATT – WTO – functions – Role of government in business.

(12 hours)

Text Book:

1. Dr.K.Aswathaapa - *Business Environment* - New Delhi, Himalaya Publishing House, 16th Edition 2020.

Books for Reference:

2. Francis Cherunilam - *Business Environment*, New Delhi, Himalaya Publishing House, 27th Revised Edition 2021.

3. Dr. Rosy Joshi Sangam Kapoor - *Business Environment*, Chennai, Kalyani Publishers, 5th Edition 2015.

Semester II			
Allied II Business Ethics and Corporate Social Responsibility			
Code: 21UBAA21	Hrs/Week : 4	Hrs/Sem: 60	Credits :4

Objectives:

- Provide the skills with which to recognize and resolve ethical issues in business.
- Import the importance of ethical, moral and corporate social responsibility of business.

Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO Addressed	CL
CO-1	understand and illustrate the theoretical foundation of business ethics	1	Un
CO-2	understand the knowledge of business and economic concepts from an ethical perspective.	3	Un
CO-3	know the importance of ethical conduct of business environment and community development.	1,3	Un
CO-4	analyse and resolve ethical issue in business.	1,3	An
CO-5	perform and critically examine their own values.	1,3,5	CR
CO-6	confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms.	4,6	CR
CO-7	expose the concepts, logic and rhetorical conventions of CSR	7	Ap
CO-8	know the role of government and application of procedures into the business.	1	Un ,Ap

Semester II			
Allied II	Business Ethics and Corporate Social Responsibility		
Course Code: 21UBAA21	Hrs/Week :4	Hrs/Sem: 60	Credits :4

UNIT-I: Concept of Ethics and CSR

Definition and Nature of Business Ethics and CSR-Need for Business Ethics –benefits of Business ethics-Role and Importance of business Ethics and values.

(12 hours)

UNIT-II: Concept of Morality and Values

Morality –Meaning –features of moral standards –Ethical theories –Indian Ethos in ethics –ethos in work life-value systems-definition-categorization of values-factors to build values-impact of ethics in business.

(12 hours)

UNIT-III: Unethical Business Practices

Bribery and corruption –causes of corruption and bribery-Business bribery-causes-Theft and piracy-sources-Trade secret –sources-Intellectual property rights..

(12 hours)

UNIT-IV: Organisational Ethics

Workplace ethics-meaning-factors influencing ethical behavior at work-Importance of ethical behavior at workplace-guidelines for managing ethics in the workplace.

(12 hours)

UNIT –V: CSR Legislation in India.

Corporate social responsibility –Need for CSR-CSR Models –Benefits of CSR-CSR activities. Corporate Governance –meaning –code of corporate governance-CSR provisions in companies Act.

(12 hours)

Text Books:

1. Dr.S.S.Khanka -*Business Ethics & Corporate Governance, Principles and practices*, New Delhi, S.Chand and company limited, 1st Edition 2014.

Books for Reference:

2. Dr.ManuelG.Velsquez - *Business Ethics (Concepts and Cases)*, New Delhi, Prentice Hall India Learning Private Limited, 6th Edition 2006.
3. Dr.S.Sankaran–*Business Ethics& values*, Chennai, Margham Publications, Reprint Edition 2005.

Semester IV			
Allied IV - International Business			
Code : 21UBAA41	Hrs/Week: 4	Credit : 4	Hrs/Sem:60

Objectives:

- To give international perspective to learners as to establishment of business and running of business in the era of Globalization.
- To enable students to have an adequate knowledge on international business.

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	communicate the nature theories and competitive advantages of international business.	3, 4	Un
CO-2	describing the modes of entering into international business-licensing, franchising, exporting and key projects.	4, 6	An
CO-3	Elaborate the detailed study on MNC'S-growth, structure, merits and demerits.	5, 8	Ap
CO-4	Impart the international marketing Intelligence-sources, characteristics and process of IMI'S	3, 6, 8	An
CO-5	Identify the financing foreign Trade-functions of ECGC,EXIM.	1, 4, 8	An
CO-6	Elaborate the procedure to be implemented for STC,AEPC,TTCI	3, 8	Ap
CO-7	Understand the nature of international business	1	Un
CO-8	find the method of sharing gains in productivity with workers by rewarding them financially	5	An, Re

Semester IV			
Allied IV - International Business			
Code : 21UBAA41	Hrs/Week: 4	Credit : 4	Hrs/Sem:60

Unit – I Nature Theories and Competitive Advantage:

Evolution – nature of international business – reasons and stages of internationalization – approaches and theories of international business – comparative advantages and problems of international business.

