

**Curriculum Design**  
**Sri G.V.G Visalakshi College for Women (Autonomous)**  
Affiliated to Bharathiar University  
**BBA (Computer Applications)**  
Scheme of Examination – CBCS & OBE Pattern

(For the students admitted from the academic year 2021-2022 onwards)

Sem	Course Code	Course Title	Ins. Hrs/ Week	Examination				Credits
				Dur Hrs	CIA Marks	ESE Marks	Total Marks	
I	121TA1/ 121MY1/ 121HD1/ 121FR1	<b>Part I</b> -Language I	6	3	50	50	100	3
	121EN1	<b>Part II</b> - English I	6	3	50	50	100	3
	121V01	<b>Part III</b> Core I - Fundamentals of Business Organization and Management	5	3	50	50	100	4
	121V02	Core II- Managerial Skills	5	3	50	50	100	3
	121AV1	Allied I – Business Accounting	6	3	50	50	100	5
	121VEG	<b>Part IV</b> -Value Education- Human Values & Gender Equity	2	2	50	--	50	1
II	221TA2/ 221MY2/ 221HD2/ 221FR2	<b>Part I</b> -Language II	6	3	50	50	100	3
	221EN2	<b>Part II</b> - English II	6	3	50	50	100	3
	221V03	<b>Part III</b> Core III - Visual Programming	3	3	25	25	50	3
	221VP1	Core Practical I- Visual Programming	2	3	25	25	50	2
	221V04	Core IV – Human Resource Management	5	3	50	50	100	4
	221AV2	Allied II – Production and Materials Management	6	3	50	50	100	5
	221EVS	<b>Part IV</b> -Environmental Studies	2	2	50	--	50	1

<b>III</b>	321V05	<b>Part III</b> Core V - Advertising Management	5	3	50	50	100	4
	321V06	Core VI – Legal aspects of Business	5	3	50	50	100	4
	321V07	Core VII - Management Information System	4	3	50	50	100	3
	321B08 / 321R08/ 321N08/ 321V08	Core VIII- Principles of Marketing	5	3	50	50	100	4
	321AV3	Allied III - Business Environment	6	3	50	50	100	5
	321NAD	<b>Part IV</b> -Non Major Elective - Principles of Advertising	2	2	50	--	50	2
	321VS1	Skill Enhancement Course I- Professional English for Management	3	3	100	--	100	2
	321NGA	General Awareness – Information Security	Self-Study	2	50	-	50	Grade
<b>IV</b>	421V09	<b>Part III</b> Core IX – Cost and Management Accounting	5	3	50	50	100	4
	421V10	Core X – Foreign Exchange Management	4	3	50	50	100	3
	421V11	Core XI- RDBMS and Oracle Programming	3	3	25	25	50	3
	421VP2	Core Practical II - RDBMS and Oracle Programming	2	3	25	25	50	2
	421V12/ 421R12	Core Elective Core XII- Organizational Behavior(BBA CA)/ Enterprise Resource Planning(B.Com CA)	5	3	50	50	100	5
	421AV4	Allied IV – Mathematical Techniques	6	3	50	50	100	4
	421VS2	<b>Part IV</b> Skill Enhancement Course II-Modern Banking	3	3	100	--	100	2

	421NGA	General Awareness	2	2	50	-	50	2
	421VA1/ 421VA2	Advanced Learners Course I- Management thoughts in Thirukkural / Online Course	--	3	--	100	100	4*
V	521V13/ 521R13/ 521N13	<b>Part III</b> Core XIII - E-Accounting - Practical	5	3	50	50	100	4
	521V14	Core XIV –Taxation Law and Practice	6	3	50	50	100	5
	521V15	Core XV – Financial Management	5	3	50	50	100	4
	521B16/ 521R16/ 521N16/ 521V16	Core XVI - Business Communication	5	3	50	50	100	4
	521VE1/ 521VE2	Elective I- Research Methodology for management/ Services Marketing	6	3	50	50	100	5
	521VS3	<b>Part IV</b> Skill Enhancement Course III- Business Ethics and Global Values	3	3	100	--	100	2
	521NGO/ 521NGA	General Awareness – Online MOOC or Swayam Courses / Life Skills	Self- Study	2	50	-	50	Grade
VI	621V17	<b>Part III</b> Core XVII –Strategic Management	5	3	50	50	100	4
	621V18	Core XVIII-Customer Relationship Management	6	3	50	50	100	5
	621V19	Core XIX - Project Work and Viva Voce	4	--	50	50	100	4
	621VE3/ 621VE4	Elective II- Entrepreneurship and Project Management/Global Business Management	6	3	50	50	100	5

621VE5/ 621VE6	Elective III- Consumer Behavior / Industrial Relations and Labour Welfare	6	3	50	50	100	5
621VS4	Part IV Skill Enhancement Course IV- Event Management	3	3	100	--	100	2
621EX1/ 621EX2/ 621EX3/ 621EX4/ 621EX5	Part V-Extension Activity NCC/NSS/YRC/RRC/ GAMES	--	--	50	--	50	2
621NGA	Part IV- General Awareness- Professional Ethics	Self-Study	2	50	-	50	Grade
621VA2 / 621VA3	Advanced Learners Course II- E-Commerce / Online Course	--	3	--	100	100	4*
	<b>Total</b>					3800	<b>140</b>

\*Starred credits are treated as additional credits (Optional)

Employability-Emp

Entrepreneurship-ED

Skill Development-SD



**Employability courses:**

<b>Course: Part III - Allied I – Business Accounting</b>	<b>Course Code: 121AV1</b>
<b>Semester: I</b>	

**Syllabus:**

<b>Unit I: (Theory and Problems)</b>	<b>15 Hours</b>
Basic principles of Accounting – Journals – Subsidiary books including Petty cash book – Ledger – Trial balance (Except Rectification of errors and omission).	

<b>Unit II: (Problems)</b>	<b>15 Hours</b>
Preparation of final accounts of a sole trader (Simple Adjustments).	

<b>Unit III : (Theory and Problems)</b>	<b>15 Hours</b>
Depreciation accounting – Meaning – Objectives – Causes – Methods of depreciation (Straight line and Written down balance method Problems).	

<b>Unit IV : (Problems)</b>	<b>15 Hours</b>
Bank reconciliation statement – Single entry System (Net worth method).	

<b>Unit V : (Problems)</b>	<b>15 Hours</b>
Accounting of non-trading concerns – Receipts and payments accounts – Income and Expenditure account and Balance sheet.	

<b>Course: Part III - Core IV – Human Resource Management</b>	<b>Course Code: 221V04</b>
<b>Semester: II</b>	

**Syllabus:**

<b>Unit I</b>	<b>13 Hours</b>
Human Resource: Significance – Human Resource Management: Concept – Features – Significance – Functions – Organizing HRM Functions- Difference between Personnel Management and HRM. HR Policy: Objectives – Characteristics of HR Manager.	

