# HINDUSTHAN COLLEGE OF ARTS AND SCIENCE(AUTONOMOUS)
## COIMBATORE - 641 028

### BBA (COMPUTER APPLICATIONS)
### SCHEME OF EXAMINATIONS - CBCS PATTERN

*(For the students admitted from the Academic year 2016 - 2017 and onwards)*

| CODE NO. | SUBJECT | LECTURE HRS/ WEEK | EXAM DURATION (HRS) | IE | EE | TOTAL | CREDIT POINTS |
|---|---|---|---|---|---|---|---|
| **First Semester** | | | | | | | |
| | **Part I** | | | | | | |
| 16LAT01/ 16LAH01/ 16LAM01/ 16LAF01 | Tamil/Hindi/Malayalam/French- I | 6 | 3 | 25 | 75 | 100 | 3 |
| | **Part II** | | | | | | |
| 16ENG01 | English - I | 6 | 3 | 25 | 75 | 100 | 3 |
| | **Part III** | | | | | | |
| 16BCU01 | Principles of Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 16BCU02 | Business Communication | 4 | 3 | 25 | 75 | 100 | 4 |
| 16BCU03 | **Practical I -** PC software (MS Office) | 3 | 3 | 40 | 60 | 100 | 3 |
| 16BCU04 | **Allied:** Mathematics for Management - I (Mat) | 6 | 3 | 25 | 75 | 100 | 3 |
| **Second Semester** | | | | | | | |
| | **Part I** | | | | | | |
| 16LAT02/ 16LAH02/ 16LAM02 16LAF02 | Tamil/Hindi/Malayalam/French - II | 6 | 3 | 25 | 75 | 100 | 3 |
| | **Part II** | | | | | | |
| 16ENG02 | English - II | 6 | 3 | 25 | 75 | 100 | 3 |
| | **Part III** | | | | | | |
| 16BCU05 | Organisational Behaviour | 5 | 3 | 25 | 75 | 100 | 4 |
| 16BCU06 | Web Technology | 3 | 3 | 25 | 75 | 100 | 3 |
| 16BCU07 | **Practical II -** Web Technology | 3 | 3 | 40 | 60 | 100 | 3 |
| 16BCU08 | **Allied:** Mathematics for Management-II (Mat) | 5 | 3 | 25 | 75 | 100 | 3 |
| | **Part IV** | | | | | | |
| 16GSU01 | Value Education- Human Rights | 2 | – | 100 | – | 100 | 2 |
| **Third Semester** | | | | | | | |
| | **Part III** | | | | | | |
| 16BCU09 | Financial Accounting | 5 | 3 | 25 | 75 | 100 | 4 |
| 16BCU10 | Production and Materials Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 16BCU11 | Marketing Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 16BCU12 | Legal aspects of Business | 5 | 3 | 25 | 75 | 100 | 4 |
| 16BCU13 | Risk & Insurance Management | 4 | 3 | 25 | 75 | 100 | 4 |
| 16BCU14 | **Allied : Practical -** Tally 9 | 4 | 3 | 40 | 60 | 100 | 3 |
| | **Part IV** | | | | | | |
| 16GSU02 | Environmental Studies | 2 | – | 100 | – | 100 | 2 |

**Fourth Semester**

|  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|
|  | **Part III** |  |  |  |  |  |  |
| 16BCU15 | Financial Management | 6 | 3 | 25 | 75 | 100 | 5 |
| 16BCU16 | Human Resource Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 16BCU17 | Taxation | 6 | 3 | 25 | 75 | 100 | 4 |
| 16BCU18 | C++ Programming | 3 | 3 | 25 | 75 | 100 | 3 |
| 16BCU19 | **Practical III -** C++ Programming | 3 | 3 | 40 | 60 | 100 | 3 |
| 16BCU20 | Retail Management | 5 | 3 | 25 | 75 | 100 | 3 |
|  | **Part IV** |  |  |  |  |  |  |
| 16GSU03 | Skill Based : Internet Security | 2 | – | 100 | – | 100 | 2 |
|  | **Part V** |  |  |  |  |  |  |
| 16GSU04 | Extension Activity | – | – | 100 | – | 100 | 2 |

**Fifth Semester**

|  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|
|  | **Part III** |  |  |  |  |  |  |
| 16BCU21 | Entrepreneurial Development and Project Management | 6 | 3 | 25 | 75 | 100 | 4 |
| 16BCU22 | Cost and Management Accounting | 6 | 3 | 25 | 75 | 100 | 5 |
| 16BCU23 | Research Methods for Management | 6 | 3 | 25 | 75 | 100 | 4 |
| 16BCU24 | Visual Basic | 3 | 3 | 25 | 75 | 100 | 3 |
| 16BCU25 | **Practical IV** - Visual Basic | 3 | 3 | 40 | 60 | 100 | 3 |
| 16BCU26 | **Elective : I** <br> a) Consumer Behaviour (OR)  b) Brand Management | 6 | 3 | 25 | 75 | 100 | 4 |
|  | **Part IV** |  |  |  |  |  |  |
| 16GSU05 | **Non Major Elective :** General Awareness | – | – | 100 | – | 100 | 2 |
|  | **Part V** |  |  |  |  |  |  |
| 16GSU06 | Law of Ethics | – | – | 100 | – | 100 | 2 |

**Sixth Semester**

|  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|
|  | **Part III** |  |  |  |  |  |  |
| 16BCU27 | Advertising and Sales Promotion | 6 | 3 | 25 | 75 | 100 | 4 |
| 16BCU28 | International Trade | 6 | 3 | 25 | 75 | 100 | 5 |
| 16BCU29 | Strategic Management | 6 | 3 | 25 | 75 | 100 | 4 |
| 16BCU30 | RDBMS and Oracle | 3 | 3 | 25 | 75 | 100 | 3 |
| 16BCU31 | **Practical V** - RDBMS & Oracle | 3 | 3 | 40 | 60 | 100 | 3 |
| 16BCU32 | **Elective II :** <br> a)  Service Marketing (OR)  b)  Financial Services | 6 | 3 | 25 | 75 | 100 | 4 |

**142**

## REGULATIONS

**Components for Evaluation:**

**1. Internal Examination Marks (For Part III theory papers)**

| Components | Marks |
|---|---|
| Test –I & II (Best of Two) | 10 |
| Model Exam | 10 |
| Assignment | 5 |
| **Total** | ------- <br> **25** <br> ===== |

## QUESTION PAPER PATTERN FOR I.E TEST I and II
### (2 HOURS TEST)                                                  MAXIMUM: 50 Marks

**SECTION - A (20 Marks)**
Answer **ALL** Questions
**ALL** Questions Carry **EQUAL** Marks                         (10 x 2 = 20 marks)
Short answers 10

**SECTION - B (10 Marks)**
Answer **ALL** Questions
**ALL** Questions Carry **EQUAL** Marks                          (2 x 5 = 10 marks)
Either or Type

**SECTION - C (20 Marks)**
Answer any **TWO** Questions out of **THREE** questions
**ALL** Questions Carry **EQUAL** Marks                         (2 x 10 = 20 marks)

## QUESTION PAPER PATTERN FOR IE Model Examination
**(3 HOURS TEST)**                                    **MAXIMUM: 75 Marks**

### SECTION - A (20 Marks)
Answer **ALL** Questions
**ALL** Questions Carry **EQUAL** Marks                    (10 x 2 = 20 marks)
**TWO** questions from each unit

### SECTION - B (25 Marks)
Answer **ALL** Questions
**ALL** Questions Carry **EQUAL** Marks                    (5 x 5 = 25 marks)
Either or Type.
ONE question from each unit with internal choice

### SECTION - C (30 Marks)
Answer any **THREE** Questions out of **FIVE** questions
**ALL** Questions Carry **EQUAL** Marks                    (3 x 10 = 30 marks)
ONE question from each unit

**2 a) Components for Practical  I.E.**

| Components | Marks |
|------------|-------|
| Test –I | 20 |
| Test - II | 20 |
| **Total** | ------- <br> **40** <br> ===== |

**2 b) Components for Practical  E.E.**

| Components | Marks |
|------------|-------|
| Completion of Experiments | 50 |
| Record | 5 |
| Viva | 5 |
| **Total** | ------- <br> **60** <br> ===== |