Unit – II Modes of Entering International Business

International business analysis – modes of entry – exporting – licensing – franchising – contract manufacturing – turn key projects – foreign direct investment modes of entry.

Unit – III Multinational Corporations

Meaning of MNC, international companies, global company, and transnational corporation – Factors for the growth of MNCs – organizational design and structure of MNCs – merits and demerits of the MNCs – role of MNCs in India.

Unit – IV International Marketing Intelligence

Meaning – information required – sources of information – characteristics of sound IMIs – meaning of marketing research – scope and process of marketing research.

Unit – V Promotion and Financing Foreign Trade

Functions of ECGC, EXIM bank, STC, TTCIL, ITPO, AEPC.

Text Book

- Introduction to International Business – P.Subha Rao [Himalaya publishing House]

Reference Books

- Cherunilam Francis, International Trade and Export Management - Himalaya Publishing House - Mumbai.
- T.T. Sethi, Money Banking & International Trade - S.Chand & Co., - Delhi.
- Robert J.Carbaugh, International Economics - Thomson Information Publishing Group –

Semester I			
Core II Accounting for Managers			
Course Code:21UBAC12	Hrs/Week:5	Hrs/Sem.:75	Credits:4

Objectives:

- To achieve national recognition in accounting education.
- To enable students learn the fundamental aspects of financial, management and cost accounting and acquire skills in portraying the financial portion of a business.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	apply cost accounting methods , evaluate and apply it in business performance	2	Ap
CO-2	gain knowledge in the preparation of books of accounts.	6	Cr
CO-3	have an effective understanding of analysis of depreciation.	1, 9	An
CO-4	apply the knowledge to prepare the final accounts of sole trader.	9	Cr, Ap
CO-5	to understand the knowledge of material and labour cost.	1	Un
CO-6	employ critical thinking and skills to analyze financial data.	9	Re
CO-7	prepare cash and fund flow statement of accounts.	1, 9	Ap, Ev
CO-8	find the method of sharing gains in productivity with workers by rewarding them financially	5	An, Re

Semester I			
Core II	Accounting for Managers		
Course Code:21UBAC12	Hrs/Week:5	Hrs/Semester: 75	Credits:4

UNIT –I Book Keeping and Accounting:

Book keeping and Accounting –Financial Accounting –Double Entry –Preparation of Journal- Ledger-Trial Balance –Preparation of Final Accounts –Trading and Profit or Loss and Balance Sheet..

(15 hours)

UNIT – II Depreciation Accounting:

Depreciation -Meaning-Characteristics – Causes- Methods of calculating Depreciation – Straight-Line Method –Diminishing Balance Method-Annuity Method.

(15 hours)

UNIT – III Cost Accounting and Material Control:

Cost Accounting -Meaning –Features –Importance –Classifications Of Cost – Preparation Of Cost Sheet

Material Control–EOQ -BinCard –LIFO –FIFO

(15 hours)

UNIT – IV Overheads

Overheads –Classification of Overheads –Allocation and Apportionment of Overhead Expenses –Bases of Apportionment –Re-Apportionment of Cost

(15 hours)

UNIT – V Marginal Costing and Cash/Fund Flow Statement

Marginal Costing –Marginal Cost -Concept –Marginal cost and Costing –Break Even Analysis

Cash And Fund Flow Statement –Concept-Importance –Limitation –Preparation Of Cash and Fund Flow Statement.