<b>Unit II</b>	<b>13 Hours</b>
Procurement of Personnel – Job Analysis - Job Description – Job Specification – Man Power Planning – Objectives – Process – Recruitment and Selection. Sources: Selection Techniques – Placement–Induction.	

<b>Unit III</b>	<b>13 Hours</b>
Performance Management – introduction – Purpose – Appraisal Methods – Appraisal of Managers Limitations of methods. Job Change – Promotion – Advantages – Merit based Promotion and Seniority Promotion – demotion – transfer – Types – Separation: <u>*Lay off – Retrenchment, Retirement, Resignation, Absenteeism – turnover – Reduction of Labour turnover*</u> .	

<b>Unit IV</b>	<b>13 Hours</b>
Training and Development – Need – Objectives – Evaluating Training Needs – Training methods – Management Development Programme. Job Evaluation – Methods – Limitations, Incentive Compensation. Advantages – Kinds of Incentive Plans.	

<b>Unit V</b>	<b>13 Hours</b>
Career Planning and Development – Welfare and Safety (Concept only) – Discipline – Causes for Indiscipline – Maintaining Disciplines. Grievances: meaning - characteristics – causes – Redressal of grievances – Grievance procedure.	

<b>Course: Part III –Core V – Advertising Management</b>	<b>Course Code: 321V05</b>
<b>Semester: III</b>	

**Syllabus:**

<b>Unit I</b>	<b>13 Hours</b>
Meaning- outstanding attributes- structure of advertising industry- role of advertising in modern business world- limitations- Advertising planning: steps Social aspects of advertising: advertising as a social and business process- <u>*ethics in advertising*</u>	

<b>Unit II</b>	<b>13 Hours</b>
Essentials of advertising: Market research-features- scope- role and limitations. Consumer research-Need- functions- determinants. Motivation research: techniques- limitations. Product research: scope- role and limitations- Media research: role of advertising in media research.	

<b>Unit III</b>	<b>13 Hours</b>
Media of advertising: Indoor media- newspaper- merits and demerits- criteria for newspaper selection. Magazine- merits and demerits- distinction between newspaper and magazine. Radio advertising: types of radio advertisements- merits and demerits. Television advertising: types- merits and demerits. <u>*Film advertising- merits and demerits*</u> .	

<b>Unit IV</b>	<b>13Hours</b>
Outdoor advertising: posters- painted displays- electrical signs- travelling displays- sky writing- sandwichmen- merits and demerits of outdoor advertising. Direct advertising media: post cards- envelop enclosures- broads sides- booklets- catalogues- sales letters- gift novelties- store publications- package inserts- sampling- merits and demerits. <u>*Display advertising media- displays- show-rooms and show-cases-exhibition and trade fairs- choice of advertising media*</u> .	

<b>Unit V</b>	<b>13 Hours</b>
Visualisation: meaning- process- quality of a creative visualizer. Advertisement copy: objectives- approach- attributes of an effective copy- types of copy- structure of advertising copy- Layout: meaning- functions- types- principles - Advertising appeals: meaning- essentials of good appeal- classifications of appeals- Testing of advertising effectiveness: meaning- Why to test the effectiveness- what to be tested- when and how to test. <u>*Trends in social media advertising*</u> .	

<b>Course: Part III - Core VII – Management Information System</b>	<b>Course Code: 321V07</b>
<b>Semester: III</b>	

**Syllabus:**

<b>Unit I</b>	<b>10 Hours</b>
Information System: Introduction – concept of IS – components – classification – framework – IS in business organization. MIS – definition – nature and scope - characteristics – need – role – functions – structure of MIS.	

<b>Unit II</b>	<b>10 Hours</b>
Application of MIS: Introduction – application of MIS in finance and accounting, marketing, production, human resource management – strategic management information system. Database Management system (DBMS): features – components – functions - Data Base Management System Models.	

<b>Unit III</b>	<b>10 Hours</b>
Introduction to computer system: definition – basic components and structure of a computer – computer hardware – input device and output device – computer software: system and application software.	

<b>Unit IV</b>	<b>11 Hours</b>
Knowledge management: introduction – knowledge in business – knowledge management – types of knowledge support system – scope - network. Artificial intelligence: evolution – application – generating AI – swarm intelligence.	

<b>Unit V</b>	<b>11 Hours</b>
E-commerce: introduction – models – advantages – * <u>e-banking</u> – <u>e-tailing</u> – <u>e-market place technology</u> * - factors. EDI: applications in e-cash and e-payment schemes – e-transaction and secure e-transaction – recent trends in shopping.	

<b>Course: Part III - Core VIII - Principles of Marketing</b>	<b>Course Code: 321V08</b>
<b>Semester: III</b>	

**Syllabus:**

<b>Unit I : Marketing</b>	<b>14 Hours</b>
Marketing- Objectives – importance of modern marketing concept – Marketing mix. Marketing functions: Functions of exchange. Buying – elements of buying – purchasing methods - Assembling – Selling- elements of selling – kinds of sales.	

<b>Unit II : Place Utility</b>	<b>14 Hours</b>
Functions of Physical Supply: Transportation: functions – classification of transport – merits – choice of mode of transportation. Storage – advantages. Warehousing: functions – kinds. Standardization and Grading: types. Marketing finance: kinds of finance. Marketing risk: causes – methods of handling risk.	

<b>Unit III : Product &amp; Pricing</b>	<b>11 Hours</b>
Product– Product Life Cycle — New product planning – steps in new product planning. Pricing: Objectives – factors affecting pricing decision – procedure for price determination- kinds of pricing.	



<b>Unit IV :Promotion</b>	<b>13 Hours</b>
Promotion: Importance – objectives – forms of promotion. Sales promotion: objectives – advantages – kinds of sales promotion. Advertising: objectives – functions – objections.	

<b>Unit V : Channels of Distribution</b>	<b>13 Hours</b>
Channels of Distribution: importance – types – classification of middlemen – Agent middlemen-Wholesaler, Retailer: Kinds - services rendered – elimination of middlemen. Marketing Ethics-Online and Cyber Marketing-Activities- Applicability- Benefits- Process. Green Marketing- Efforts & Activities- Importance.	

<b>Course: Part III - Core IX - Cost and Management Accounting</b>	<b>Course Code: 421V09</b>
<b>Semester: IV</b>	

**Syllabus:**

<b>Unit I: (Theory)</b>	<b>10 Hours</b>
Cost Accounting: Introduction- Scope - Objectives -Costing-An aid to management - <u>*Merits and Demerits of cost accounting*</u> - Distinction between Financial Accounting and Cost Accounting -Methods of costing - Elements of cost - Cost concepts and classification.	