**3. Institutional/ Industrial Training, Mini Project and Major Project Work**

| Institutional /Industrial Training | | Mini Project | MajorProject Work | |
|---|---|---|---|---|
| **Components** | **Marks** | **Marks** | **Components** | **Marks** |
| **I.E**<br>Work Diary<br>Report<br>Viva –voce<br>Examination | 25<br>50<br>25 | -<br>50<br>50 | **I. E**<br>a) Attendance    10 Marks<br>b) Review /<br>  Work Diary**\*1**   30 Marks | 40 |
| **Total** | 100<br>==== | 100<br>==== | **E.E\*2**<br>a) Final Report   40 Marks<br>b) Viva-voce    20  Marks | 60 |
| | | | **Total** | 100<br>==== |

**\*1** Review is for Individual Project and Work Diary is for Group Projects (group consisting of
    minimum 3 and  maximum 5)

**\*2**Evaluation of report and conduct of viva voce will be done jointly by Internal and External
Examiners

**4. Components for Value Education (Part IV):**

| S.No. | Components | Marks |
|---|---|---|
| a) | Attendance<br>96% and above  - 30 marks<br>91% to 95%    - 25 marks<br>86% to 90%    - 20 marks<br>76% to 85%    - 10 marks | 30 marks |
| b) | Participation in group activity | 30 marks |
| c) | Assignment (2 x 10) | 20 marks |
| d) | Test<br>(1 hr for 20 marks)<br>2 out of three questions, 10 marks each | 20 marks |
| | **Total** | **100 marks** |

On completion of the above components students will be remarked as follows:

| Range of marks | Equivalent remarks |
|---|---|
| 80 and above | Exemplary |
| 70 – 79 | Very good |
| 60 – 69 | Good |
| 50 – 59 | Fair |
| 40 – 49 | Satisfactory |
| Below 39 | Not Satisfactory = Not completed |

- The passing minimum for this paper is 40%

- In case, the candidate fails to secure 40% passing minimum, he / she may have to reappear for the same in the subsequent semesters.

## 5. Guidelines for Environmental Studies (Part IV)

- The paper Environmental Studies is to be treated as 100% IE course which is offered in III Semester for II year UG students.
- The classes will be handled for two hours per week till the end of the Semester. At least one field trip should be arranged.
- Total Marks for the subject     =   100

| Components | Marks |
|---|---|
| Two Tests (2 x 30) | 60 |
| Field visit and report (10 + 10) | 20 |
| Two assignments (2 x 10) | 20 |
| **Total** | -------<br>**100**<br>===== |

The question paper pattern is as follows:

**Test I** – 2 hours  [3 out of 5 essay type questions]   3 x 10 = 30 Marks
**Test II** – 2 hours [3 out of 5 essay type questions]   3 x 10 = 30 Marks
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**Total     60 Marks**
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- The passing minimum for this paper is 40%
- In case, the candidate fails to secure 40% passing minimum, he / she may have to reappear for the same in the subsequent semesters.

## 6. Guidelines for Skill based subject - Internet Security  (Part IV)

| Components | Marks |
|---|---|
| Two Tests (2 x 40) | 80 |
| Two assignments (2 x 10) | 20 |
| **Total** | -------<br>**100**<br>===== |

The question paper pattern is as follows:

a)  Test I – 2 hours  [4 out of 7 essay type questions]   4 x 10 = 40Marks
b)  Test II – 2 hours [4 out of 7 essay type questions]   4 x 10 = 40 Marks
------------------------
**Total     80 Marks**
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- The passing minimum for this paper is 40%

- In case, the candidate fails to secure 40% passing minimum, he / she may have to reappear for the same in the subsequent semesters

### 7. Guidelines for General Awareness (Part IV)

| Components | Marks |
|---|---|
| Two Tests (2 x 50) | 100 |

The question paper pattern is as follows:

Test I – 2 hours  [50multiple choice questions]     50 x 1 = 50Marks
Test II – 2 hours [50 multiple choice questions]     50 x 1 = 50 Marks
-------------------------
**Total     100 Marks**
-----------------------

- The passing minimum for this paper is 40%
- In case, the candidate fails to secure 40% passing minimum, he / she may have to reappear for the same in the subsequent semesters

### 8. Guidelines for Law of Ethics (Part V)

| Components | Marks |
|---|---|
| Two Tests (2 x 50) | 100 |

The question paper pattern is as follows:

c)  Test I – 2 hours  [5 out of 8 essay type questions]     5 x 10 = 50Marks
d)  Test II – 2 hours [5 out of 8 essay type questions]     5 x 10 = 50 Marks
---------------------------
**Total     100 Marks**
-------------------------

- The passing minimum for this paper is 40%
- In case, the candidate fails to secure 40% passing minimum, he / she may have to reappear for the same in the subsequent semesters

### 9. Guidelines for Extension Activity (Part V)

- Atleast two activities should be conducted within this semester (IV) consisting of two days each.
- The activities may be a) Educating Rural Children b) Unemployed Graduates c) Self Help Group etc.

The marks may be awarded as follows

| No of Activities | Marks |
|---|---|
| 2 x 50<br>( Each Activity for two days) | 100 |

**10.QUESTION PAPER PATTERN FOR EE (Part III Theory Papers)**
   (3 HOURS TEST)                                                         **MAXIMUM: 75 Marks**

      **SECTION - A (20 Marks)**
Answer **ALL** Questionsp
**ALL** Questions Carry **EQUAL** Marks                              (10 x 2 = 20 marks)
**TWO** questions from each unit

      **SECTION - B (25 Marks)**
Answer **ALL** Questions
**ALL** Questions Carry **EQUAL** Marks                              (5 x 5 =  25 marks)
Either or Type.
ONE question from each unit with internal choice

      **SECTION - C (30 Marks)**
Answer any **THREE** Questions out of **FIVE** questions
**ALL** Questions Carry **EQUAL** Marks                              (3 x 10 = 30 marks)
ONE question from each unit

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| Code No. | Subject | Semester No. |
|---|---|---|
| 16BCU01 | **PRINCIPLES OF MANAGEMENT** | I |
| Objective: | To create an understanding of the fundamental principles of management. | |

| Unit No | Topics | Hours |
|---|---|---|
| **Unit I** | **Management:** <br> Meaning – Definitions –Nature , Scope- Process of Management – Management: A science or an art- Scientific Management - Managerial functions and roles – The evolution of Management Theory. | 12 |
| **Unit II** | **Planning:** <br> Definition – Nature and Characteristics of Planning – Importance – Types of Plans – Planning process – Limitations. Decision making: Process of Decision making - Types of Decisions, MBO-Definition and Concept- Process- Pros & Cons. | 12 |
| **Unit III** | **Organizing:** <br> Types of organization - Organizational structure - Span of control, Delegation: Delegation and Centralization - Line and Staff relationship. Staffing: Sources of recruitment - Selection process – Training methods. | 12 |
| **Unit IV** | **Directing:** <br> Nature and purpose of directing – supervision – motivation – leadership – communication. | 12 |
| **Unit V** | **Controlling:** <br> Definition – Characteristics of control – Steps in controlling – Effective Control Techniques. Modern trends in Management. | 12 |

**Text Book**
1 . Tripathy.P.C, Reddy.P.N, Principles of Management, 3rd Edition, Tata MC Graw Hill publishing Company Ltd, NewDelhi.

**Reference Books:**
1. Bhushan Y.K, Business Organization, Tata MC Graw Hill publishing company Ltd, New Delhi.
2. Prasad.L.M, Principles of Management,Himalaya Publication, Mumbai.
3. Dinkar Pagare, Principles of Management, Sultan Chand & Sons.
4. Harold Knootz, Heinz Weinhrich, Essential of Management,Tata MC Graw Hill publishing company Ltd.