(15 hours)

Note:Theory – 40% , Problem – 60%

Text Book:

1. M.C. Shukla, T.S.Grewal & S.C.Gupta - *Advanced Accountancy*, New Delhi, Sultan Chand & Sons, 19th Edition 2016.

Books for Reference:

1.R.S.N Pillai & Bagavathi –*Management accounting* ,New Delhi: Sultan Chand & Sons, 4th Edition 2010

2. S.P.Jain & K.L.Narang - *Advanced Accountancy*, New Delhi: Kalyani Publishers, 18th Edition 2014.

3. R.L.Gupta & Radhasamy.M - *Advanced Accountancy*, New Delhi: Sultan Chand & Sons, 8th Edition 2014

Semester II			
Core III		Organisational Behaviour	
CourseCode :21UBAC21	Hrs/Week :5	Hrs/Sem :75	Credits :4

Unit – I Introduction to Organisational Behaviour:

Meaning-Definition –Key elements of OB-Nature and scope of OB-Need for studying OB - Contributing discipline to OB -Various approaches to OB.

(15 hours)

Unit- II Personality & Perception:

Concept of Personality –Definition-Determinants of Personality –Types of Personalities- Theories of Personality-Causes of personality development- Perception – Meaning-Definition –Perceptual Process-Factors affecting Perception- Perception and its application to OB-Ways to improve Perception.

(15 hours)

Unit- III Motivation& Leadership:

Meaning of Motivation- Nature of Motivation-Theories of Motivation- Abraham Maslow's Need Hierarchical Theory-Herzberg's two factor theory- McGregor's Theory X and Y-Urwick's Theory. Leadership: Meaning - Definition-leader –Meaning-Definition- Characteristics – Differences between Manager& Leader- Functions of Leadership- Leadership styles.

(15 hours)

Unit-IV Foundation of Group Behaviour&Team Building:

Group-meaning-definition – Characteristics of Group-Purpose of joining Groups - Theories of group formation -Types of groups - Stages of group development –.Team – Meaning – Definition-Distinguish between Team & Group - Types of teams – Team building process- Causes of team failure- Creating successful team.

(15 hours)

Unit –V Organisational Conflicts and Culture:

Conflict – meaning – definition – sources of conflict-types of conflicts– Negotiations – meaning- definition-negotiations process.Organisational culture –creating& sustaining organisational culture

(15 hours)

Text Books:

1. Aswathappa K. *Organisational Behaviour*, Mumbai: Himalaya Publishing House: 16th Edition 2020.

Books for Reference:

1. Khanka S.S – *Organisational Behaviour*, New Delhi: S.Chand& Co Ramnagar, Reprint Edition 2006.

2. Fred Luthans *Organisational Behaviour*, New Delhi, McGraw Hill International Edition, 13th Edition 2015.
3. Stephen. P. Robbins, *Essentials of Organisational Behaviour*, New Delhi: Prentice Hall of India, 14th Edition 2017.

Semester II			
Core VI		Business Statistics	
CourseCode:21UBAC22	Hrs/Week:6	Hrs/Sem:75	Credits:4

Objectives:

- To create a responsive and sustainable statistical system.
- Provide excellent training in scientific data collection- data management- methods and procedures of dataanalysis.

Course Outcomes:

CO.No.	Upon completion of this course- students will be able to	PSO addressed	CL
CO-1	understand the meaning- nature and methods of statistics.	1	Un
CO-2	identify population- sample parameter and sampling frame.	6	An
CO-3	determine the sample as a voluntary response sample or a convenience sample.	1-6	An
CO-4	determine the approximate location of the median and quartiles.	6	An
CO-5	describe the characteristics of the correlation coefficient.	4-6	Ap
CO-6	state the assumptions of inference about the regression model.	1	An-Cr
CO-7	measure the degree of economic changes overtime.	3	An-Ap
CO-8	measure the combined fluctuations in a group related variables.	1-3	Cr

Semester II			
Core IV		Business Statistics	
CourseCode:21UBAC22	Hrs/Week:6	Hrs/Sem:75	Credits:4

Unit - I Introduction to Statistics:

Statistics as a Subject of Study- Describing Characteristics by numbers- Information and Data- Processing information and use of statistical procedures- Statistical variables: Qualitative and Quantitative Mean- Median and Mode.

(15 hours)

Unit - II Frequency Distribution and Graphs:

Frequency- Stem and Leaf Display- Frequency Distributions- Data Grouping: Discrete and Continuous- Introduction to Graphs- Graph for Qualitative variables- Graph for Quantitative variables.