<b>Unit II: (Problem)</b>	<b>13 Hours</b>
Preparation of cost sheet – Techniques of material control: Level setting - Economic Ordering Quantity (EOQ) - Pricing of material issues: FIFO method – LIFO method - Weighted Average method - Simple Average method (Problems only).	

<b>Unit III: (Problem)</b>	<b>14 Hours</b>
Management Accounting: Introduction – Characteristics – Scope – Objectives – <u>*Relationship between cost and management accounting*</u> - Financial statements analysis: Preparation of Comparative and Common size statements – Ratio analysis: Classification of Ratios – Liquidity, Profitability, Solvency and Turnover Ratios.	

<b>Unit IV : (Problem)</b>	<b>15 Hours</b>
Fund flow analysis – Cash flow analysis (Problems only).	

<b>Unit V: (Problem)</b>	<b>13 Hours</b>
Budgetary control: Preparation of different budgets – Flexible budget – Sales budget – Production and Production cost budget – Cash budget (Problems only).	

<b>Course: Part III- Core X – Foreign Exchange Management</b>	<b>Course Code: 421V10</b>
<b>Semester: IV</b>	

**Syllabus:**

<b>Unit –I</b>	<b>10Hours</b>
Foreign Exchange Management: Evolution-History of money-scope of forex- Significance of forex management-Skills required of a forex manager-Exchange Rates-Foreign Exchange as Stock- Kinds of international financial markets-Foreign Exchange Markets and its Types- <u>*Participants of Foreign Exchange Markets*</u> -Settlement of Transaction.	

<b>Unit –II</b>	<b>11 Hours</b>
International Trade and Balance of Payment-Economic basic of International Trade-theories of International Trade-Gains from International Trade- terms of Trade- <u>*Free Vs Production*</u> -Kinds and different types of trade restriction-Advantages of different kinds of restriction-foreign exchange rate-Balance of Trade-Balance of Payment-forms of Accounts of Balance of Payment.	

<b>Unit – III</b>	<b>10Hours</b>
Exchange Rate System-Foreign exchange transaction-Direct and Indirect Method of exchange rate-Bid and Offer Rates-Spot and Forward Rates- <u>*Factors determining Spot Exchange Rates*</u> . Forward Rate in India: Factors Affecting Forward Rate Mechanism - Forward Rates in Free markets: Interest Parity Principle- Merchant Exchange Rates	

<b>Unit –IV</b>	<b>11 Hours</b>
Foreign Exchange Risk: Introduction-Risk-Types of risk- Risk analysis- Risk Management: Approaches- Model- Approaches for Managing and reducing Risk- Managing Foreign Exchange Rate Risk- Currency Exposure Management- Foreign Currency Transaction: <u>*Transaction Exposure-Operating Exposure-Translation Exposure- Economic Exposure*</u> .	

<b>Unit-V</b>	<b>10 Hours</b>
Financing of Forex Trading: Introduction- Mechanism of Forex trading- Methods of Remittances- Documentation in Foreign Trade- Centralised Cash Management- Netting System- Foreign Currency Accounts-International Financial Market: main sources- Syndicated Euro Currency Loans-Types of Euro-Bond market Instrument- Finance from Foreign Sources.	

<b>Course : Part III – Core XIII E- Accounting – Practical</b>	<b>Course Code: 521V13</b>
<b>Semester: V</b>	

**Syllabus:**

<b>List of Practicals</b>	<b>65 hrs</b>
<p>Company Information</p> <ul style="list-style-type: none"> <li>• Company creation</li> <li>• Altering company information</li> </ul> <p>Accounting information</p> <ul style="list-style-type: none"> <li>• Creating new group heads <ul style="list-style-type: none"> <li>- Creating Sub – Group head</li> <li>- Altering and Displaying head</li> </ul> </li> <li>• Account head creation <ul style="list-style-type: none"> <li>- Creating Account head</li> <li>- Altering and deleting</li> <li>- Displaying list of Account head</li> </ul> </li> <li>• Vouchers <ul style="list-style-type: none"> <li>- Entering</li> <li>- Altering, Displaying vouchers</li> </ul> </li> <li>• Display <ul style="list-style-type: none"> <li>- Trial Balance</li> <li>- Day book</li> <li>- Final Accounts</li> <li>- Ratios</li> </ul> </li> </ul> <p>Inventory information</p>	

- Stock Category
  - Creating Stock Category
  - Altering Stock Category
  - Display Stock Category
- Godowns
  - Creating Godowns
  - Altering Godowns
  - Display Godowns
- Stock Group
  - Creation of stock group
  - Altering of Stock Group
  - Display Stock Group
- Units of Measure
  - Creation of unit of measure
  - Alteration of unit of measure
  - Display unit of measure
- Stock Item
  - Creating Stock item
  - Altering Stock item
  - Display Stock item
  - Display Stock Summary

#### Configuring Cost Centres and Cost categories

- Cost Centre creation
  - Altering Cost Centre
  - Display Cost Centre
- Cost Categories Creation
  - Altering Cost Categories
  - Display Cost Categories
  - Deleting Cost Categories

#### Configuring Payroll

- Creation of payroll masters
  - Payroll Head Creation
  - Employee master creation
- Display Payroll reports

#### Statutory and Taxation Information

- Tax head
  - Creation
  - Alteration
  - Display

<b>Course: Part III – Core XIV – Taxation Law and Practice</b>	<b>Course Code: 521V14</b>
<b>Semester: V</b>	

#### Syllabus:

<b>Unit I (Theory)</b>	<b>15 Hours</b>
Direct Taxes at a Glance: Basic concepts of Income Tax —* <u>Distinction between direct and Indirect taxes</u> * — Important definitions under Income Tax Act, 1961– Residential Status & Basis of Charge – Income exempted from income tax.	

<b>Unit II (Problem)</b>	<b>20 Hours</b>
Heads of income- salary- computation of salary income – Income from house property – computation of income from house property.	

<b>Unit III (Problem)</b>	<b>15 Hours</b>
Profits and Gains of Business or Profession- Capital Gains.	

<b>Unit IV (Theory)</b>	<b>12 Hours</b>
Indirect taxes –Features – Merits and Limitations of indirect tax - Constitutional basis of taxation in India - GST in India – Goods and Service Tax council – functions of GST council – features and benefits of GST – GST rate structure – types of supplies –* <u>types of GST in India</u> *.	

<b>Unit V (Theory)</b>	<b>13 Hours</b>
Basic concepts of Time and Value of Supply - Basics concept of Place of Supply — Input Tax Credit under GST: features – methods – mechanism – framework. — Procedure under GST: Registration, Tax Invoice, Debit & Credit Note, Account and Record, filing of Return. Basic overview on Integrated Goods and Service Tax (IGST) — scope – definitions – levy and collection – power to grant exemption from Tax – section (6) determination of nature of supply – sections (7 – 9).	

