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

BBA

SCHEME OF EXAMINATIONS - CBCS PATTERN

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

CODE		ECTURE HRS/ WEEK	M TION S)	MA	AX . N	IARKS	CREDIT
NO.	1		EXAM DURATION (HRS)	IE	EE	TOTAL	POINTS
First Semest	er			Total and the second of	in a second	Topological and the second	PRINCIPLO AND ROLL
	Part I						
16LAT01/	Tamil -I	1800					
16LAH01/	Hindi- I	6	3	25	75	100	3 - 4
16LAM01/	Malayalam-I		4	20	, ,		
16LAF01	French – I	-		-		'	The same of the sa
4. 正	Part II		1				
16ENG01	English – I	6	3	25	75	100	3
· · ·	Part III						15.00
16BBU01	Principles of Management	6	3	25	75	100	4
16BBU02	Business Communication	6	3	25	75	100	4
16BBU03	Allied Mathematics For Management - I (Mat)	6	3	25	75	100	4
Second Sem	ester						1
	PartI						100 pt 2100
16LAT02/	Tamil -II	19		15	53.		
16LAH02/	Hindi- II	6	3.	25	75	100	3
16LAM02/ 16LAF02	Malayalam-II French – II	2	1	34			
TOLAPUZ	Part II						
16ENG02	English – II	6	3	25	75	100	3
	Part III			25		100	
16BBU04	Business Organization	5	3	25	75	100	4
16BBU05	Organizational Behaviour	5	3	25	75	100	4
16BBU06	Allied Mathematics For Management - II (Mat)	6	3	25	75	100	4
A Maria Maria	Part IV			E STATE OF	No. of the last of		THE PARTY OF THE P
16GSU01	Value Education - Human Rights	2		100	THE PARTY OF THE P	100	2
Third Seme		-1-2-			,	100	2 200
	Part III		1 5 3		SIGN		
16BBU07	Financial Accounting	-5	3	25	75	100	4
16BBU08	Production and Materials Management	5	3	25	75	100	4
16BBU09	Marketing Management	6	3	25	75	100	4
.16BBU10	Legal Aspects Of Business	6	3	25	75	100	4
16BBUII	Introduction To Information Technology	3	3	25	75	100	4
	Practical I - Introduction To Information	100	-	23		100	4
16BBU12	Technology (PC -Software)	3	3	40	60	100	3
	Part IV					Mark San	the second
16GSU02	Environmental Studies	2	-	100	-	100	2

ourth Seme	ster	*****		-	Total Control of	74.000 A 1000 A	WELLESSON AND
Sea Fire	Part III				2516		
16BBU13	Financial Management	5	3	25	75	100	5
16BBU14	Human Resource Management	5	3	25	75	100	4
16BBU15	Taxation	- 5	3	25	75	100	4
16BBU16	Management Information System	1 5	3	25	75	100	3
16BBU17	Banking and Insurance Principles	5	3	25	75	100	4
16BBU18	Retail Management	1-1 B	3	25	75	100	4'.'
	Part IV	,			,	1)
16GSU03	Skill Based - Internet Security	2		100	-	100	2
	Part V						
16GSU04	Extension Activity	-	-	100	-	100	2
Fifth Semest							W 1-1
	Part III	Sec. Sec.					
16BBU19	Entrepreneurial Development and Project Management	5	3	25	75	100	. 4
16BBU20	Cost and Management Accounting	6	3	25	75	100	5
- 16BBU21	Research Methods For Management	6	3	25	75	100	4
16BBU22	Practical II - Tally 9	5	3	25	75	0 100	3
16BBU23	Customer Relationship Management	3	3	25	75.	100	3
16BBU24	Elective I a) Consumer Behaviour (OR) b) Brand Management	5	3	25	75	100	3
16BBU25	Industrial Training	-		100		100	2
	Part IV						
16GSU05	Non Major Elective General Awareness	- 1	-	100	-	100	2
	Part V						
16GSU06	Law of Ethics	-	-	100	-	100	2
Sixth Seme		1 2 4	. 1				1 10 o
	ParcIII						
16BBU26	Advertising and Sales Promotion	6	3	25	75	100	4
16BBU27	International Trade 4 Bart	6	3	25	75	100	5
16BBU28	Strategic Management	6	3	25	75	100	4
16BBU29	E-Commerce	. 5	3	25	75	100	3
16BBU30	Elective II E. Concert	6	3	25	75	100	3
16BBU31	Project	1.1	_3	40	60	100	4
100001		1-	,	3	*		142