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU02 | BUSINESS COMMUNICATION | I |
| Objective: | On successful completion of this course, the students should have understood Methods of communication Types of communication and Barriers of communication. | |

| Unit No | Topics | Hours |
|---|---|---|
| Unit I | Meaning, Definition - Essential and Importance of Business Communication. Methods of Communication – Types – Barriers. | 10 |
| Unit II | Communication through letters – Layout of letters - business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters. | 10 |
| Unit III | Bank correspondence – Letter to the editor. Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation. | 10 |
| Unit IV | Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders. | 09 |
| Unit V | Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet. | 09 |

**Text Books:**
   1.Rajendra Pal Korlahalli —Essentials of Business Communication, Sultan Chand & Sons, New Delhi

**Reference Books:**
   1.Ramesh, MS, & C. C Pattanshetti —Business Communication, R.Chand&Co, New Delhi.
   2. Rodriquez M V—Effective Business Communication Concept, Vikas Publishing Company.
   3. Rajeesh Viswanathan -Business Communication 3$^{rd}$ Edition Himalaya Publication 2010.
   4.Mary Ellenguffey - Essentials of Business Communication, Atlantic Publishers

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU03 | PRACTICAL I – PC SOFTWARE (MS OFFICE) | I |
| Objective: | To enable the students to acquire knowledge of Basics of Computer | |

## MS-WORD

1. Introduction to MS-Word.
2. Different types of Font style, Font size, Alignments.
3. Page & Paragraph formatting.
4. Usage of Numbering, Bullets, Footer and Headers.
5. Usage of Spell check, and Find & Replace.
6. Text Formatting.
7. Insertion of tables.
8. Picture insertion and alignment.
9. Mail Merge Concepts.

## MS - EXCEL

10. Cell Editing & formatting spreadsheet.
11. Usage of Formulae and Built-in Functions.
12. Data Sorting (both number and alphabets).
13. Insertion of Charts.

## MS-POWER POINT

14. Insertion of new slides & adding design.
15. Inserting Clip arts and Pictures.
16. Animations & Transitions.
17. Preparation of Organization Charts.

## MS-ACCESS

18. Database entry & Sorting.
19. Creating Forms & Labels.
20. Report Preparation using report wizard

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU05 | ORGANISATIONAL BEHAVIOUR | II |
| Objective: | To impart knowledge on various aspects of human behavior in organization with relevance to the Indian business context. | |
| Unit No | Topics | Hours |
| Unit I | Importance and Scope of Industrial Psychology - Individual Differences - Intelligence tests - Measurement of Intelligence. | 12 |
| Unit II | Personality types, Factors influencing Personality. Perception – Factors affecting Perception - Motivation – Theories (Maslow's, Herzberg's, Mc Gregor, ERG) - Transactional Analysis. | 12 |
| Unit III | Job Satisfaction – Meaning– Factors, Measurement of job satisfaction - Morale – Importance – Employee attitude and Behaviour – Job enrichment and Job enlargement. | 12 |
| Unit IV | Group dynamics,. Conflict – Concepts, Types, Resolution of Conflict – Supervision Styles. | 10 |
| Unit V | Leadership styles – Types – Theories (Managerial Grid, Trait Theory, Situational Theory, Fiedlers Contingency Model) - Comparison of Indian Leadership style with other countries. Counseling – Importance - Types | 14 |

Text Book
   1. Stephen P. Robbins, Timothy A judge & Seema Sanghi - "Organizational Behaviour", Pearson Education Ltd.
Reference Books
   1. Fred Luthan - "Organizational Behaviour" McGraw Hill
   2. Dwivedi R.S - "Human Relations & Organizational Behavaiour – a global perspective, Macmillan India Ltd, Delhi
   3. Prasad.L.M - "Organizational Behaviour"
   4. Shashi K.Gupta-"Organizational Behaviour" Kalyani Publishers.

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU06 | **WEB TECHNOLOGY** | II |
| Objective: | To inculcate knowledge Web Technological concepts and functioning internet | |

| Unit No | Topics | Hours |
|---|---|---|
| Unit I | **Internet Basics and HTML**<br><br>Basics of Internet – Search Engines- E-mail & its working. Introduction to HTML : - Web server – Web Browser – HTML Tags – The Structure of HTML Program – Title and Footer – Formatting Text – Heading Styles – Drawing Lines – Text Style and Effects. | 07 |
| Unit II | **List, Tables and Images in HTML**<br><br>Lists: - Unordered Lists – Ordered Lists – Definition lists. Tables: – Caption Tag – Width, Border, Cellpadding, Cellspacing, BGColor, Rowspan, Colspan Attributes. Images in HTML: - Image Tag – Border, Width, Height, Align, Alt Attributes. | 07 |
| Unit III | **Links and Frames**<br><br>Links: - External Linking – Internal Page linking – Linking to Particular location – Images as Hyperlinks – Image Map. Frames: - Frameset – Frame and its Attributes – Target Attributes. | 08 |
| Unit IV | **JavaScript**<br><br>JavaScript in web pages:– Writing JavaScript into HTML – Data Types and Literals – Variables – JavaScript Array – Operators and Expressions – Conditional Checking – Loop – Functions in JavaScript – Dialog Boxes: - Alter, Prompt, Conform. Forms in HTML: - Input Tag and Attributes. | 08 |
| Unit V | **Dynamic HTML**<br><br>Dynamic HTML: - Cascading Style Sheets – Style Tag – Font, Color, Background, Text, Border, Margin and List Attributes – External Style Sheets. | 06 |

**Text Book**
1. Ivan Bayross, "Web Enabled Commercial Application Development Using Html, DHTML, JavaScript", BPB Publications, New Delhi.

**Reference Books:**
1. Internet and web technologies – Rajkamal, tmh.
2. Web applications concepts and real world design – Craig D. Knuckles, David S Yuen.
3. Web technologies tcp/ip to internet applications architectures – Achyut S Godbole & Atul Kahate ,tmh.
4. Internet compete -- Maureen Adams, Sherry Bonelli - BPB Publications.

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| Code No. | Subject | Semester No |
|----------|---------|-------------|
| **16BCU07** | **PRACTICAL II - WEB TECHNOLOGY** | **II** |
| **Objective:** | To inculcate knowledge Web Technological concepts using Programs | |

1. Design a Web page in HTML using Text Styles and Effects.
2. Develop a HTML page to Scroll Text.
3. Develop a HTML page to display an Advertisement.
4. Design a Web page in HTML using Lists.
5. Develop a HTML page to display your Class Time Table
6. Design a Web page in HTML using the Image Files.
7. Develop a HTML page for a College information using Link.
8. Design a Web page in HTML using image as Hyperlink.
9. Design a web page in HTML using Frames.
10. Write a JavaScript code block, which validates a User name and Password
11. Design a Web page in HTML using form and its elements.
12. Design a web page in DHTML using Internal Style Sheets.
13. Design a web page in DHTML using External Style Sheets.

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| Code No. | Subject | Semester No |
|---|---|---|
| **16BCU09** | **FINANCIAL ACCOUNTING** | **III** |
| **Objective:** | To enable the students to acquire knowledge of Accounting principles and practice | |
| **Unit No** | **Topics** | **Hours** |
| **Unit I** | Basic Accounting concepts - Kinds of Accounts. Double Entry Book Keeping– Preparation of Journal and Ledger Accounts- Subsidiary books - cash book – types of cash book – problems. | 12 |
| **Unit II** | Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems. | 12 |
| **Unit III** | Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments. | 12 |
| **Unit IV** | Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Depreciation – problems (straight line method and written down value method only) | 14 |
| **Unit V** | Preparation of accounts from incomplete records | 10 |

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

**Text Book:**
1. Nagarajan & Vinayakam, "Principles of Accountancy",S.Chand & Company Ltd, New Delhi.
**Reference Books**
1. Grewal, T.S : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU10 | PRODUCTION AND MATERIALS MANAGEMENT | III |
| Objective: | On successful completion of this course, the students should have understood Principles, functions and process of Production Management Effective management of materials | |

| Unit No | Topics | Hours |
|---|---|---|
| Unit I | Production Management - Definition - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout. Production Planning and control - Principles - Meaning - Routing - Scheduling - Dispatching - Control. | 12 |
| Unit II | Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study. | 11 |
| Unit III | Organization of Materials Management - Fundamental Principles - Structure - Integrated materials management. Purchasing – procedure - principles - import substitution and import purchase procedure. Vendor rating - Vendor development. | 12 |
| Unit IV | Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Re-order point - Safety Stock - Lead time Analysis. Store keeping - Objectives - Functions - Store keeper - Duties – Responsibilities, Location of store - Stores Ledger - Bin card. | 12 |
| Unit V | Quality control - Types of Inspection - Centralised and Decentralised. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO. | 13 |

*Text Books*

1. Khanna.O.P - Industrial Engineering and Management, Dhanpat rai Publications-

*Reference Books*

1. Banga and Sharma-: Industrial Engineering& Management- 2013, Khanna Publishers.
2. Varma.M.M - Materials Management, McGraw Hill London
3. Aswathappa.K and shridhara Bhat k- Productions and Operations Managements, Himalaya Publishing House.
4. Pannerselvam.R- Productions and Operations Managements, Prentice Hall India.