(15 hours)

Unit - III Measures of Dispersion- Skewness and Kurtosis:

Measures of Dispersion- Range- Co-efficient of Range- Quartiles- Inter-Quartile Range and Quartile Deviation- Co- efficient of Quartile Deviation- Mean Deviation- Co- efficient of Mean Deviation- Standard Deviation- Co- efficient of Variation- The Lorentz Curve- Skewness and Kurtosis; Measures of Skewness: Absolute and Relative; Co-efficient of Skewness: Karl Pearson's- Bowley's and Kelly's; Moments and Moments based measures of Skewness (β_1) and Kurtosis (β_2)

(15 hours)

Unit - IV Correlation and Regression:

Introduction to Correlation- Karl Pearson's product moment Co-efficient of Correlation- Positive-negative and zero correlation- Correlation through Scatter diagrams- Interpretation of Correlation Co-efficient- Simple and Multiple Correlation; Regression - Multiple Regression.

(15 hours)

Unit – V Index Number:

Construction of Price and Quantity index numbers -Laspeyres'- Paasche's - Edgeworth - Marshall's- Fisher's method - Relative methods -Tests of index number formulae: Time and Factor reversal tests - General index number - Chain base index number - Cost of living index number (CLI) - Analysis of Time Series.

(15 hours)

Note: Theory 25%- Problems 75%

Text Book:

1. Roger E. Kirk *Statistics: An Introduction*-United States, Thomson-Wadsworth Publication, Fifth Edition 2008.

Books for Reference:

1. Vittal P.R- *Business Mathematics & Statistics*- Chennai, Margham Publications, 5th Edition 2018.

2. Gupta S.C. and Kapoor V.K.- *Statistics*- New Delhi: Sultan &Chand, 11th Edition 2008.
3. Pillai R. S. N. &Bagavathi V.- *Business Statistics*- New Delhi: Sultan &Chand,
7thRevised Edition 2008.

SEMESTER III			
Core V – Business Economics			
Course Code : 21UBAC31	Hrs/Week : 6	Hrs/Sem : 90	Credits : 6

Objectives

- To understand the applications of economics theories in business decisions
- To determine the profit maximizing price and output for a firm operating different forms of market

Course Outcome:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Understand the concept of economics	1,3,5	Un
CO-2	Analysis of demand and supply	7	An
CO-3	Learn about the concept of production and cost function	5	Un
CO-4	An awareness of market structure and competition	8	Ap
CO-5	Evaluate the elements of money and inflation	1,2,3	Ev
CO-6	Exhibit ability to perfect competition	9	Un, Ap
CO-7	Gain a knowledge of fundamentals of economics	1,5	Ap
CO-8	Evaluate national income	1,2,3	Ev

SEMESTER III			
Core V – Business Economics			
Course Code : 21UBAC31	Hrs/Week : 6	Hrs/Sem : 90	Credits : 6

Unit –I Fundamentals of Economics

Business Economics – Meaning – Definition – Nature – Scope – Role of business economics - Scarcity and Efficiency – Fundamentals of economic problem – Central economic problem – Relationship of business economics with other disciplines –Opportunity Cost - Production Possibility Frontiers (PPF) – Productive Efficiency Vs Economic Efficiency – Economic growth & stability – Micro economics and Macro economics – Positive and Normative economics – Economic cycle

Unit –II Demand and Supply Analysis

Meaning – Definition – Nature – Scope – Function - Law of Demand – Expectation to the law of demand – Determinants of demand – Elasticity of demand – Factors influencing elasticity of demand - Demand Schedule and demand curves – Advertising and Demand – Advertising Elasticity of demand – Factors affecting advertising elasticity of demand – Demand Forecasting – Meaning – Methods – Significance- Supply - Meaning – Definition – Nature – Scope – Function - Law of Supply – Supply curve – Determinants of supply – Contraction and expansion of supply – Increase and decrease in supply – Elasticity of supply –Determinants of Elasticity of supply