REGULATIONS

Components for Evaluation:

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

Components	Marks
Test -l & II (Best of Two)	10
Model Exam	10
Assignment	5
Total	25
Total	=====

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)

75 Marks

MAXIMUM:

SECTION - A (20 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

TWO questions from each unit

 $(10 \times 2 = 20 \text{ marks})$

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

Either or Type,

ONE question from each unit with internal choice

 $(5 \times 5 = 25 \text{ marks})$

SECTION - C (30 Marks)

Answer any THREE Questions out of FIVE questions

ALL Questions Carry EQUAL Marks

ONE question from each unit

 $(3 \times 10 = 30 \text{ marks})$

2 a) Components for Practical I.E.

Components	Marks
Test -I	20
Test - II	20
Total	40

2 b) Components for Practical E.E.

Components	Marks
Completion of Experiments	50
Record	5
Viva	5
Total	60
	=====

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

Institutional /Indust	rial Training •	Mini Project	Majo	rProject Wor	k
Components	Marks	Marks	Compone	ents	Marks
I.E Work Diary Report Viva –voce Examination	25 50 25	50 50	I. E a) Attendance b) Review / Work Diary*1	10 Marks 30 Marks	40
Total	100	100	E.E* ² a) Final Report	40 Marks	
			b) Viva-voce	20 Marks	700 <u>100</u>

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

4. Components for Value Education (Part IV):

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

^{*&}lt;sup>2</sup>Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

- 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

Marks
60
20
20
100

The question paper pattern is as follows:

Test I – 2 hours [3 out of 5 essay type questions] $3 \times 10 = 30 \text{ Marks}$ Test II – 2 hours [3 out of 5 essay type questions] $3 \times 10 = 30 \text{ Marks}$

Total 60 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.

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	100

The question paper pattern is as follows:

a) Test I - 2 hours [4 out of 7 essay type questions]

 $4 \times 10 = 40 \text{Marks}$

b) Test II – 2 hours [4 out of 7 essay type questions]

 $4 \times 10 = 40 \text{ Marks}$

Total 80 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

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]

 $50 \times 1 = 50 Marks$

Test II – 2 hours [50 multiple choice questions] $50 \times 1 = 50 \text{ Marks}$

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)

Marks	
100	

The question paper pattern is as follows:

c) Test I-2 hours [5 out of 8 essay type questions]

 $5 \times 10 = 50 \text{Marks}$

d) Test II – 2 hours [5 out of 8 essay type questions] $5 \times 10 = 50$ 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	100
(Each Activity for two days)	

10. QUESTION PAPER PATTERN FOR EE	(Part III Theory Papers)
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(3 HOURS TEST)

75 Marks

MAXIMUM:

SECTION - A (20 Marks)

Answer ALL Questionsp

ALL Questions Carry EQUAL Marks

TWO questions from each unit

 $(10 \times 2 = 20 \text{ marks})$

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

Either or Type.

ONE question from each unit with internal choice

 $(5 \times 5 = 25 \text{ marks})$

SECTION - C (30 Marks)

Answer any THREE Questions out of FIVE questions

ALL Questions Carry EQUAL Marks

ONE question from each unit

 $(3 \times 10 = 30 \text{ marks})$

Code No.	Subject	Semeste
16BBU01	PRINCIPLES OF MANAGEMENT	1
Objective:	To create an understanding of the fundamental principles of management.	
Unit No	Topics	Hours
Unit I	Management: Meaning – Definitions - Process of Management – Management: A science or an art- Scientific Management - Managerial functions and roles – The evolution of Management Theory.	15
	Planning:	
Unit II	Planning: 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.	15
Name 1	Control of the contro	
Unit III	Organizing: Types of organization - Organizational structure - Span of control, Delegation: Delegation and Centralization - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - Training methods.	14
Unit IV	Directing: Nature and purpose of directing – supervision – motivation – leadership – communication.	14
Unit V	Controlling: Definition – Characteristics of control – Steps-in-controlling – Effective Control Techniques. Modern trends in Management.	14