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| Code No. | Subject | Semester No |
|----------|---------|-------------|
| 16BCU11 | MARKETING MANAGEMENT | III |
| Objective: | The students insight knowledge in Principles of marketing management, market segmentation, Product life cycle, pricing, branding and understanding the various marketing decisions. | |

| Unit No | Topics | Hours |
|---------|--------|-------|
| Unit I | Introduction to Marketing: Meaning and Nature of Marketing, Concepts of Marketing - Objectives and Characteristics- Marketing Functions- Factors influencing Marketing functions-Difference | 12 |
| Unit II | Buyer Behaviour - Buying motives – Definition of Motivation – Market Segmentation of different bases – Market Positioning – Market targeting - Marketing strategy - Branding Decisions: Brand-Brand Image, Brand Identity- Brand Personality –Brands Equity. | 12 |
| Unit III | The Product - Types- Consumer goods - Industrial goods - Developing New Products- Strategies - Product Life Cycle (PLC) - Product mix - Modification & Elimination - Packing. | 12 |
| Unit IV | Meaning to Buyer & Seller - pricing policies – Objectives, factors influencing pricing decisions - Competitors action to price changes – multi-product pricing. Physical Distribution - Management of physical distribution - marketing risks. | 14 |
| Unit V | Advertisement Media- Radio-T.V-Newspaper- Merits and demerits of advertisement – Sales Promotion – Publicity – Personal Selling. Recent Trends in Marketing | 10 |

**Text Books:**

1. Pillai, Baghavathy, Marketing Management, S.Chand Publication

**Reference Books**

1. Rajiv lal- john a. Quelich-v. Kasthuri Rangan, Marketing Management, Mc Graw hill, Delhi
2. Philip Kotler, Marketing Management, Mc Graw hill, 2nd Edition 2010, Delhi
3. Rajan Nair, Marketing Management, Himalaya publication ,Delhi4.Rajan saxena, Marketing Management, Tata Mc Graw hill company, Delhi
4. Govindarajan.M, Marketing Management Concepts, Cases, Challenges and Trends, Prentice-Hall of India Private Ltd, New Delhi.

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU12 | **LEGAL ASPECTS OF BUSINESS** | III |
| Objective: | On successful completion of this course, the students should have understood Law of contract, Law of sale of goods, Law of Agency. | |
| **Unit No** | **Topics** | **Hours** |
| Unit I | Law of contract- Essential of contract- Agreements- Classification of contracts- Offer- Legal rules as to offer & lapse of offer- Acceptance- Legal rules as to acceptance-Capacity of parties to create legal relation -Consideration - Legal rules as to consideration-Stranger to a contract- Contract without consideration. | 12 |
| Unit II | Free consent- Coercion- Undue Influence- Misrepresentation- Fraud- Mistake of law and Mistake of fact- Discharge of contract- Remedies for Breach of Contract -Unlawful and illegal agreements - Effects of illegality - Wagering Agreements.- void agreements. | 12 |
| Unit III | Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions — Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell — Hire purchase agreement - Sale and bailment. | 12 |
| Unit IV | Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights. | 14 |
| Unit V | Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency. | 10 |

**Text Books:**

1. Pillai & Bagavathi, Legal Aspects Of Business Revised Edition 2013

**Reference Books:**

1. Chandra Bose.D, Business Law, PHI Learning pvt ltd,
2. Kapoor.N.D Business laws, Sultan Chand & Sons, New Delhi
3. Gogna.P.P.S. Business Law, Sultan chand and sons, New Delhi
4. Ravinder Kumar, Legal aspects of Business2013 Revised Edition Ceneage learning India (P) Ltd,

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU13 | RISK AND INSURANCE MANAGEMENT | III |
| Objective: | To enable the students to acquire knowledge of Insurance. | |
| Unit No | TOPICS | |
| Unit I | **INSURANCE:**<br><br>Origin & development, meaning, characteristics, function, social & economic significance of insurance. Define Risk & Uncertainity, Management of Risk. | 8 |
| Unit II | **LIFE INSURANCE:**<br><br>Meaning, need , function & development of Life Insurance in India, LIC-Important Plans – Premium-Assignment, Nomination and surrender of policy-policy claims- ULIP, Liberalisation & Life Insurance | 10 |
| Unit III | **GENERAL INSURANCE:**<br><br>Meaning, Scope, Types-Endorsement- Co-insurance. Underwriting Policy, Renewel Procedure, Settlement of Claims. Re-Insurance-GIC - Prospectus & Challenges. | 9 |
| Unit IV | **FIRE INSURANCE:**<br><br>Meaning, Scope, Issue of Fire Insurance policy, Types of Plans, Conditions of Fire Insurance Policy-Double insurance | 10 |
| Unit V | **MARINE INSURANCE:**<br><br>Meaning, Scope, procedure of issuing policy- Types-Insurable interest, Disclosure and representation- Insured perils, proximity cause-voyage-warranty-subrogation-contribution- Under Insurance | 11 |

Text Book :
 1.  Mishra .M.N : Insurance  Principles & Practices

Reference Books
 1. Kothari.R.K & Dr.Jain Mukesh"Risk and Insurance Management".
 2. John Magee and David Bicklhaup: General Insurance
 3. Periyasamy.P – "Principles and Practice Insurance" Himalaya Publications
 4. Dr Inderhit Singh- "Insurance Principles & Practices", Kalyani Publishers.

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU14 | ALLIED : PRACTICAL - TALLY 9 | III |
| Objective: | To inculcate knowledge on this practical course doing financial accounting tasks using computer. | |

1. Create a new company with relevant details and configure the company using Tally
2. Create a ledger accounts with and without predefined groups.
3. To perform display, alter and delete operations in ledger accounts.
4. Posting entries into different vouchers
5. To perform display, alter and cancellation of vouchers.
6. To display the Daybook for the company.
7. To prepare Trial balance for the company.
8. To prepare Profit and Loss accounts and Balance sheets for the company.
9. Show Cash book, Bank book of the company.
10. Show subsidiary books of the company
11. To create inventory information for the company with unit of measures, stock groups and stock items.
12. Show the Stock summary of the company.
13. Enable VAT in Tally with relevant details.
14. To prepare VAT computation report.
15. To prepare integrated payroll system for company in Tally.

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU15 | FINANCIAL MANAGEMENT | IV |

| Objective: | On successful completion of this course, the student have understood Finance Function, Working Capital Management, Cost of Capital, Capital Structure, Capital Budgeting. | |

| Unit No | Topics | Hours |
|---|---|---|
| Unit I | Finance Functions: Meaning-Definition and Scope of finance functions-Objectives of Financial management- Profit maximization, wealth maximization, Sources of Finance-Short term - Bank sources- Long term - Shares- Debentures-Preferred stock-debt. (Theory only) | 14 |
| Unit II | Working capital management: Working capital management-concepts-importance- Determinants of working capital. Cash management: Motives for holding cash- Objectives and Strategies of cash management. Receivables management:  Objectives- Cost of credit Extension, Benefits-credit policy-credit terms-collection policies. (Theory only) | 14 |
| Unit III | Financing Decision: Cost of Capital – Computation of each source of finance and weighted average cost of Capital – EBIT – EBS analysis - Operating Leverage and Financial Leverage. (Problem& Theory questions) | 16 |
| Unit IV | Capital structure - Factors influencing capital structure - optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.  (Theory only) | 14 |
| Unit V | Capital budgeting – meaning – objectives - capital budgeting methods. (Problem) | 14 |

(Theory carries 80%, Problems carries 20%)

Text Books
1. Khan & Jain - "Financial Management" Tata McGraw Hill Education Pvt Ltd.

Reference Books
1. Pandey.I.M         - Financial Management.
2. Khan and Jain     - Financial Management.
3. Maheswari .S.N.   - Financial Management.
4. Dr.Satyaprasad.B.G & Kulkarni.P.V - Financial Management.