Unit – III Theory of Production and Cost Function

Meaning – Definition – Function – Continuous aggregate production function – Cobb Douglas production function – Translog production function – Use of production function in Decision –making –Law of production – Law of variable

proportion – Least Cost Combination Principle – Limitation – Cost Function – Theory of cost – Basic concepts – Short –run Total cost curve – Fixed and variable cost – Semi-variable cost – Total cost- Average and marginal cost

Unit – IV Market Structure and Competition

Market – Meaning – Definition – Classification of markets – Perfect and Imperfect market –Different market structure - Competition – Perfect competition – Feature of perfect competition – Monopoly – Features of monopoly – Discriminating monopoly – Degree of monopoly – Social cost of monopoly - Monopolistic competition – Features of monopolistic competition – Oligopoly – Characteristics of oligopoly

Unit –V Introduction to Macro Economics

Money –Meaning – Definition – Function – Measurement of money supply – Demand and supply of money - Money market Demand and supply – Money market equilibrium – Inflation –Impact – Reason for inflation – Inflation Vs Unemployment tradeoff – National Income – Definition – Concept of national Income – Computation of national income – Difficulties in measurement of national income – National income and Real income -

Text Book

1. P.L.Mehta, *Managerial Economics*, New Delhi, Sultan chand & sons, 2016.

Books for Reference

2. S . Shankaran, *Managerial Economics* Chennai, Margham Publications, 5th Edition, 2016
3. Karl E. Case and Ray C. fair, *Principles of Economics*, New Delhi, Pearson Education Asia, 12th edition, 2014.

4. A. H. L. Ahuja, *Business Economics* New Delhi, S.Chand, 11th edition, 2013
5. Paul A. Samuelson, William D. Nordhaus, Sudip Chandhuri and Anindya Sen, *Economics* New Delhi, Tata McGraw Hill, 19th edition, 2010.
6. G.S.Gupta, *Macro Economics*, New Delhi, McGraw Hill Education, 2017.

SEMESTER IV			
Core – VI Quantitative Techniques For Managers			
Course Code:21UBAC41	Hrs/Week:6	Hrs/Semester: 90	Credits:6

Objectives:

- To create a responsive and sustainable statistical system.
- To provide excellent training in scientific data collection, data management, methods and procedures of data analysis.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the meaning, nature and methods of data collection.	1	Un
CO-2	determine the approximate location of the median and quartiles.	6	An
CO-3	describe the characteristics of the correlation coefficient.	4, 6	Ap
CO-4	determine the sample as a voluntary response sample or a convenience sample.	1, 6	An
CO-5	determine the approximate location of the median and quartiles.	6	An
CO-6	describe the characteristics of the correlation coefficient.	4, 6	Ap
CO-7	state the assumptions of inference about the regression model.	1	An, Cr

CO-8	find the method of sharing gains in productivity with workers by rewarding them financially	5	An, Re
------	---	---	--------

SEMESTER IV			
Core – VI Quantitative Techniques For Managers			
Course Code:21UBAC41	Hrs/Week:6	Hrs/Semester: 90	Credits:6

Unit I Simulation:

Simulation – Types of simulation – Steps – Advantages – Disadvantages - Stochastic Simulation and Random Numbers - Monte Carlo Simulation - Random Number Generation - Simulation of Inventory Problems - Simulation of Queuing Problems - Simulation of Investment Problems - Simulation of Maintenance Problems

Unit II Transportation Problem:

Introduction - Mathematical Model of Transportation Problem - General Mathematical Model of Transportation Problem - The Transportation Algorithm - Methods for Finding Initial Solution - North-West Corner Method (NWCM) - Least Cost Method (LCM) - Vogel's Approximation Method (VAM)

Unit III Linear Programming

Introduction - Definitions - Graphical Solution Methods of LP Problems - Extreme Point Solution Method - Maximization LP Problem - Minimization LP Problem - Mixed Constraints LP - Alternative (or Multiple) Optimal Solutions - Unbounded Solution - Infeasible Solution – Redundancy

Unit IV Operations Research

The History of Operations Research - Definitions of Operations Research - Features - Operations Research Approach to Problem Solving - Models and

Modelling in Operations Research - Advantages of Model Building - Methods for Solving Operations Research Models - Methodology of Operations Research - Advantages - Opportunities and Shortcomings - Features of Operations Research Solution - Applications of Operations Research - Operations Research Models in Practice – Computer software for operations research

Unit V Probability

Sample space and Events, Simple and Compound Events, Probability and Probability distributions: Normal Distribution, Binomial and Poisson Distribution.