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, 4th Edition, Tata MC Graw Hill publishing company Ltd, New Delhi
- 2. Prasad.L.M, Principles of Management, 5th Edition, Himalaya Publication, Mumbai.
- 3. Dinkar Pagare, Principles of Management, Sultan Chand & Sons.
- 4. Harold Knootz, Heinz Weinhrich, Essential of Management, 6th Edition, Tata MC Graw Hill publishing company Ltd,

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Code No.	B.B.A /B.B.A (CA) 2016-17 HICAS	_
	Subject	Semeste No
16BBU02	BUSINESS COMMUNICATION	1
Objective:	On successful completion of this course, the student should have understood • Types, Barriers, Letters, Agenda, Minutes, Report writing and Internal communic	ations
Unit No	Topics	Hours
Unit I	Meaning, Definition - Essential and Importance of Business Communication. Methods of Communication - Types - Barriers.	14
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.	14
Unit III	Bank correspondence – Letter to the editor. Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.	14
Unit IV	Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.	15
Unit V	Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.	15

Toyt Rooks

- 1. Rajendra Pal Korahilli —Essentials of Business Communication, Sultan Chand & Sons, New Delhi. Reference Books;
- 1. Ramesh, MS, & Pattanshetti .C. C —Business Communication, R.Chand&Co, New Delhi.
- 2. Rodriquez M V—Effective Business Communication Concept, Vikas Publishing Company.
- 3. Rajeesh Viswanathan -Business Communication 3rd Edition Himalaya Publication 2010.
- 4. Mary Ellenguffey Essentials of Business Communication 9th Edition Atlantic Publishers

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Code No.	Subject	Semeste: No
16BBU04	BUSINESS ORGANISATION	2
Objective:	On successful completion of the course the students should have: Understood about the Introduction, Definition, Nature, Scope, Forms, Location of Industry, Stock exchange, fur procedures of trading, functions of SEBI, Trade Association, Chamber of Commerce	Justness
Unit No	Topics	Hours
Unit I	Meaning & definition of Business, nature, scope, objectives, characteristics, importance and Essentials of Business, Meaning & definition of Organization, Evolution of Business, Environment of business system, launching a business enterprise.	12
Unit II	Forms of Business Ownership: Introduction, sole proprietary organization, partnership, joint Hindu family, Joint Stock Company, Co-operative society, Public enterprises. Organs of company Management.	12
Unit III	Location of Industry: Importance of location, Factors influencing location, size and scale of operation, advantages of large scale operation, district industries centre.	12
Unit IV	Stock exchange, functions, procedures of trading, functions of SEBI, Listing of Securities, and Regulations of stock exchanges in India.	12
Unit V	Trade Association, chamber of commerce, Social Responsibilities and ethical issues in modern business, Business Risks.	12

Text Book:

1. Bhushan.Y.K - Fundamentals of Business Organization & Management, Revised Edition, Sultan Chand & Sons Educational Publishers - New Delhi 2011.

Reference Books:

- 1. Reddy.P.N Principles of Business Organization & Management, Revised Edition, Eurasia Publishing House
- 2. Shukla.M.C -Business Organization & Management, Revised Edition, Sultan Chand & Company Ltd, New Delhi. 3. Jain.D.P - Business Organization & Management, Revised Editio, Vrinda Publications (P) Ltd, New Delhi.

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Code No.	Subject	Semester No
16BBU05	ORGANISATIONAL BEHAVIOUR	2
Objective:	To impart knowledge on various aspects of human behavior in organization with relevindian business context.	ance to the
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.	1, 10,
Unit V	Leadership styles – Types – Theories (Managerial Grid, Trait Theory, Situational Theory, and Fielders 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

- I. 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"- Sultan Chund & sons — 5th Edition.
 4. Ghos — "Industrial Psychology" — 4th Edition, Himalaya Publication House (p) Ltd.