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| Code No. | Subject | Semester No |
|----------|---------|-------------|
| 16BCU16 | HUMAN RESOURCE MANAGEMENT | IV |
| Objective: | To impart knowledge on various aspects of Human Resources | |

| Unit No | Topics | Hours |
|---------|--------|-------|
| Unit I | **Introduction To HRM and HR Planning**<br><br>Evolution & Growth of HRM – Nature, Objectives, Functions and Organization of HR department – Human Resource planning – process and its benefit – job Description – job Specification. | 12 |
| Unit II | **Human Resource Procurement & Development**<br><br>Recruitment – Sources and strategies, selection process and procedures – placement and induction. Training – steps and methods of training – on the job and off the job | 12 |
| Unit III | **Performance Appraisal and Job Changes**<br><br>Performance Appraisal – Need and Steps involved. Methods of performance Appraisal – Traditional and Modern Methods – Problems in performance Appraisal. HR Accounting and Audit. Job changes – Promotion , Demotions and Transfer | 12 |
| Unit IV | **Compensation and Employee Welfare**<br><br>Wage & Salary Administration - Objectives of Wages and Salary Administration – Factor Influencing Compensation – Incentives and Profit Sharing Schemes and Other Employee Benefits - Labour Welfare – Employee Safety, Health and Security | 12 |
| Unit V | **Industrial Relations & Recent Trends In HRM**<br><br>Basic Concepts of Industrial Relation – Trade Unions – Employee Grievance Redressal.Recent Trends in HRM – Globalization in HR, HR Information System. | 12 |

**Text Book :**

1. Memoria - Personnel Management and Industrial Relations

**Reference books:**

1. Bhagoiwal - Personnel Management and Industrial Relations
2. Tripathy - Personnel Management and Industrial Relations Tata McGraw- Hill Publishing Ltd
3. Rao.V.S.P - Human Resource Management
4. Nandhakumar.B - Industrial Relations Labour Welfare and Labour Laws -Vijay Nicole Imprints

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU17 | TAXATION | IV |
| Objective: | To enable the students to acquire knowledge of principles of Taxation | |
| Unit No | Topics | Hours |
| Unit I | General Principles of Taxation-objectives-merits-demerits-Distinction between direct and Indirect taxes. | 12 |
| Unit II | Direct Taxes: Income Tax Act 1961 – definitions – basis of charge – residential status – Income exempted from income tax – Heads of income. | 16 |
| Unit III | Computation of income under salary and house property . (problems to be included). | 15 |
| Unit IV | Computation of income under profits and gains of business - profession (problems be included) - Income tax Authorities – duties and their powers. | 15 |
| Unit V | Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration - mode of charging VAT – exemption from VAT – authorities and their powers-.Introduction about GST. (Theory & problems shall be distributed at 60% & 40% respectively) | 14 |

*Reference Books*
1. *Gaur V.P & Narang - Income Tax Law & Practice*
2. *Hariharan - Income Tax Law & Practice*
3. *Dingare pagare - Income Tax Law & Practice*
4. *Dingare Pagare - Business Taxation*

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU18 | **C++ PROGRAMMING** | IV |
| Objective: | To inculcate knowledge on Object – Oriented Programming concepts using C++ | |

| Unit No | Topics | Hours |
|---|---|---|
| Unit I | **Introduction to OOPs**<br>Object Oriented Programming Paradigm - Basic Concepts of Object Oriented Programming – Benefits of OOP. A Simple C++ Program– Structure of C++ Program. | 07 |
| Unit II | **Data types and Control Structures**<br>Tokens – Keywords – Identifiers and Constants- Basic Data Types – User-Defined Data Types – Derived Data Types – Declaration of Variables – Dynamic Initialization of Variables – Operators in C++ – Manipulators – Expressions – Control Structures:- If , If-Else, Switch, For Loop, While Loop, Do-While loop. | 07 |
| Unit III | **Functions, Classes and Objects**<br>Inline Functions – Function Overloading – Friend and Virtual Functions. Specifying a Class – Defining Member Functions – C++ Program with Class – Private Member Functions – Static Data Members – Static Member Functions – Arrays of Objects – Local Classes. | 08 |
| Unit IV | **Constructors and Operator Overloading**<br>Constructors and Destructors with example. Defining Operator Overloading – Overloading Unary Operators – Overloading Binary Operators – Rules for Overloading Operators. | 07 |
| Unit V | **Inheritance and Polymorphism**<br>Inheritance: - Defining Derived Classes – Single Inheritance – Making a Private Member Inheritable – Multilevel Inheritance – Multiple Inheritance – Hierarchical Inheritance – Hybrid Inheritance – Virtual Base Classes - Virtual Functions – Rules for virtual Functions. | 07 |

**Text Book:**

1. Balagurusamy.E, "Object Oriented Programming with C++", Tata McGraw Hill EducationPvt Ltd, New Delhi, 2010.

**Reference Books**

1. Ashok N Kamthane , Object-Oriented Programming With Ansi And Turbo C++, Pearson Education publication. 2003.
2. Maria Litvin & Gray Litvin , C++ for you, Vikas publication.
3. John R Hubbard, Programming with C, TMH publication
4. The C++ Programming Language- Bjarne Stroustrup, Addison-Wesley

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| Code No. | Subject | Semester No |
|---|---|---|
| **16BCU19** | **PRACTICAL IV - C++ PROGRAMMING** | **IV** |
| **Objective:** | To inculcate knowledge on Object-Oriented Programming concepts using C++ | |

1. Write a Program in C++ to find out sum and Average of two numbers.

2. Write a Program in C++ to calculate Simple Interest.

3. Write a Program in C++ to calculate Area of Rectangle.

4. Write a Program in C++ to implement Student Grade System using Control Structures.

5. Write a Program in C++ to implement Inline Function.

6. Write a Program in C++ to implement the Function Overloading.

7. Write a Program in C++ to implement Classes and Objects.

8. Write a Program in C++ to implement Arrays with a Class.

9. Write a Program in C++ to implement Friend Function.

10. Write a Program in C++ to implement the Class with Constructors and Destructors.

11. Write a Program in C++ to implement Unary Operator Overloading.

12. Write a Program in C++ to implement Single Inheritance.

13. Write a Program in C++ to implement Runtime Polymorphism

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU20 | **RETAIL MANAGEMENT** | IV |
| **Objective:** | On the Successful completion of this paper the students should have acquired knowledge of retail, pricing, promotion strategy, retail customer, retail in India | |
| **Unit No** | **Topics** | **Hours** |
| **Unit I** | Introduction to Retailing: Meaning; Functions and Special Characteristics of a Retailer; Types of Retailers, Marketing concepts applied to retailing. Emerging Trends in retailing; Challenges Ahead for Retailing. | 12 |
| **Unit II** | Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models. | 12 |
| **Unit III** | Strategic Retail Planning Process - Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision - making process. | 12 |
| **Unit IV** | Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India. | 12 |
| **Unit V** | Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy | 12 |

**Text Book**

1. Swapna Pradhan- Retailing Management, Text and cases Tata McGraw Hill

**Reference Book**

1. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall, of India,.
2. Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing, House,.
3. James R Ogden, Denise Ogden- Integrated Retail Management Biztantra
4. Sudarshan Seshanna- Retail Management, McGraw Hill Education (India) Pvt. Ltd

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU21 | ENTREPRENEURIAL DEVELOPMENT AND PROJECT MANAGEMENT | V |
| Objective: | To enable the students to acquire knowledge of Entrepreneurship | |

| Unit No | Topics | Hours |
|---|---|---|
| Unit I | ENTREPRENEURSHIP<br><br>Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development. | 14 |
| Unit II | ENTREPRENEURIAL DEVELOPMENT<br><br>Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. | 14 |
| Unit III | PROJECT MANAGEMENT<br><br>Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager. | 15 |
| Unit IV | PROJECT IDENTIFICATION AND SELECTION<br><br>Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report. | 14 |
| Unit V | SOURCES OF FINANCE<br><br>Source of finance for a project - Institutional finance supporting projects- project evaluation - objectives - types - methods. | 15 |

**Text Book**

1. Vasant Desai – "Dynamics of Entrepreneurial Development & Management", Himalaya Publishing House

**Reference Books**

1. Khanka S.S - Entrepreneurial Development
2. Gupta C.B. & Srinivasan N.P - Entrepreneurial Development
3. Choudhury.S - Project Management
4. Denis Lock - Project Management