Text Book:

1. N.D.Vohra, *Quantitative Techniques in Management*, New Delhi, Mc Graw Hill Education, 4th Edition.

Books for Reference:

2. J.K.Sharma, *Operations Research theory and application*, New Delhi, Macin Publication, 2017.

3. Hamdy Taha, *Operations Research*, United kingdom, Pearson education, 2019.

SEMESTER III			
NME I- Introduction to Management			
Course Code:21UBAN31	Hrs/Week:2	Hrs/Semester:30	Credits:2

Objectives:

- To impart the basic management knowledge, and skills to the students so as to enhance their managerial capabilities and enable them to apply in the practical field.
- Provide thorough knowledge on theoretical aspects and emerging trends and developments in management.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO address ed	C L
CO-1	understand the meaning, nature and basic concepts of management.	1	Un
CO-2	understand the evolution of management	2	Un
CO-3	describe the diversity of management	4, 6	An
CO-4	understand the classical management theories of management	1,2	Un
CO-5	understand the behavioural and modern management theory	1,2	Un
CO-6	understand the functions performed by management	1,4,7	Ap
CO-7	describe the roles and responsibilities of a manager	1,4,7	An, Ap
CO-8	state the qualities and functions of a manager	1,4,7	An, Ap

SEMESTER III			
NME I -Introduction to Management			
Course Code:21UBAN31	Hrs/Week:2	Hrs/Semester: 30	Credits:2

Unit I Basics in Management

Introduction to Management-meaning –definition-Evolution of management-features of management-objectives of management-Importance of management –levels of management.

Unit II Diversity in Management

Management as a process – management as an activity – management as a discipline – management as a group- management as a science – management as an art- management as a profession-Difference between Management and Administration.

Unit III Contribution of Management

Theories in Management -Contributions – Eltan Mayo, Henry Fayol, F.W.Taylor

Unit IV Functions of Management

Planning: meaning –objectives –nature -Organising: meaning –nature – objectives-Staffing: meaning-objectives-functions -Controlling: meaning– characteristics -Directing: meaning- principles-Co-ordination: Meaning – features –techniques.

Unit V Role of Manager

Manager: Meaning –definition – role of manager: Interpersonal - Informational – Decisional-key responsibilities of a manager – qualities of a good manager – functions performed by a manager-Difference between worker and a manager.

Text Book:

1. L.M.Prasad, *Principles & Practice of Management* – New Delhi, Sultan Chand & Sons – 14th Edition 2020

Books for Reference:

2. C.B.Gupta - *Management Theory & practice*, NewDelhi, Sultan Chand & Sons, 5th Edition 2017
3. P.C. Tripathi& P.N Reddy - *Principles of Management*, NewDelhi, Tata McGraw Hill, 6th Edition 2010.
4. Weihrich and Koontz – *Management, A Global Perspective.*, NewDelhi, Tata McGraw Hill 14th Edition 2019.
5. N.Premavathy - *Principles of Management*, Chennai, Sri Vishnu Publication, 7th Edition 2003.

SEMESTER III			
CORE SB – Logistics Management			
Course Code :21UBAS31	Hrs/Week : 4	Hrs/Sem :60	Credits :4

Objectives

- To enable students to have knowledge in shipping field operation.
- To familiarize students on the various aspects of logistics.

