

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. Rajeev Batra John G. Myers David Aaker. A., *Advertising Management*, New Delhi: 5th Edition, 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 VI			
Core Integral III - Banking Practices			
Code : 18UBA161	Hrs/Week : 5	Hrs/Sem : 75	Credit : 4

Vision:

To make students understand about the banking practices.

Mission:

Develop students with the theoretical and legal concepts of banking.

Course Outcome:

CO. NO	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand about the banker and customer	1,3	Un
CO-2	know about the types of deposits	4,6	Un
CO-3	identify loans and advances	1,2,7	Re
CO-4	understand the different approaches to technological change.	2	Un
CO-5	understand the different modes of charging security.	5	Un
CO-6	understand the basic concepts of electronic banking.	1,5	Un
CO-7	understand and analyse the types of e-banking services.	1,5	Un
CO-8	gain knowledge on benefits and constraints of banking	2,5	Ap

Semester VI			
Core Integral III – Banking Practices			
Code:18UBAI61	Hrs./Week:5	Hrs./Sem: 75	Credits:4

Unit –I Introduction to Bank:

Banker and Customer: Meaning – Definition – General and Special relationship between Banker and Customer – Functions of Bank

Unit –II Deposits:

Types of Deposits –Pass Book – Negotiable Instruments – Cheque - Definition – Difference Between Cheque And Bill Of Exchange, Endorsement, Crossing, Marking, Material Alteration.

Unit –III Loans and Advances:

Loans and Advances – Principles of Sound Lending – Secured and Unsecured Advance – Forms of Advances.

Unit –IV Modes of Security:

Modes of Charging Security – Lien – Pledge – Mortgage – Assignment – Hypothecation.

Unit –V e-Banking:

Electronic Banking – Traditional Vs e-Banking – Types of e-Banking – Advantages-Constraints.

Text Book

1.Kandasami K.P,S.Natarajan, Parameswaran. R,*Banking law and Practice*. New Delhi: S.Chand Publications.

Book for Reference:

1. Gordon.E and Natarajan.K *Banking theory Law and Practice*, Mumbai: 21'st Revision Edition.Himalaya Publishing House Ltd.

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,