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU22 | COST AND MANAGEMENT ACCOUNTING | V |
| Objective: | To enable the students to have a knowledge in the Cost and Management Accounting Tools and Techniques | |

| Unit No | Topics | Hours |
|---|---|---|
| Unit I | **Introduction to cost &Management Accounting**<br>Meaning – Definition – Scope-Objectives –Functions – Merits and demerits of Cost and Management Accounting – Distinction between Cost, Management and Financial accounting – Elements of cost – Cost concept and cost classification<br>(Theory Questions only) | 14 |
| Unit II | **Material Control & Labour Cost**<br>Preparation of Cost sheet – Stores control EOQ – Maximum, minimum ,Re ordering  Levels- Pricing of Material Issues FIFO,LIFO ,Labour cost – Remuneration – Time rate and Piece rate – Incentive and Bonus Plans – Halsey ,Rowan ,Taylor's Merricks Plans<br>(Problems Only) | 14 |
| Unit III | **Financial Statement Analysis**<br>Financial Statement analysis –Preparation of comparative and common size statements analysis and Interpretation – Ratio analysis classification of ratios – Liquidity, Profitability ,solvency Activity ratios – Preparation of Balance sheet from ratios<br>(Problems Only) | 15 |
| Unit IV | **Fund Flow & Cash Flow Analysis**<br>Fund flow statement importance – limitation – preparation of fund flow statement – schedule of changes in the working capital - fund from operation - cash flow statement - Importance- limitation - computation of cash from operation - cash flow statement.<br>(Problems only ) | 15 |
| Unit V | **Marginal Costing & Budgetary Control**<br>Marginal costing- definition- features limitations - Marginal costing and absorption costing -cost volume profit analysis - Budgetary control - objectives - Types of budget, Production Budget , flexible Budget - cash Budget<br>(problems and  theory question) | 14 |

*(Question paper  comprises of 80% problems and 20% theory questions)*

**Text Book :**

1. Reddy. T.S,Hariprasad reddy. Y "Cost and Mangement accounting" Margam publication ,Chennai

**Reference  Books**

1.Jain and Narang-"Cost & Management Accounting" , kalayani publishers.
2.Dr Maheswari.S.N. –"Cost &Management Accounting Sultanchand publishers.
3. Pillai. R.S.N.& Bhagavati "Management Accounting" Sultanchand publishers.
4. Gupta –" Cost & Management Accounting".

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU23 | **RESEARCH METHODS FOR MANAGEMENT** | V |
| **Objective:** | To enable the students to acquire knowledge of Research | |
| **Unit No** | **Topics** | **Hours** |
| **Unit I** | **Introduction to Research & Research Process**<br><br>Research: Introduction-objectives-types & methods of research. Research Process: Problem Formulation-Literature Survey-Research design & its types-Sampling Process & techniques- Sample size & errors in sampling. | 14 |
| **Unit II** | **Data collection & Processing**<br><br>Sources of data- methods of data collection- observation, questionnaire & interview methods. Measurement scales-levels and scaling techniques- Editing, coding & tabulation of data. | 14 |
| **Unit III** | **Data Analysis**<br><br>Hypothesis formulation and Hypothesis testing- Errors in Hypothesis testing-t test, Z test & chi square test.(simple problems only) | 15 |
| **Unit IV** | **Data Interpretation & Report Writing**<br><br>Importance of Report Writing-Layout of a research report- Principles of report writing-steps in report writing-types of reports-Guidelines for Data presentation using charts and graphs with examples. | 15 |
| **Unit V** | **Applications of Research**<br><br>Product and price research, advertising and distribution research, Sales control research & Motivation research. Use of business analytics in Management decision making. | 14 |

**Text Book:**

1. Uma Sekaran,"*Research Methods for Business-A Skill Based Approach,*" *Fourth Edition, Wiley India Pvt Ltd, New Delhi*

**Reference Books**

1. Kothari C.R. – "*Research Methodology*" , *New Age International Publishers.*
2. Naresh K Malhotra,"*Marketing Research-An Applied Orientation,*"*Pearson Education, New Delhi.*
3. Dr. Sharma D.D,"*Marketing Research-Principles, Applications& Cases,*"*Sultan Chand & Sons, New Delhi.*
4. Saravanavel, "*Research Methodology*", *16th Edition, Kitab Mahal, Allahabad.*

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| Code No. | Subject | Semester No |
|---|---|---|
| **16BCU24** | **VISUAL BASIC** | **V** |
| **Objective:** | On successful completion of this course, the students should have understood VB environment and its applications. | |

| Unit No | Topics | Hours |
|---|---|---|
| **Unit I** | Introduction to VB & its Environment – Initial VB screen – Tool bars -Toolbox , Custom Controls and Components — Menus in VB-Project Explorer & Properties Window-Controls:-Classification of Controls-Label, Text Box ,Command & Form Properties- The code Window. | 7 |
| **Unit II** | Statement in VB – Assignment and property settings – Data Types, Variables , Variable Declaration, constants, displaying information –Message Boxes-Control Structures:- Do While, Do Loop While, For Next Loop-If Then, If Then Else, Select Case- GOTO. | 7 |
| **Unit III** | Strings & Numbers-String Functions – RND Functions – Date and time functions – Format Functions ,Financial Functions ,Arrays – Lists: One dimensional array – Multi dimensional Arrays, Control Arrays | 7 |
| **Unit IV** | General Procedures and its Types – passing by reference / passing by values – Code module – Global procedure and variables – MDI forms, Fundamental of Graphics, Line & Shape Controls ,Graphics via codes , Drawing lines, boxes, circles &ellipses. | 8 |
| **Unit V** | Fundamental of Files– File commands – File system controls –File Accessing Methods — Clip Board, DDE, OLE, Data controls – Database objects- SQL basics. | 7 |

***Text Book:***

1. *Gary Cornell- Visual Basic 6 from the ground up, Tata Mc Graw Hill*

***Reference Book:***

1. *Byron s.Gottfried – Visual Basic , Tata MC Graw Hill, 19th reprint -2012*
2. *Eric A. Smith, Valor Whisler, & Hank Marquis – Visual Basic 6 Programming, Wiley India (P) Ltd*
3. *Dan Petit – real VB "A Practical Approach to Enterprises Development in the Corporate World",*
   *An Imprint of Pearson Education.*
4. *Murach's Visual Basic 2012- Anne Boehm, Murach.*

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| Code No. | Subject | Semester No |
|----------|---------|-------------|
| 16BCU25 | PRACTICAL IV - VISUAL BASIC | V |

1. To check username and password
2. To add and remove items from list box
3. To copy all items from list box to combo box
4. To enter and display student information
5. To scroll text from left to right using timer
6. To find day of a week of a given date
7. Mini calculator
8. Monthly calendar using flex grid
9. To view all image files in our system
10. Develop VB project for notepad
11. Develop VB project for document typing using MDI form
12. To search a record in MS access database using data control
13. To delete a record in MS access database using ADO control
14. To perform operation in MS access database using ADO control
15. To insert a record in MS access database using ADO control
16. T o modify a record in MS access database using ADO control

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU26 | **CONSUMER BEHAVIOUR** | **V** |
| Objective: | On successful completion of the course the students should have: Understood consumer motivation, perception, learning, attitude and consumer decision making. | |
| **Unit No** | **Topics** | **Hours** |
| Unit I | Introduction - Consumer Behaviour —Meaning-Definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Customer Retention Value — Marketing ethics. | 14 |
| Unit II | Consumer research — Paradigms — The process of consumer research - consumer motivation— dynamics — types — measurement of motives — consumer perception-Meaning and Dynamics. | 14 |
| Unit III | Consumer Learning — Behavioural learning theories — Measures of consumer learning —Consumer attitude — formation — Strategies for attitude change. | 15 |
| Unit IV | Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies. | 14 |
| Unit V | Consumer Decision Making — Types of consumer decision making — A Model of Consumer Decision Making- Consumer Protection Act in India-Provisions-Consumer Issues. | 15 |

*Text Books*

1..*Dr.Jain.P.C and Monika Bhat -, Consumer Behaviour in Indian Context , 2nd Edition, 2010,*
   *S.Chand and Company Ltd, New Delhi,*

*Reference Books:*
   1. *Barry Berman and Joel R Evans - Retail Management, A Strategic Approach, Prentice Hall of India,*
   2. *Gibson G Vedamani - Retail Management, Functional Principles and Practice, Jaico Publishing House,*
   3. *Suja R. Nair - Consumer Behaviour and Marketing Research 2010,First Edition reprint, Himalaya Publications House, Mumbai,*
   4. *Ramanuj Majumdar- Consumer Behaviour , 2010. Revised Edition PHI Learning P Ltd, New Delhi, 2010.*