<b>Course: Part III - Core XV – Financial Management</b>	<b>Course Code: 521V15</b>
<b>Semester: V</b>	

**Syllabus:**

<b>Unit I (Theory)</b>	<b>13 Hours</b>
Financial management: Definition and Importance - Finance function: Approaches: - Aims - Scope - Relationship of finance with other Business Functions - Objectives - Financial Decisions - Functional areas of Financial Management – * <u>functions of a finance manager</u> *.	

<b>Unit II (Theory)</b>	<b>13 Hours</b>
Sources of Finance: Long term sources: Shares - debentures. Short term loans and credits: Indigenous bankers, Factoring, deferred incomes, Commercial Paper, Public deposits, * <u>Trade credit, Installment credit, Advances, Accrued expenses and Commercial banks</u> *.	

<b>Unit III(Theory and Problems)</b>	<b>13 Hours</b>
Cost of Capital - Significance - Classification - Cost of Specific Sources of capital: Debt - Preference Capital - Equity Share capital - Weighted Average cost of capital. Dividend Policy: Determinants - Types - Forms of dividend.	

<b>Unit IV (Theory and Problems)</b>	<b>13 Hours</b>
Capital Structure: Patterns of Capital Structure – Importance – Theories of Capital Structure: NI, NOI, Traditional, MM Approach - Factors Determining Capital Structure. Leverage: Financial leverage - Operating leverage - Combined leverage.	

<b>Unit V (Theory)</b>	<b>13 Hours</b>
Working Capital Management - Concepts - Classification - Importance - Determinants of Working capital.	
Cash management: * <u>Motives for holding cash</u> * - Cash management facets - Managing cash flows. Receivables management: Cost of maintaining receivables - Factors influencing the size of receivables - Forecasting the receivables - Dimensions of Receivables Management. Emerging Trends in Financial Management	

<b>Course: Part III – Elective-II – Global Business Management</b>	<b>Course Code: 621VE4</b>
<b>Semester: VI</b>	

**Syllabus:**

<b>Unit I</b>	<b>15 Hours</b>
International trade: Nature – Problems – Orientation of International Business – Stages: Domestic, International, Multinational, Global - * <u>Domestic Vs International Trade</u> – Tariff – and non-Tariff Barriers – Globalization: Meaning – Essentials – conditions – Factors Favoring Globalization – * <u>Strategies – Obstacles of Globalization</u> *. Pattern of India’s Foreign Trade (Import and Export)	

<b>Unit II</b>	<b>15 Hours</b>
Regulations of International Trade – India’s EXIM policy – IMF – SAARC – UNCTD – GATT – WTO – IBRD – International Development Association (IDA) – International Finance Corporation (IFC).	

<b>Unit III</b>	<b>15 Hours</b>
Export Finance – Internal and External Sources – Terms of Credit in Export Trade – Instruments used in Financing Export Trade: Letter of Credit – Draft or Bill of Exchange – Counter Trade – EXIM bank – ECGC – Financial Guarantee: Packing Credit – Post Shipment Finance	

<b>Unit IV</b>	<b>15 Hours</b>
Export Procedure – Offer and Receipt of Confirmed Orders – Producing the Goods - Shipment Banking Procedure – Negotiation – Documentation system - * <u>Export incentives</u> *	

<b>Unit V</b>	<b>15 Hours</b>
Export Promotion Measures – Infrastructure setup and Aids – Export Promotion Councils, Commodity Boards – Boards of Trade, ITPO FIEO, IIFO, Indian Council of Arbitration, STC, Export houses, FTZ’s and EOU’s – Trade Fairs and Exhibitions, Trading Houses and Star Trading Houses.	

<b>Course: Part III – Elective III – Industrial Relations and Labour Welfare</b>	<b>Course Code: 621VE6</b>
<b>Semester: VI</b>	

**Syllabus:**

<b>Unit I</b>	<b>15 Hours</b>
Industrial Relations: Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.	

<b>Unit II</b>	<b>15 Hours</b>
Industrial Conflicts : Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication.	

<b>Unit III</b>	<b>15 Hours</b>
Labour Welfare: Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour – Welfare Funds – *Education and Training Schemes*.	

<b>Unit IV</b>	<b>15 Hours</b>
Industrial Safety: Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions..	

<b>Unit V</b>	<b>15 Hours</b>
Welfare Of Special Categories Of Labour : Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour – *BPO & KPO Labour* - Social Assistance – Social Security – Implications	

### 1.1.3 Entrepreneurship –papers 2021-2022

<b>Course: Part III – Core I - Fundamentals of Business Organization and Management</b>	<b>Course Code: 121V01</b>
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**Semester: I**

**Syllabus:**

<b>Unit I</b>	<b>13Hours</b>
Concept of management-Definition-nature and characteristics of management-functions of management. Planning-Definition-nature-significance-limitations-measures to overcome limitations-levels of planning-types of planning-steps in planning-essential requirements of effective plan-derivatives of plan.	

<b>Unit II</b>	<b>12 Hours</b>
Organizing- steps in organizing- significance of organization structure- traditional structures: line organization- line and staff organization- functional organization. Staffing- Directing.	

<b>Unit III</b>	<b>13 Hours</b>
Controlling: Definition- characteristics- significance- process- requirements of good control system- kinds of control. Co-ordination: concept- significance- coordination as the essence of managing- <u>*techniques of effective coordination*</u> .	

<b>Unit IV</b>	<b>13 Hours</b>
Organization: concept and nature- characteristics- classification. Forms of business ownership: sole proprietorship- one person company- <u>*Joint Hindu family business*</u> - partnership- Joint stock Company- limited liability partnership- cooperative organization- <u>*choice of forms of organization*</u> .	

<b>Unit V</b>	<b>14 Hours</b>
Business formats: Bricks and mortar business- pure online business- bricks and click business- <u>*advantages of bricks and click business- advantages of online business*</u> . e-Business- franchising. Micro, small and medium enterprise: Definition of MSME- role of MSME's in India- problems of MSMEs- government policy towards MSMEs- Make In India- Skill development- <u>* Startup India*</u> .	

<b>Course: Part III - Core II – Managerial Skills</b>	<b>Course Code: 121V02</b>
<b>Semester: I</b>	

**Syllabus:**

<b>Unit I:</b>	<b>13 Hours</b>
Managing Self: Introduction – Genders and self – Importance – Process – SWOT Analysis. Self Esteem – Factors – High self-esteem - Low self-esteem - Ways to improve self-esteem.	

Managing Time: The 80:20 rule – Secrets of time management - \*Time management tips\*.

<b>Unit II</b>	<b>13 Hours</b>
Interpersonal skills: Introduction – Stages – Transactional analysis - Ways to improve – Johari Window – Life Positions – Characteristics. Boss-subordinate Relationship: Introduction – Steps in building relationship.	