Course outcome:

CO.No.	Upon completion of this courses, students will be able to	PSO addressed	CL
CO - 1	Understand the concept of logistics management and its evolution	1	Un
CO – 2	Impart the knowledge on logistics transportation	7	Un
CO – 3	Understand the importance of logistics to the economy	2	Re
CO – 4	Gain knowledge on performance measurement and logistics audit	5	Un,Cr
CO – 5	Provide knowledge on types of inventory	7	Cr
CO – 6	Know about supply chain management	2,4	Cr
CO – 7	Demonstrate about global logistics	3,5	Re

CO - 8	Describe about international distribution channel strategies	1	Ap
--------	--	---	----

SEMESTER III			
Core SB - Logistics Management			
Course Code : 21UBAS31	Hrs/Week :4	Hrs/Sem: 60	Credits :4

Unit I Introduction to Logistics management

Logistics management – meaning – definition - The Evolution Of Logistics – Importance Of Logistic to the economic development - Current trends in Logistics- Logistics in the Supply Chain Context

Unit II Logistics Delivery and Fulfilment

Unitization, Palletization And Containerization –Cannel and water Transportation. Air Transportation - Road Transport - Rail Transport - Ports and Facilities – Inland container depot – Export clearance freight station

Unit III Costs and Performance Measurements

Performance measurement – meaning, internal and external, need system, level and dimensions, logistics audit –Procedure, Characteristics- total logistics cost –Concept, Accounting methods in logistics

Unit IV Logistics Strategy and Supply Chain Management

Logistics Strategy- Warehousing - Inventory- types –material handling – order

processing – supply chain management–Meaning, Characteristics, Essential, Process, Types, Elements- Logistics Intermediaries And Outsourcing

Unit V Global Logistics

Introduction - International Distribution Channels Strategies – Exporting – Licensing – Joint Ventures – Controlling Logistics Activity - Strategic logistics planning – green logistics - E logistics –Global logistics scenario - Technology in Logistics

Text Book:

1. Ganapathy , Nandi *Logistics Management*, New Delhi, Oxford University Press, 6 January 2015

Books for Reference:

2. Martin Christopher *Logistics and Supply Chain Management* Mumbai, FT Publishing international 5th edition.

3. Paul A Myerson *Lean Supply Chain and Logistics Management* New Delhi, MCGraw Hill, 1st Edition.

4. Doughan Lambert, *Fundamentals of logistics management* New Delhi, Mc Graw Hill, 1998

SEMESTER IV			
Core SB - Office Automation			
Course Code: 21UBAS41	Hrs/Week : 4	Hrs/Sem : 60	Credits : 4

Objectives

- To provide basic understanding of office management and its procedures
- To train students in theoretical and practice skills of using and maintaining office equipments

Course Outcome:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Understand the basic nature, scope, duties and responsibilities of office management	1,4	Un
CO-2	Understand scientific approach of office management	4	Un
CO-3	Know the importance of Office system procedures and effective communication process	1	Cr
CO-4	Analyze the office forms, design, management and control	2,3,5	An
CO-5	Understand office environment and building accommodation	1,8	Un
CO-6	Identify the difference between Electronic Records and Paper Analog	7	Re
CO-7	Evaluate modern tendencies in record makin	5	Ev
CO-8	Understand the concept of contributing growth in	1	Un

	office work		
--	-------------	--	--

SEMESTER IV			
Core SB - Office Automation			
Course Code: 21UBAS41	Hrs/Week : 4	Hrs/Sem : 60	Credits : 4

Unit - I Introduction to Office management

Office management - Meaning – Definition –Nature – Scope - Importance and functions –Elements –Types – Factors contributing the growth of office work – Effective management techniques –Scientific office management – Concept of 5S office management -Office manager –Role - Qualities - Duties- Responsibilities – Challenges -Functions –Relation of office with other departments

Unit – II Office Systems

Office systems – Meaning - Definition – Importance - Objectives–Planning and Designing –Advantages – Limitations - Characteristics of Well-Designed System - Various stages in computerising commercial system – Effective preparation of office manuals.

Unit – III Forms, Design, Management and Control

Office forms – Meaning – Definition – Types - Advantages - Disadvantages – Forms design – Methods – factors affecting forms design – Specimen Form - Forms Control – Steps – Factors Affecting form control.