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Code No.	Subject	Semeste
16BBU07	FINANCIAL ACCOUNTING	3
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 may be in the ratio of 20% and 80% respectively)

Text Book

1. Reddy.T.S & Moorthy.A - "Financial Accounting", Margham Publications - 7th Edition

Reference Books

- 1. Jain and Narang: Advanced Accountancy
- 2. Shukla and Grewal: Advanced Accountancy
- 3. Gupta and Radhaswamy: Advanced Accountancy
- 4. Gupta R.L.: Advanced Accountancy

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Code No.	Subject	Semester
16BBU08	PRODUCTION AND MATERIALS MANAGEMENT	3
Objective:	On successful completion of this course, the students should have understood Principles, functions and process of Production Management Effective Materials management	
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	Organisation 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 - Reorder 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

1. Khanna.O.P - Industrial Engineering and Management, 17th Edition, Dhanpat rai Publications-

- 1. Banga and Sharma-: Industrial Engineering& Management-11th Edition 2013, Khanna Publishers-.
- 2. Varma.M.M Materials Management 4th Edition, McGraw Hill London
- 3. Aswathappa.K and shridhara Bhat K- Productions and Operations Managements, Revised 2nd Edition, Himalaya Publishing House.
- 4. Pannerselvam.R- Productions and Operations Managements, 3rd Edition, Prentice Hall India.

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Code No.	Subject	Semester No
2000 110.	MANACEMENT	3
16BBU09	MARKETING MANAGEMENT	ion,
Objective:	The students insight knowledge in Principles of marketing management, market segmentate. Product life cycle, pricing, branding and understanding the various marketing decisions.	
	Topics	Hours
Unit No Unit I	Introduction to Marketing: Meaning and Nature of Marketing, Concepts of Marketing - Objectives and Characteristics- Marketing Functions- Factors influencing Marketing functions-Difference between Sales & Marketing.	15
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 –Brand Equity.	15
Unit III	The Product - Types- Consumer goods - Industrial goods - Developing New Products- Strategies - Product Life Cycle (PLC) - Product mix - Modification & Elimination -	14
Unit IV	Packing. 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.	14

Text Books:

1. Pillai .R.S.N and Bagavathi - "Marketing Management", Chand.S Publications Reference Books

- 1. Philip Kotler- Marketing Management,, 2nd Edition 2010, Mc Graw hill, Delhi
- 2. Rajan Nair Marketing Management,, 4th Edition, Himalaya publication, Delhi
- 3. Rajan saxena Marketing Management, 4th Edition, Tata Mc Graw hill company, Delhi
- 4. Govindarajan.M- Marketing Management Concepts, Cases, Challenges and Trends, Prentice-Hall of India Private Ltd, 2nd Edition, New Delhi.

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Code No.	Subject	Semester No
16BBU10	LEGAL ASPECTS OF BUSINESS	3
Objective:	On successful completion of this course, the student 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.	15
Unit II	Free consent- Coercion- Undue Influence- Misrepresentation- Fraud- Mistake of law and Mistake of fact-Unlawful and illegal agreements - Effects of illegality - Wagering Agreements Void agreements.	14
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.	15
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.	14

Text Book:

1. Kapoor.N.D. - Business law, 5th Edition Sultan Chand & Sons, New Delhi

Reference Books:

1. Gogna.P.P.S - Business Law, 3rd Edition, Sultan chand and sons, New Delhi

2. Ravinder Kumar - Legal aspects of Business2013 Revised Edition Ceneage learning India (P) Ltd,

3. Tulsian.P.C Business law, 2013 Revised Edition Tata Mc Graw Hill (p) Ltd,

4. Shukla.M.C - Mercantile Law, 13th Edition, Sultan Chand and Sons, New Delhi.

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Code No.	Subject	Semester No
16BBU11	INTRODUCTION TO INFORMATION TECHNOLOGY	3
Objective:	To enable the students to learn the basics of Information Technology .It includes Understood and components of Computer System, Usage of Computer System / Hardware and Softwar recent trends in Information Technology.	od the types e, and the
Unit No	Topics	Hours
Unit I	Information to Information Technology-Overview of Hardware and Software – importance of computers in business – data and information – data processing – data storage and data retrieval capabilities – computer applications in various areas of business – computer related jobs in business.	7
Unit II	Types of computer systems- Micro, Mini, Main frame and super computers – analogue, digital and hybrid computers – business and scientific computer systems – first, second, third and fourth generation computers – laptop or notebook computes – data processing systems batch – online and real time systems – time sharing – multi programming and multi processing systems – net working – local area and wide area Networks.	7
Unit III	Components of computer system – input, output and storage devices software system software and application software programming language machine language – assembly language – high level languages – flow chart and Programme flow charts – Steps in developing a computer Programme.	7
Unit IV	Operating systems – Dos – windows – Unix, Linux, Mac- Mobile Operating system-Android, Symbian, Windows, IOS – IT Internet – intranet – email its uses and importance – world wide websites and Computers.	8
Unit V	Multi media- advances in multimedia- standards in multimedia-information technology in E-commerce- information technology applications-advancement in information technology-Social networks in business- Social impacts of information technology-Future and scope of IT in business.	7

Text Book:

1. Rajaraman - Introduction to information Technology, 2nd Edition, Phi publications.

Reference Books:

1. Roger Hunt and Hohn Shellery- Computers and Commonsens-Prentice – Hall international – 2^{nd} Edition.

Faxali.R.K - PC Software made simple – Tata MC Graw Hill Publishing company Ltd 2nd Edition.
 AlexIs and Mathews Leon - Introduction to Computers – Mathews Icon Edition, Sangam Books Ltd
 Henry Clucas - Information Technology for Management - Mc Graw hill College, 7th sub Edition

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Code No.	Subject	Semester No
16BBU12	Practical I - INTRODUCTION TO INFORMATION TECHNOLOGY (PC Software)	3

LIST OF PRACTICALS

MS WORD

- 1. Type the text, check spelling and grammar, bullets and numbering list items, align the text to left, right, justify and centre..
- 2. Prepare a job application letter enclosing your bio-data
- 3. Performing mail merger operation and preparing labels.
- 4. preparing a neatly aligned, error free document, add header and footer,
- also perform find replace operation and define bookmarks.
- 5. Prepare a document in newspaper column layout
- 6. Demonstrate OLE concept by linking an excel worksheet into a work document

MS EXCEL

- 7. Worksheet Using formulas
- 8. Worksheet Manipulation for electricity bill preparation
- 9. Drawing graphs to illustrate class performance
- 10. An excel worksheet contains monthly Sales Details of five companies

MS ACCESS

- 11. Simple commands perform sorting on name, place and pin code of Students database and Address printing using label format
- 12. Pay roll processing
- 13. Inventory control
- 14. Screen designing for data entry

MS POWER POINT

- 15. Prepare a power point presentation with at least three slides for Department inaugural function.
- 16. Draw an organisation chart with minimum three hierarchical levels
- 17. Design an advertisement campaign with minimum three slides
- 18. Insert an excel chart into a power point slide.

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Code No.	Subject	Semester No
16BBU13	FINANCIAL MANAGEMENT	
Objective:	On successful completion of this course, the student have understood Finance Function, Working Capital Management, Cost of Capital, Capital Structure and Capital Budgeting.	4
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)	10
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)	10
Unit III	Financing Decision: Cost of Capital – Computation of each source of finance and weighted average cost of capital – EBIT – EPS analysis - Operating Leverage and Financial Leverage. (Problems & Theory Questions)	15
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)	10
Unit V	Capital budgeting – meaning – objectives - capital budgeting methods. (Problems)	15

(Theory carries 80%, Problems carry 20%)

1. Khan & Jain - "Financial Management" Tata McGraw Hill Education Pvt Ltd, 7th EDITION.

- Reference Books
 1. Pandey.I.M Financial Management-11th EDITION
 2. Khan and Jain Financial Management 7th EDITION
 3. Maheswari.S.N Financial Management-1st EDITION
- 4. Dr.Satyaprasad.B.G & Kulkarni.P.V Financial Management 14th EDITION