<b>Unit III</b>	<b>13 Hours</b>
Strategic thinking: Stages – Scope – Importance – Characteristics of strategic thinkers. Lateral thinking: Introduction – uses – Needs – Benefits – Techniques.	

<b>Unit IV</b>	<b>13 Hours</b>
Facing changes: Adapting and understanding change – changes related to people, organisation and system – change and business development – Principles of change management – Models. Facing challenges: Introduction – Benefits – facing challenges in life.	

<b>Unit V</b>	<b>13 Hours</b>
Developing human network: Introduction – Relationship building – benefits – guidelines – Effective networking. Balancing work and life: Introduction – Importance - <u>*Tips for balancing work and life*</u> - Elements.	

<b>Course: Part III - Allied II – Production and Materials Management</b>	<b>Course Code:221AV2</b>
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**Semester: II**

**Syllabus:**

<b>Unit I</b>	<b>15 hours</b>
Plant location-concept- Importance-Reasons of relocation- objectives in plant location- aspects of plant location- factors influencing plant location. Plant layout: meaning-characteristics of an effective layout- objectives-principles-advantages of good layout –steps involved in planning layout- types of layout-product layout-process layout- <u>*comparison of layouts*</u>	

<b>Unit II</b>	<b>15 hours</b>
Production-meaning-production system-types of production – continuous production – batch production – job production.Production planning and control: meaning-characteristics - importance-functions-routing-procedures-scheduling-objectives-factors affecting scheduling-forms of schedules-inputs of scheduling-procedure for scheduling-dispatching-principle functions of dispatching-dispatching procedures- <u>*maintenance-objectives-importance-types(concepts only)*</u> .	

<b>Unit III</b>	<b>15 hours</b>
Materials management-meaning-objectives-integrated materials management-concepts-advantages of integrated materials management.Materials handling: Meaning-objectives-	



importance-factors influencing the selection of material handling system-\*types of material handling equipments\*.Purchasing:Duties and functions of purchasing department-purchasing Procedures .

**Unit IV** **15 hours**

Inventory: functions-importance-inventory control-objectives and importance of inventory control-Tools of inventory control-EconomicOrderQuantity,ABC,VED,FSN,XYZ,Kaizen Production Technique-reorder point-safety stock-lead time. Work study-meaning-importance-method study-meaning-objectives-procedures-selection of job –recording methods – charts and diagrams-Work measurement-uses – time study – meaning –procedure.

**Unit V** **15 hours**

Quality control- definition-quality control techniques-Just-In-Time-quality at the source-inspection, statistical quality control (SQC).Total quality management-elements of TQM-quality circles(QC)-ISO 9001-: \*concept-ISO 9001 standards-benefits\*.

**Course: Part III - Core XII - Organizational Behavior**

**Course Code: 421V12**

**Semester: IV**

**Syllabus:**

**Unit I** **13 Hours**

Organizational Behaviour: concept – Nature and scope – role – disciplines contributing OB – Hawthorne Experiments – Human Behaviour Approach – OB Models - \*Emerging challenges and opportunities for Organizational Behaviour – Nature of human behaviour: Process of behaviour – Individual differences – Factors.

**Unit II** **12 Hours**

Personality: Concept – Theories of personality – determinants of personality – Personality and behaviour – organizational applications of personality. Perception – concept – Managerial applications of Perception.

**Unit III** **14 Hours**

Attitude: Concept – factors in attitude formation – attitude change. Motivation: Concept – nature – Motivation and behaviour – theories of Motivation: X, Y and Z theories, Maslow’s need hierarchy theory, Herzberg’s theory, Vroom’s Expectance theory - \*Financial and non-financial Motivation

**Unit IV** **13 Hours**

Job Satisfaction: Determinants – effects of Job Satisfaction. Group Dynamics: Concept: Types of Groups – group Norms – Factors influencing Norms – Group Cohesiveness – Factors affecting Group Cohesiveness. Organizational Conflict: Concept – Stages of Conflict – Types – Merits and Demerits of Conflict – Conflict Management.

<b>Unit V</b>	<b>13 Hours</b>
Leadership: Concept – Functions - <u>*Importance – Qualities of a good leader</u> – Leadership styles – theories of leadership: Trait theory, Managerial Grid, Fiedler’s Contingency model. Organizational Culture and Climate – Importance – Features.	

<b>Course: Part III – Core XVII – Strategic Management</b>	<b>Course Code: 621V17</b>
<b>Semester: VI</b>	

**Syllabus:**

<b>Unit I</b>	<b>13 Hours</b>
Strategy: Definition –Difference between Strategy and tactics- Levels of Strategy –Strategic Planning – Strategic Management Process .Strategic intent: Vision –Mission – Goals and Objectives – <u>Social Responsibility of Strategic Management</u> *.	

<b>Unit II</b>	<b>13 Hours</b>
Environmental Analysis: Concept – Role of Environmental Analysis– <u>components of Environment</u> *. Environmental Scanning – Factors, Sources, SWOT Analysis and TOWS. Organizational Analysis: Role and Process – Strategic Audit – Industry Competitor.	

<b>Unit III</b>	<b>13 Hours</b>
Corporate Strategies: Stages – Stability, Growth, Retrenchment, Combination strategies. Strategic Choice: Process – Focusing on Strategic Alternatives – Evaluation – Corporate Portfolio Analysis.	

<b>Unit IV</b>	<b>13 Hours</b>
Strategy Implementation – Resource Allocation – Procedural and Project Implementation – Organizational Structures and Strategies – Relating Structure to Strategy – Implementing Strategy through Leadership, Culture and Ethics.	

<b>Unit V</b>	<b>13 Hours</b>
Strategic Control – Nature – Role – Barriers – Strategic Control: Types – Operational Control - Techniques of Strategic Control - <u>*Role of Organizational Systems in Strategic Control</u> .	

<b>Course: Part III – Elective-II – Entrepreneurship and Project Management</b>	<b>Course Code: 621VE3</b>
<b>Semester: VI</b>	

**Syllabus:**

<b>Unit I</b>	<b>15 Hours</b>
Entrepreneur: Concept - characteristics - Entrepreneurs and managers - Functions of an Entrepreneur - types of entrepreneurs - Intrapreneur - Entrepreneurship: concept - growth - role of entrepreneurship in economic development.	

<b>Unit II</b>	<b>15 Hours</b>
Factors affecting entrepreneurial growth - Entrepreneurial Development Programme (EDP): need - objectives - phases - evaluation - Institutional finance to entrepreneurs. * <u>Successful Women Entrepreneurs.</u>	
<b>Unit III</b>	<b>15 Hours</b>
Small enterprises - Concept -Characteristics - Objectives - Scope- Role - <u>*Steps to be taken for starting a small scale industry</u> - Institutional Support to small scale industry	
<b>Unit IV</b>	<b>15 Hours</b>
Project identification and selection: classification - project identification - project selection - Project formulation: Meaning - Significance - contents - formulation. Networking techniques: PERT - CPM (Theory only).	
<b>Unit V</b>	<b>15 Hours</b>
Project Appraisal - Concept - Methods: Pay Back period - Average rate of return - Net present value - Internal rate of return - Benefit cost Ratio (Theory only).	