Unit –IV Office Accommodation, Layout and Environment

Office Accommodation – Meaning – Definition – Principles –Office Environment – Safety and Health - Location of an office – Office Building - Office Layout – Office Lighting - System – Office Furniture –Types – Modular System furniture – Office Machine –Security Equipment - Principles and types of security equipment

Unit – V Office Records Management

Record Management – Meaning – Definition - Purpose and Importance – Process and Control - Role and Responsibilities – Policy - Electronic Records Vs Paper Analog – Record Management Equipment System - Record Life Cycle – Electronic Record System – Modern Tendencies in Record Making - Filing – Essential and Characteristics of Filing System – Classification and methods of files– Modern Methods of filing – Modern filing design – Centralized Vs Decentralized filing system

Text Book

1. V. Balachandran and Dr. V. Chandrasekaran, *Office Management* - Tata McGraw-Hill Companies, 2009.

Books for Reference

2. S.P. Arora, *Office Organisation and Management* New Delhi, Vikas Publishing House Private Limited, 2018.
3. R.K.Chopra *Office Organisation and Management* Himalaya Publishing House, 2009.

SEMESTER III	
Self-Study/Online course: Personality Development	
Course Code:21UBASS1	Credits:2

Objectives:

- To realize the humanness and its inner strength.
- Enhance the capacity of understanding one's own personality and growth in self-actualization.

Course Outcome:

CO.NO.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the importance of personality development	1	Un
CO-2	describe the emergence of goal setting in human life	1	An
CO-3	learn about self-monitoring	1	Un
CO-4	understand about perception and attitude.	4	Un
CO-5	know the knowledge on team building	5	An
CO-6	investigate on leadership style and conflict management	7	Ap
CO-7	understand and analyse the importance of communication	3	An,Cr
CO-8	learn the emergence of social graces.	8	Un,Ap

SEMESTER III	
Self-Study/Online course: Personality Development	
Course Code:21UBASS1	Credits:2

Unit -I Personality

Definition- Determinants-Personality traits- Theories of personality- Importance of personality development. Self-awareness- Meaning – benefits of self-Awareness- Developing self- Awareness. SWOT-Meaning-Importance –application-components-goal setting-Meaning- Importance Effective goal setting-Principle of goal setting-Goal setting at right level.

Unit-II Self Monitoring

Meaning-High Self-Monitor versus low self-monitor-Advantage and Disadvantage Self Monitor-Self-Monitoring and job performance. Perception-Definition-Factor influencing perception- perception process-Attitude-Meaning –Formation of Attitude-Type of Attitude-measurement of Attitude-Barrier to Attitude change-Methods to Attitude Change.

Unit-III Team Building

Meaning –Type of team-importance of team building-creating Effective Team. Leadership-Definition-Leadership style-Theories of leadership-Quality of effective leader. Negotiation skills-Conflict Management-Definition-Type of Conflict-Level of Conflict-Conflict Resolution-Conflict Management.

Unit-IV Communication

Definition-Important of communication-process of communication-Communication symbols-Communication Network-Barriers in communication- overcoming communication Barriers.Transaction analysis-Meaning EGO states-stress management-Meaning-Sources of stress-symptoms of stress-consequences of stress-Managing stress.

Unit-V Social Graces

Meaning-Social Grace at work-Acquiring social Graces. Table manners-meaning-Table etiquettes in Multicultural Environment-Do's and Don'ts of Table etiquette Dress code-Meaning- Dress code for selected Occasions-Dress Code for an interview. Group Discussion-Meaning- Personality traits required for group discussion-Process of Group Discussion-Group discussion Topics. Interview-Definition-type of skill-employer expectation-Planning of the Interview-Interview Questions critical InterviewQuestion.

Text Book:

1. Dr.Narayanan Rajan. S, Dr.Rajasekaran. B,Venkadasalapathi.G, Vijuresh Nayaham.V and Herald M.Dhas. *Personality Development*, Tirunelveli: publication Division, Manonmaniam SundaranarUniversity,

Books for Reference:

2. Stephen P. Robbins, *Organisational Behaviour*, New Delhi: Prentice Hall of India Private limited, Tenth Edition,2008.
3. Jit S. Chandan. *Organisational behaviour*, Delhi: Vikas publishing House PrivateLimited, Third Edition, 2008.
4. Dr. Ramachandran K.K. and Dr. K. Karthick. *From campus to Corporate*, NewDelhi: Macmillan Publishers IndiaLimited, 2010.