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Code No.	Subject	Semester No
16BBU14	HUMAN RESOURCE MANAGEMENT	4
Objective:	To impart knowledge on various aspects of Human Resources.	
Unit No	Topics	Hours
Unit I	Introduction To HRM and HR Planning 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 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 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 Wage and 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 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
- 3. Rao.V.S.P Human Resource Management
- 4. Prasad.L.M Human Resource Management

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Code No.	Subject	Semester No
16BBU15	TAXATION	
Objective:	To enable the student to acquire knowledge of principles of Taxation	4
Unit No	Topics	Hours
Unit I	General Principles of Taxation-objectives-merits-demerits-Distinction between direct and Indirect taxes.	10
Unit II	Direct Taxes: Income Tax Act 1961 – definitions – basis of charge – residential status – Income exempted from income tax – Heads of income.	14
Unit III	Computation of income under salary and house property. (problems to be included).	14
Unit IV	Computation of income under profits and gains of business - profession (problems be included) - Income tax Authorities – Duties and their powers.	12
Unit V	Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedures and effects of registration - mode of charging VAT – exemption from VAT – Authorities and their powers-Introduction about GST.	10

(Theory & problems shall be distributed at 60% & 40% respectively)

Text Book:

1. Dingare pagare - Income Tax Law & Practice, Centax Publications (p) Ltd.

Reference Books

- 1. Gaur V.P & Narang Income Tax Law & Practice- Kalayani Publications
- 2. Hariharan Income Tax Law & Practice Vijay Nichole Publication
- 3. Dingare Pagare Business Taxation Balasubramanian Business Taxation

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Code No.	Subject	Semester No
16BBU16	MANAGEMENT INFORMATION SYSTEM	4
Objective:	To provide knowledge on concepts and application of information systems in business.	
Unit No	Topics	Hours
Unit I	Introduction to Information Systems - definition - features - steps in implementation of MIS - Need for information-information system for decision making- MIS as competitive advantages - MIS structuresMIS support for planning - Organising - Controlling - MIS for specific functions - personnel, finance, marketing, inventory and production.	14
Unit II	Concept - Database Structures - Data resources -Types -Database warehouse- Mining - Database Management approach, Software – Application software- End user applications- Groupware-Software Alternatives- Software Licensing - Application Service Providers.	12
Unit III	Systems approach- System Analysis and Design- System Development Life Cycle- End user development-Steps in implementing systems-evaluating hardware – software.	10-
Unit IV	Trends-Components-Online Analytical processing-DSS Analysis-EIS Enterprise portal and Decision support-Artificial Intelligence technologies, Telecommunication network model-Types of Telecommunication network-Telecommunication processors-Telecommunication media-Wireless technologies.	12
Unit V	Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce - models of B 2 B and B 2 C. EDI applications in business. Electronic payment cash, smart cards, and credit cards.	12

Text Books:

1 .James A O Brien& George M. Marakas - Management Information Systems, 10 Edition, 2011 McGraw Hill Higher Education

Reference Books:

- 1. Kenneth.C.Laudon, Jane.P. Laudon MIS-Managing the digital firm, Pearson Publications 2013
- 2. Prasad.LM, Usha Prasad-Management Information System, Sultan Chand & Sons,
- 3. Mahadeo Jaiswal Monika Mital Management Information Systems, Oxford University press
- 4. Reddy.P.C- Management Information Systems, S K Kataria and Sons

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Code No.	Subject	Semester
16BBU17	BANKING AND INSURANCE PRINCIPLES	4
Objective:	The main objective of this subject is to make the students familiar with Banking function Insurance and its classifications.	ns and
Unit No	Topics	Hours
Unit I	Structure of commercial banking – Functions, Nationalisation of Commercial banks in India – Need-Advantages & Disadvantages of Nationalisation of Commercial banks. Central banking: Meaning and Function- RBI objectives- Functions regulatory and promotional role.	10
Unit II	Negotiable Instruments Act 1881-Negotiable Instruments-Characteristics- cheque - Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.	10
Unit III	Co-operative Banks: Meaning- Structure- Role of Co-operative banks in' developing economy regulation of Co-operative banks. Emerging trends in Banking: Universal Banking, Venture Capital, Project Financing, Merchant Banking, E-Banking, Credit Cards.	10
Unit IV	Meaning & Definition of insurance, Evolution of insurance, Role and Importance of insurance, Principles of Insurance Concept of Risk, Types of Risk, Concept of Insurable Risk. Insurance Regulatory Development Authority (IRDA).	15
Unit V	Classification of Insurance- Life Insurance contracts— Endorsement — Claims. General Insurance - Types- Fire, Marine and Motor Insurance - General insurance Vs Life Insurance.	15