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU26 | **BRAND MANAGEMENT** | V |
| Objective: | On successful completion of the course the students should have understood: <br><br> Brand-history, branding challenges and opportunities, brand building implications, Implementing brand strategies. | |

| Unit No | Topics | Hours |
|---|---|---|
| Unit I | Brand-history of branding-importance of branding-strategic brand management-process-brand image-branding challenges and opportunities. | 14 |
| Unit II | Brand positioning-brand equity-sources-building a strong brand-brand building implications, identifying brand positioning-positioning guidelines-defining brand values-internal branding. | 14 |
| Unit III | Planning and implementing brand marketing-choosing brand elements-criteria-options and tactics for brand elements-new perspective on marketing-co-branding-guidelines-licensing guideline. | 15 |
| Unit IV | Measuring and interpreting brand performance-brand value chain-brand tracking studies establishing effective brand equity management systems-capturing market performance comparative methods. | 14 |
| Unit V | Implementing brand strategies-brand product matrix-breadth and depth of branding strategy brand hierarchy-designing a long term brand strategy brand extensions- advantages and disadvantages- reinforcing brands-adjusting and brand positioning. | 15 |

**Text Books**

1. Kelvin Lane Keller-Strategic Brand Management 2012, 4th Edition-Prentice Hall India

**Reference Books**

1. Jean Noel Kapferer-Strategic Brand Management 2015,5th Edition Prentice Hall,
2. Micheal Moon and Dova Millison-Building Brand Loyalty In the Internet Age. Tat McGraw Hill,
3. Ajay Kumar-Brand Management Text and Cases -India Book Distributors,
4. Philip Kotler,Waldemar Pfoertsch-Brand Management, Springer

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU27 | ADVERTISING AND SALES PROMOTION | VI |
| Objective: | On Successful completion of this course the students should have understood Advertising, Advertising Media, Advertising Agencies, Sales Force Management, Promotional Strategies…. | |
| Unit No | Topics | Hours |
| Unit I | Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade journal-Magazines-outdoor advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme - radio and television advertising-exhibition-trade fair-transportation Advertising | 14 |
| Unit II | Advertising agencies-advertising budget-advertising appeals - advertising organization social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks. | 15 |
| Unit III | Advertising layout- functions-design of layout-typography printing process-lithography printing plates and reproduction paper, and cloth- size of advertising-repeat advertising campaign- steps in campaign planning. | 14 |
| Unit IV | Sales force Management-Importance-sales force decision-sales force size-recruitment & selection-training-methods- motivating salesman Controlling - compensation& incentives -fixing sales territories-quota – Evaluation. | 14 |
| Unit V | Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion- promotional instruments: advertising techniques of sales promotion-consumer and dealers' promotion. After sales service-packing – guarantee - Personal selling-Objectives - Salesmanship-Process of personal selling-types of salesman. | 15 |

**Text Books**

1. Sontakk C.N- Advertising and Sales Management

**Reference Book**

1. Davar S.K.- Salesmanship and advertising-16 edition
2. Rathor.B.S - Advertising management- 2 edition 2016
3. Kazmi.S.H.H, Satish K. Batra, "Advertising and Sales Promotion", Excel Books
4. Neelamegam, "Sales Forecasting key to Integrated Management"

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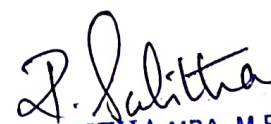Hindusthan College of Arts and Science,
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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU28 | **INTERNATIONAL TRADE** | VI |
| Objective: | To acquaint the students with the technicalities of the export trade, Documentation, Global liberalization and WTO Agreements. | |
| Unit No | Topics | Hours |
| Unit I | International Business – Meaning, Scope – Domestic Vs International Business – Techniques of International Business: Subcontracting - Joint ventures and Counter Trade – Franchising -Trade barriers: Tariff and non – tariff barriers- INCOTERMS | 14 |
| Unit II | International Business Environment – Types (Cultural environment, Economic Environment, Political Environment, Regulatory Environment, Technology and Demographic Environment)- Globalization of Indian Business - Factors favouring Globalization- Obstacles facing globalization - Globalization Strategies | 14 |
| Unit III | Definition and Meaning of Multinational Corporation- Merits and Demerits of MNC- MNC's in India - Role of MNC in International Trade –Export and Import – Meaning – Definition – Scope – Importance. | 14 |
| Unit IV | Export Procedure – Preliminary steps - Pre shipment procedure – Shipment procedure – post shipment procedure - Export Documentation - Import Procedure - Preliminary steps – Pre import procedure – Custom's procedure for imports – Export Pricing. | 15 |
| Unit V | Role of International Agencies: IMF, World Bank, WTO Agreements. Institutional assistance for export promotion: Export promotion council - Commodity Boards – Boards of trade: FIEO, IIFT, Export inspection council, STC, Export houses, Special Economic Zones. | 15 |

**Text Books:**
1 Aswathappa. K International Business Tata Mcgraw Hill 2013

**Reference Books:**

1. Francis Cherunilam International Trade and Export Management Himalaya
2. Subba Rao International Business Himalaya
3 Balagopal TAS Export Management Himalaya 2011
4. Varghese .S.K Foreign Exchange and Financing of Foreign Trade

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| Code No. | Subject | Semester No |
|----------|---------|-------------|
| 16BCU29 | **STRATEGIC MANAGEMENT** | VI |
| **Objective:** | 1. To give the students fair understanding of strategy formulation, implementation, Monitoring and evaluation. <br> 2. To familiarize students to corporate strategies, functional strategies and Global strategies. | |

| Unit No | Topics | Hours |
|---------|--------|-------|
| **Unit I** | Introduction to strategic management – Definitions, nature, scope, significance, elements and processes. The 7'S Framework, Board of Directors - Role and Functions, Top Management - Role and Skills, Board Functioning -- Indian Context | 14 |
| **Unit II** | Corporate strategy - nature and scope - process of strategic planning - Strategic Planning, Nature, Process & Importance - strategic decision making -business level sub strategies. | 14 |
| **Unit III** | Environmental Analysis - Environmental Scan –Internal Environment and External Environment & SWOT Analysis ,Value Chain -Internal Factors Analysis Summary (IFAS) | 15 |
| **Unit IV** | Strategy Formulation- project life cycle - portfolio analysis : BCG matrix - G.E matrix - step high strategy - directional policy matrix strategic management , Corporate level Strategies, Functional Strategy - Strategic Choice | 14 |
| **Unit V** | Strategy Implementation, Diversification, Mergers and Acquisitions- Evaluation and Control - Global issues in strategic management –the global challenges, strategies for competing in global markets, local markets. | 15 |

**TextBook:**

1. Kazmi '' Business policy & Strategic Management" - Tata McGraw-Hill pub.

**Reference Books**

1. Mamoria.C.B & Dr. Satish Mamoria, ''Business planning and policy", Mumbai.
2. Azhaskazmi, Business Policy. Tata McGraw Hill Publi. Col Ltd.
3. Bhattacharya.S.C - Strategic Management Concepts & cases - S.Chand Publishing House, New Delhi.
4. Shivstava.R.M ''International Strategic", Himalayan Publishing House.