<b>Course: Part III - Core III - Visual Programming</b>	<b>Course Code: 221V03</b>
<b>Semester : II</b>	
<b>Syllabus:</b>	
<b>Unit I: Writing Software:</b>	<b>(7 hrs)</b>
Working with Variables - Comments and Whitespace - Data Types - Storing Variables - Methods. [Chapter: 3]	
<b>Unit II: Controlling the Flow:</b>	<b>(7 hrs)</b>
Making Decisions - The If Statements - Select Case - Loops. <b>Working with Data Structures:</b> Understanding Arrays - Working with ArrayLists. [Chapters: 4, 5]	
<b>Unit III: Building Windows Applications:</b>	<b>(8 hrs)</b>
Responding to Events - Counting Characters - Counting Words - Creating More Complex Application - Creating the Toolbar - Creating the Status Bar - Creating an Edit Box - Clearing the Edit Box - Responding to Toolbar Buttons - Using Multiple Forms. [Chapter: 6]	
<b>Unit IV: Displaying Dialogs:</b>	<b>(8 hrs)</b>
The MessageBox - The OpenFileDialog Control - The SaveDialog Control - The FontDialog Control - The ColorDialog Control. <b>Creating Menus:</b> Understanding Menu Features - Creating Menus. [Chapters: 7, 8]	
<b>Unit V: Debugging and Error Handling:</b>	<b>(8 hrs)</b>
Major Error Types - Error Handling. Accessing Data Using Structured Query Language: What is Database? - Understanding Basic SQL Syntax - Executing Queries in SQL Server. [Chapters: 9, 12,13]	

<b>Course: Part III - Core Practical I - Visual Programming</b>	<b>Course Code: 221VP1</b>
<b>Semester : II</b>	
<b>List of Programs:</b>	<b>(27 hrs)</b>
<b>Visual Basic:</b>	
<ul style="list-style-type: none"> <li>➤ Design a user interface to print the result of student with total marks and percentage.</li> <li>➤ Write a simple VB program to design a calculator with basic operations.</li> <li>➤ Write a VB program to record the employee details such as Emp ID, Emp Name, Designation and Basic Pay. Calculate the DA, HRA, Deduction and Gross Salary.</li> <li>➤ Write a program to create a MDI form and add menus having fonts, forecolor and back color and exit. Create a textbox and use common dialog control to change the font and colors of the textbox.</li> <li>➤ Write a VB program to calculate simple interest.</li> <li>➤ Write a program to illustrate Common Dialog Control and to open, edit and save the text file.</li> <li>➤ Create a program to develop an Application for loading a Picture using Drive, Directory and File List Box controls.</li> <li>➤ Write a simple VB programs to add items to list box with user input and move the selected item to combo box one by one.</li> <li>➤ Write a simple program to find the sum of N numbers.</li> <li>➤ Write a simple VB program to prepare a questionnaire.</li> </ul>	

<b>Course: Part III - Core VI – Legal Aspects of Business</b>	<b>Course Code: 321V06</b>
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**Semester: III**

**Syllabus:**

<b>Unit I</b>	<b>13 hours</b>
Law of Contract - Contract Act 1872 – Meaning – Types – Essential elements of a Contract- Offer and Acceptance.	

<b>Unit II</b>	<b>13 hours</b>
Consideration – Capacity to Contract – Free consent-Legality of Object -Void agreements.	

<b>Unit III</b>	<b>13 hours</b>
Performance of Contract - Mode of discharge of Contract-Remedies to breach of Contract-Quasi Contracts.	

<b>Unit IV</b>	<b>13 hours</b>
Indian companies Act, 1956 – Definition – Features – Kinds of Companies – Incorporation of company – Memorandum of Association – Articles of Association – Prospectus.	

<b>Unit V</b>	<b>13 hours</b>
Consumer Protection Act, 1986: Objects – Definition – Central consumer protection council & state consumer protection act – Consumer Disputes Redressal Agencies – consumer Disputes Redressal Forum – Consumer Disputes Redressal Commission – National Consumer Disputes Redressal Commission. Intellectual Property Rights: Introduction – need for protection of IPR – Intellectual Property and its facets- Legislation on IPR in India.	

<b>Course: Part III - Allied III – Business Environment</b>	<b>Course Code: 321AV3</b>
<b>Semester: III</b>	

**Syllabus:**

<b>Unit I</b>	<b>15 Hours</b>
Business environment -nature of business environment-internal environment-external environment (micro &macro) -characteristics of today’s business-SWOT analysis. Requisites for Successful Business.	

<b>Unit II</b>	<b>15 Hours</b>
Global environment: Globalization and Liberalization -nature –reasons-merits-strategies- MNC’S- benefits-problems.	

<b>Unit III</b>	<b>15 Hours</b>
Technological environment: features of technology-impact of technology-technology and society. Political environment-political system-legislature-executive, government and judiciary (introduction only)-government responsibilities to business.	

<b>Unit IV</b>	<b>15 Hours</b>
Economic environment-basic economic system-factors-public sector enterprises: meaning-	

objectives. New economic policy-privatization: nature and objectives-routes-benefits-obstacles of privatization-conditions for success of privatization.

**Unit V**

**15 Hours**

Socio –cultural environment: business and culture –elements-organization-cultural adaptation-cultural transmission-cultural conformity-cultural tag. Social responsibility of business.

**Course: Part IV – Skill Enhancement Course – I Professional English for Management**

**Course Code: 321VS1**

**Semester: III**

**Unit I**

**8 Hours**

**COMMUNICATION:**

1. **Listening:** Listening to instructions
2. **Speaking:** Telephone etiquette and Official phone conversation
3. **Reading** short passages (3 passages selected from Management)
4. **Writing:** Letters and Emails in professional context
5. **Grammar in Context:**
  - Why and yes or no,
  - Q tags
  - Imperatives
6. **Vocabulary in Context:** Word formation - .
  - i) Creating antonyms using Prefixes
  - ii) Intensifying prefixes (E. g inflammable)Changing words using suffixes
  - A) Noun Endings
  - B) Adjective Endings
  - C) Verb Endings

**Unit II**

**7 Hours**

**DESCRIPTION:**

- Listening** – Listening to process description
- Speaking** - Role play:  
Formal: With faculty and mentors in academic environment, workplace communication  
Informal: With peers in academic environment, workplace communication
- Reading** –Reading passages on trade/commerce/management
- Writing** – Writing sentence definitions (e.g. ledger ) and extended definitions (e.g. accountancy)  
Picture Description – Description of fashion and beauty products (a small write-up promoting the product/an objective review of the product in 150 to 200 words).
- Grammar in Context:** Connectives and linkers.
- Vocabulary** – Synonyms (register) - Compare & contrast expressions

<b>Unit III</b>	<b>8 Hours</b>
<b>NEGOTIATION STRATEGIES:</b>	
<b>Listening</b> - Listening to interviews of specialists / inventors in fields (Subject specific)	
<b>Speaking</b> – Brainstorming. (mind mapping). Small group discussions (subject- specific)	
<b>Reading</b> – Longer Reading text. (Comprehensive passages)	
<b>Writing</b> – Essay Writing (250 word essay on topics related to subject area, like recording business trans)	
<b>Grammar in Context:</b> Active voice & Passive voice – If conditional	
<b>Vocabulary:-</b> Collocations - Phrasal verbs	

<b>Unit IV</b>	<b>7 Hours</b>
<b>PRESENTATION SKILLS :</b>	
<b>Listening</b> - Listening to presentation. Listening to lectures. Watching – documentaries (discovery / history channel)	
<b>Speaking</b> - Short speech -Making formal presentations(PPT)	
<b>Reading</b> – Reading a written speech by eminent personalities in the relevant field/Short poems / Short biography.	
<b>Writing</b> - Writing Recommendations	
-Interpreting visuals - charts / tables/flow diagrams/charts	
<b>Grammar in Context</b> – Modals <b>Vocabulary</b> (register) - Single word substitution	

<b>Unit V</b>	<b>8 Hours</b>
<b>CRITICAL THINKING SKILLS:</b>	
<b>Listening</b> - Listening to advertisements/news and brief documentary films (with subtitles)	
<b>Speaking</b> – Simple problems and suggesting solutions.	
<b>Reading:</b> Motivational stories on Professional Competence, Professional Ethics and Life Skills (subject-specific)	
<b>Writing</b> Studying problem and finding solutions- (Essay in 200 words)	
<b>Grammar</b> -Make simple sentences	
<b>Vocabulary</b> -Fixed expressions	

<b>Course: Part III - Core XI - RDBMS and Oracle Programming</b>	<b>Course Code: 421V11</b>
<b>Semester : IV</b>	

**Syllabus:**

<b>Unit I: Database Concepts:</b>	<b>(8 hrs)</b>
An Introduction - Relationships -Database Management System (DBMS) - The Relational Database Model - Integrity Rules. <b>Database Design: Data Modeling and Normalization:</b> Data Modeling - Dependency - Database Design - Normal Forms - Dependency Diagrams - Denormalization. [Chapters:1,2,3]	

<b>Unit II: Oracle Tables: Data Definition Language (DDL):</b>	<b>(8 hrs)</b>
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Naming Rules and Conventions - Data Types - Constraints - Creating an Oracle Table - Displaying Table Information - Altering an Existing Table - Dropping a Table - Renaming a Table - Truncating a Table. **Working with Tables: Data Management And Retrieval:** Data Manipulation Language (DML) - Adding a New Row/Record -Updating Existing Rows/Records -Deleting Existing Rows/Records - Retrieving Data from a Table - Arithmetic Operations -Sorting.  
 [Chapters:4,5]

**Unit III: Working with Tables:Functions and Grouping: (7 hrs)**  
 Built-In Functions - Grouping Data. Multiple Tables: Joins and Set operators: Join - Set Operators.  
 [Chapters:6,7,8]

**Unit IV: PL/SQL:A Programming Language: (8 hrs)**  
 A BriefHistory of PL/SQL - Fundamentals of PL/SQL - PL/SQL Block Structure - Comments -Data Types - Other Data Types - Assignment Operation - Bind Variables - Substitution Variables in PL/SQL - Printing in PL/SQL - Arithmetic Operators. **More On PL/SQL : Control Structures andEmbedded SQL:** Control Structures.  
 [Chapters:10,11]

**Unit V: PL/SQL Cursors and Exceptions: (7 hrs)**  
 Cursors - Implicit Cursors - Explicit Cursors - Explicit Cursor Attributes - Implicit Cursor Attributes. **Cursor Variables:**An Introduction- Exceptions - Types of Exceptions. **PL/SQL Composite Data Types: Records, Tables and Varrays:** Composite Data Types - PL/SQLRecords - PL/SQL Tables - PL/SQL Varrays.  
 [Chapters:12,13]

<b>Course: Part III - Core Practical II - RDBMS and Oracle Programming</b>	<b>Course Code: 421VP2</b>
<b>Semester : IV</b>	

**List of Programs: (27 hrs)**  
**RDBMS Programming:**

- Write SQL queries to create the table Employee with Emp Name, ID, Address, Basic pay, DA and HRA.
- Write the queries to insert the records in the table Employee.
- Perform Select, Update and Delete Operation for the table Employee.
- Write SQL queries to rename the table and add the column to the Employee database.
- Write SQL queries using Arithmetic Operations for the Employee table.
- Write SQL queries to perform the following
  - Change the datatype of the columns in Employee database.
  - Displaying the all fields in Employee table.
  - Retrieve the Emp Name, ID and Salary.
  - Retrieve number of employee.
- Write SQL queries for Group Functions.
- Write a SQL queries to implement joins.
- Write a PL/SQL program to check the given number is Armstrong or not.
- Write a PL/SQL program for Student database and calculate total, average, result.



<b>Course: Part IV – Skill Enhancement Course - II – Modern Banking</b>	<b>Course Code: 421VS2</b>
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**Semester: IV**

**Syllabus:**

<b>Unit I</b>	<b>8 Hours</b>
<b>Banker and Customer:</b> Banker and customer-origin of banking-Banker and customer- Relationship between a Banker and Customer- Right to claim incidental charges- Right to charge- Compound Interest.	

<b>Unit II</b>	<b>7 Hours</b>
<b>Deposits and Negotiable Instruments:</b> General precautions for opening accounts- KYC norms- Types of deposits. Negotiable Instrument: Promissory note, Bill of Exchange and cheque- Definition and Characteristics- Types of cheques, Crossing and Endorsements.	

<b>Unit III</b>	<b>8 Hours</b>
<b>Lending principles and its associated concepts:</b> Principles of sound lending - secured and unsecured advances – forms of advances. Modes of charging security: Lien – Pledge – Mortgage – Assignment - Hypothecation.	

<b>Unit IV</b>	<b>7 Hours</b>
<b>Banking System in India:</b> Commercial bank - Industrial Development Banks: IFCI, SFC, ICICI, IDBI, SIDBI, IIFCL, IIBI. Agricultural Development Banks: NABARD. EXIM - RBI and its Functions.	