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU30 | **RDBMS & ORACLE** | VI |
| Objective: | To Enable the students to acquire knowledge of database system concepts of computer | |

| Unit No | Topics | Hours |
|---|---|---|
| Unit I | **DBMS & RDBMS**<br><br>DBMS Introduction – Relationships – RDBMS - Types of Keys - Data Base Model:- ER-Diagram – Normalization -1NF, 2NF, 3NF, BCNF – Denormalization – Basics of SQL - Data Types in SQL - Constraints, Types- Domain Integrity Constraints – Entity Integrity Constraint – Referential Integrity Constraints. | 7 |
| Unit II | **Data Definition and Manipulation**<br><br>DDL:- Creating an oracle Table, Alter, Drop, Truncate Commands - DML:- Insert, Update, Delete Commands. Select Command – WHERE Clause - TCL:- Commit, Save Point , Roll Back Commands | 7 |
| Unit III | **Built-in Functions**<br><br>Single Row functions – String Functions, Number Functions, Date Functions, Conversion Functions - Group function – Sum, Avg., Max, Min, Count - Joins – Equi Join, Non_Equi Join , Outer Join, Self Join. | 8 |
| Unit IV | **Sophisticated Queries**<br><br>Sub query- Single row sub query, Multiple row sub query, ANY, ALL & IN operators  - Views – Creating, Removing, Altering views – Sequences – Synonyms - Table Indexes | 7 |
| Unit V | **PL/SQL**<br><br>Basics of PL/SQL - PL/SQL Block Structure-Data types in PL/SQL - Declaring Variables – Cursors:- Implicit and Explicit cursors- Procedures and Functions declaration, Creation, Parameter types. | 7 |

**Text Book :**

1. Database Systems Using Oracle – Nilesh Shah,  PHI.

**Reference Books**

1. Ivan Bayaross – Oracle – 7 the complete reference.
2. Database Management systems –Arun Majumdar & Pritimoy Bhattacharya, tmh.
3. Database management systems –Gerald V. Post, tmh.
4. Database Management System Oracle SQLAnd Pl/SQL-Gupta D, Phi Learning Pvt. Ltd-New delhi

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU31 | PRACTICAL V - RDBMS & ORACLE | VI |

1. Create a table "Product" with the following fields and insert the values:

| Field Name | Field Type | Field Size |
|---|---|---|
| Product No | Number | 10 |
| Product Name | Character | 20 |
| Unit | Character | 15 |
| Quantity | Number | 6 with 2decimal places |
| Total | Number | 8 with 2decimal places |

**Queries:**

a) Using update statements calculate the total amount and then select the record.

b) Select the records whose unit of measure is "Kg".

c) Select the records whose quantity is greater than 10 and less than or equal to 20.

d) Calculate the entire total amount by using sum operation.

e) Calculate the number of records whose unit price is greater than 50 with count operation.

2. Create a table "Student" with the following fields and insert the values:

| Field Name | Field Type | Field Size |
|---|---|---|
| Student Name | Character | 15 |
| Roll No | Character | 10 |
| Gender | Character | 6 |
| Department | Character | 15 |
| Address | Character | 25 |
| Percentage | Number | 4 with 2 decimal places |

**Queries:**

a) Calculate the average percentage of students.

b) Display the names of the students whose percentage is greater than 80.

c) Display the details of the student who got the highest percentage.

d) Display the details of the students whose percentage is between 50 and 70.

e) Display the details of the students whose percentage is greater than the percentage of the roll no=12CA01.

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3. Create a table named "Employee" with the following fields and insert the values.

| Field Name | Field Type | Field Size |
|---|---|---|
| Employee Name | Character | 15 |
| Employee Code | Number | 6 |
| Address | Character | 25 |
| Designation | Character | 15 |
| Grade | Character | 1 |
| Date of Join | Date | |
| Salary | Number | 10 with 2 decimal places |

Queries

a) Display the name of the employee whose salary is greater than Rs.1 0,000

b) Display the details of employees in ascending order according g to Employee Code.

c) Display the total salary of the employees whose grade is "A"

d) Display the details of the employee earning the highest salary.

e) Display the names of the employees who earn more than "Ravi"

4. Create the table "Payroll" with the following fields and insert the values:

| Field Name | Field Type | Field Size |
|---|---|---|
| Employee No | Number | 8 |
| Employee Name | Character | 8 |
| Department | Character | 10 |
| Basic Pay | Number | 8 with 2 decimal places |
| HRA | Number | 6 with 2 decimal places |
| DA | Number | 6 with 2 decimal places |
| PF | Number | 6 with 2 decimal places |
| Net Pay | Number | 8 with 2 decimal places |

Queries:

a) Update the records to calculate the net pay.

b) Arrange the records of the employees in ascending order of their net pay.

c) Display the details of the employees whose department is "Sales".

d) Select the details of employees whose HRA>= 1000 and DA<=900.

e) Select the records in descending order.

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5. Create a Table "Publisher" with the following fields and insert the values:

| Field Name | Field Type | Field Size |
|---|---|---|
| Publisher Code | Var Char | 5 |
| Publisher Name | Var Char | 10 |
| Publisher city | Var Char | 12 |
| Publisher State | Var Char | 10 |
| Title of book | Var Char | 15 |
| Book Code | Var Char | 5 |
| Book Price | Var Char | 5 |

Queries:

a) Show the details of the book with the title "DBMS".
b) Show the details of the book with price>300.
c) Show the details of the book with publisher name "Kalyani".
d) Select the book code, book title, publisher city is "Delhi".
e) Select the book code, book title and sort by book price.
f) Count the number of books of publisher starts with "Sultan chand".
g) Find the name of the publisher starting with "S".

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU032 | **SERVICE MARKETING** | VI |
| Objective: | The course aims at making students to understand and appreciate the growing importance of services in every organization. | |

| Unit No | Topics | Hours |
|---|---|---|
| Unit I | Foundation of services marketing – Introduction - The services concept- Service Industry -Nature of Services, Characteristics of Services, Classification of Services – Importance of Services Marketing - The Growth in Services – Global & Indian Scenarios | 14 |
| Unit II | Service Marketing mix; elements – service products, pricing in services, service promotion, place in services, people in services, managing service quality; Services Market Segmentation – Positioning and Differentiation of Services | 14 |
| Unit III | Distribution Strategies : Foundation of services marketing – Introduction - The services concept-Service Industry –Nature of Services, Characteristics of Services, Classification of Services –Importance of Services Marketing | 15 |
| Unit IV | Distinctive Characteristics of Services - Four I's of services – 1.Intangibility 2. Inconsistency 3. Inseparability 4. Inventory - Challenges in Distribution of Services. Service Quality in Service Marketing –Service Encounter - Measuring customer satisfaction –SERVQUAL & GAP model - e –services. | 15 |
| Unit V | Services Marketing in Non Profit and Profit Organizations; tourism & travels; transportation & logistics; financial services; information technology & communication services; media services; health care services; professional services; educational services | 14 |

**Text Book**

1. Jha.S.M - Services Marketing, Mc Milan, 2014

**Reference Book**

1. Rampal & Gupata,- "Service Marketing" , GalgotiaPublishing Co.2011,Concepts, Applications & Cases
2. Venu Gopal & Raghu – "Services Marketing", Himalaya Pub.Ltd.
3. Ravishankar, "Services Marketing", Excel Publication
4. Kapoor, "Services Marketing", Tata Mc Graw Hill, 2011

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| Code No. | Subject | Semester No |
|---|---|---|
| 16BCU32 | **FINANCIAL SERVICES** | VI |
| Objective : | To impart knowledge on various aspects of Financial services offered in India | |

| Unit No | Topics | Hours |
|---|---|---|
| Unit I | **Introduction to Financial Market & Merchant Banking**<br><br>Structure of Indian Financial System- Modes of raising Capital from domestic & foreign Markets. Raising short term funds. Merchant Banking- concept & functions- SEBI guidelines on Merchant Banking in India. Non- Banking Financial Companies(NBFCs) | 14 |
| Unit II | **Hire Purchase, Leasing & Consumer Finance**<br><br>Hire purchase- concept, Hire purchase agreement & parties involved. Leasing- Characteristics & Types. Difference between Hire purchase & Leasing. Consumer Finance- Sources, Types & mode of consumer finance. | 14 |
| Unit III | **Mutual Funds & Venture Capital**<br><br>Mutual funds- operations, functions of AMC, performance & regulations. SEBI guidelines for mutual funds. Venture capital – concept, phases & forms of venture capital. | 15 |
| Unit IV | **Other Financial Services**<br><br>Bill discounting- concept & precautions-Factoring-its types & problems of factoring in India- Credit rating- Importance & process-Asset Securitization-Depositories | 14 |
| Unit V | **Mergers& Acquisitions**<br><br>Types of Merger- Financial Considerations in Merger- Take over & SEBI code on takeover-Amalgamation- Business Failures & reorganization | 15 |

**Text Book :**

1. Dr. Gurusamy S., "Essentials of Financial Services", Tata McGraw-Hill Publishing Company Limited.

**Reference Books**

1. Nalini Prabha Tripathi, "Financial Instruments & Services",Prentice Hall of India.
2. Srivastava.R.M, "Indian Financial System"
3. Bhole.L.M, " Financial institutions and markets.
4. Gurusamy-"Financial Services", Tata McGraw-Hill Education

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