<b>Unit V</b>	<b>8 Hours</b>
<b>New Technology in Banking:</b> E-Banking - Electronic delivery Channels - Facets of E-Banking. Mobile banking: Inter Bank Mobile Payment Services (IMPS) - Virtual Currency - Models of E-Banking - Security measures - RTGS. *Pros and Cons of Payment apps and Net Banking*	

<b>Course : Part III - Core XVI Business Communication</b>	<b>Course Code: 521B16/521R16/521N16/521V16</b>
<b>Semester: V</b>	

**Syllabus:**

<b>Unit I : Communication</b>	<b>15 hrs</b>
Communication cycle- Importance- objectives – media – Types of communication: formal and informal – barriers of communication- principles of communication.	

<b>Unit II : Business Correspondence</b>	<b>13 hrs</b>
Business Letters: Need, functions and kinds of business letters – Planning business messages and layout- Enquiries and Replies - Orders and execution.	

<b>Unit III : Enquiry letters</b>	<b>12 hrs</b>
Credit and Status enquiries – Complaints and Adjustments.	

<b>Unit IV : Sales letters</b>	<b>12 hrs</b>
Collection letters – Sales letters – Circular letters.	

<b>Unit V : Business report</b>	<b>13 hrs</b>
Report – Importance – Types of report – steps for preparing a report– organization of report -qualities of good report.	

<b>Course: Part III - Elective I – Research Methodology for Management</b>	<b>Course Code: 521VE1</b>
<b>Semester: V</b>	

**Syllabus:**

<b>Unit I</b>	<b>15 hours</b>
Research– Meaning – Definition – Objectives of Research – Types of Research – Significance of Research – Research Process – <u>Criteria for good research</u> *- Research Design – meaning – need – features of a good design – important concepts – different research designs.	

<b>Unit II</b>	<b>15 hours</b>
Sampling: Steps in Sample Design – sampling errors - Types of Sampling – Probability and Non-Probability Sampling	

<b>Unit III</b>	<b>15 hours</b>
Data Collection - methods of Data Collection – Primary data - Interview Schedule – Questionnaire – Observation, <u>Pilot Study</u> * and Secondary Data.	

<b>Unit IV</b>	<b>15 hours</b>
Data Preparation Process: Questionnaire checking - Editing - Coding – classification – Tabulation – graphical representation – data cleaning – data adjusting.	

<b>Unit V</b>	<b>15 hours</b>
Interpretations: Interpretation – Meaning – Techniques of Interpretation – Precautions in Interpretation – significance. Report Writing: Steps in Writing Report – Layout of Research Report – Types of Report – Precautions for Writing Research Report.	

<b>Course: Part III - Elective I – Services Marketing</b>	<b>Course Code: 521VE2</b>
<b>Semester: V</b>	

**Syllabus:**

<b>Unit I</b>	<b>15 hours</b>
Services : Concept – Goods Vs. Services – Nature – Types – Characteristics – <u>*Role of services</u> * - Classification of services – Reason for growth in service sector – Need for Service marketing – Obstacles in service marketing – Service marketing Management : Challenges to service managers – Marketing strategy in services : External marketing, Internal marketing, Interactive marketing.	

<b>Unit II</b>	<b>15 hours</b>
Service marketing mix: Elements – Service product – pricing in services – service promotion: Promotion mix for services – Advertising – Sales promotion – personal selling – Public relations and publicity – Direct marketing.	

<b>Unit III</b>	<b>15 hours</b>
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Place in services: Location – Channels of service delivery – Designing a distribution system – direct and indirect distribution – Franchising – Role of customer in the distribution system.  
 People in service: Types of service personnel – Role of front line staff – quality circles. Physical evidence: physical facilities – environment – social setting – Role of Physical evidence.

**Unit IV** **15 hours**

Service process: designing service process – spectrum – service design options – \*service process planning\* - service blue print – Front and back office – process flowchart – process layout. Managing service quality: Dimensions – Measurement – Expected and perceived service quality – benefits of service quality – service quality management.

**Unit V** **15 hours**

Servicing marketing: Bank marketing – Tourism marketing – Hospital marketing – Airline marketing – Globalization of services: \*Challenges\* - Successful global service marketing – typical international service – launching of service in global market – strategic implications of international service marketing.

**Course: Part III – Elective III – Consumer Behavior** **Course Code: 621VE5**

**Semester: VI**

**Syllabus:**

**Unit I** **15 Hours**

Introduction to Consumer Behavior – Introduction – relevance of Consumer Behaviour study – development – Growth of Consumer Research – Trends in Consumer Behaviour\*.

**Unit II** **15 Hours**

Consumer Perception: Concept – External and Internal factors – Perceptual Process. Consumer Learning –Elements – Types – Classical Conditional and Operant conditioning. Lifestyle influence: meaning of lifestyle – Aio, Vals framework - Changing Lifestyle trends of Indian Consumers.

**Unit III** **15 Hours**

Personality: Business Today- Synovate Study – Personality influence and consumer behavior. Attitude: Nature – Attitude measurement – Attitude change. Motivation: introduction- Difference between motive, Motivating and Motivation – Needs and Goals – Motivational Research.

**Unit IV** **15 Hours**

Social Class: Nature – Characteristics – Social Influence on Consumer Behavior. Reference Group Influence: Factors – Characteristics – Types – Benefits.

**Unit V** **15 Hours**

Consumer Decision Making: Buying Motives – Types – Few models of Consumer Decision making – Types of Households – Household Lifestyle – \*Model of Household Decision making\*.

<b>Course: Part IV- Skill Enhancement Course IV- Event Management</b>	<b>Course Code: 621VS4</b>
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**Semester: VI**

**Syllabus:**

<b>Unit I</b>	<b>8 Hours</b>
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**Introduction to Event Management:** Introduction, Meaning, Event models, Role of the Event manager, The role of the Event Management Company, Functions of Event Management, Growth in Event Management sector, Careers in Event Management.

<b>Unit II</b>	<b>7 Hours</b>
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**Importance of Event Management:** Meaning, Requirements of Event managers, Decision-making and its kinds, Decision streams, Procedure of Decision making, Programmed and non-programmed decisions, Process of decision making.

<b>Unit III</b>	<b>8 Hours</b>
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**Types of Event Management:** Corporate events, Event Management of seminars, Event Management of trade shows, Theme parties, Trade fairs, Event management in planning of meetings, Board meetings, Press conference, Private events, Weddings, Family events, Birthday events.

<b>Unit IV</b>	<b>7 Hours</b>
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**Event planning process:** Introduction, Event business plan, The event action plan, Creative elements of Event planning, Event planning-creativity beats bigger budgets, Event flow.

<b>Unit V</b>	<b>8 Hours</b>
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**Media in Event Management:** Media relations and planning, Media action plan, Types of media-\* Radio Advertising, TV Advertising, Outdoor Advertising, Print Distribution, Direct mail,\* Promoting the Event.