Text Book:

1. Gupta P.K - "Insurance and Risk Management", Himalaya Publishing House; Reference Book:

1. Kothari & Bahl - "Principles and Practices of Insurance", Sathiya Bhavan Publication 1st Edition

2. Vaish M. - "Money, Banking and International Trade", New Age International Pvt.Ltd,
3. Gordon.E, Natarajan.K. - "Banking, Theory, Law & Practice", Himalaya Publishing House
4. Karam pal, Bodla.B.S & Garg MC - "Insurance Management" - Principles & Practice, Deep and Deep Publications.

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Code No.	Subject	Semester No
16BBU18	RETAIL MANAGEMENT	4
Objective:	On the Successful completion of this paper the students should have acquired knowledge pricing, promotion strategy, retail customer, retail in India	of retail,
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.	7
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.	7
Unit III	Strategic Retail Planning Process - Situation Analysis - Objectives - Need for identifying consumer needs - Overall strategy, feedback and control - consumer decision - making process.	7
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.	8
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	7

1. Swapna Pradhan- Retailing Management, Text and cases Tata McGraw Hill, 2nd edition.

Reference Book

1. Barry Berman and Joel R Evans - Retailing Management - A Strategic Approach, 8th Edition, Prentice Hall, of India,.

2. Gibson G Vedamani - Retail Management - Functional Principles and Prectice, 2nd Edition, 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	Semeste
16BBU19	ENTREPRENEURIAL DEVELOPMENT AND PROJECT MANAGEMENT	5
Objective:	To enable the student to acquire knowledge of Entrepreneurship	
Unit No	Topics	Hours
Unit I	Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.	12
Unit II	Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation.	12
Unit III	Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project - project manager - role and responsibilities of project manager.	12
Unit IV	Project identification - selection - project formulation — contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.	12
Unit V	Source of finance for a project - Institutional finance supporting projects- project evaluation - objectives - types - methods.	12

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
16BBU20	COST AND MANAGEMENT ACCOUNTING	5
Objective:	To enable the student to have a knowledge in the Cost and Management Accounting To Techniques	ools and
Unit No	Topics	Hours
Unit I	Introduction to cost & Management Accounting 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. (Theory Questions only)	14
Unit II	Material Control & Labour Cost 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 – Incentives and Bonus Plans – Halsey, Rowan, Taylor's Merricks Plans. (Problems Only)	14
Unit III	Financial Statement Analysis 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. (Problems Only)	15
Unit IV	Fund Flow & Cash Flow Analysis 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. (Problems only)	15
Unit V	Marginal Costing & Budgetary Control 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. (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 Maheswart.S.N cost & Management Accounting, Sultanchund publishers.
- 3. Pillai.RSN & Bhagavati Management Accounting, Sultanchand publishers.

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Code No.	Subject	Semester
16BBU21	RESEARCH METHODS FOR MANAGEMENT	5
Objective:	To enable the students to acquire knowledge of Research	
Unit No	Topics	Hours
Unit I	Introduction to Research & Research Process 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 Sources of data- Methods of Data Collection- Observation, Questionnaire & Interview methods. Measurement scales-Levels and scaling techniques- Editing, Coding & Tabulation of data.	15
Unit III	Data Analysis Hypothesis formulation and Hypothesis testing- Errors in Hypothesis testing-t test, Z test & chi square test with problems.(Simple problems)	15
Unit IV	Data Interpretation & Report Writing 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.	14
Unit V	Applications of Research Product and price research, advertising and distribution research, Sales control research & Motivation research. Use of business analytics in Management decision making.	14

Text Book:

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

Reference Books

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

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Code No.	Subject	Semester No
16BBU22	Practical II - TALLY 9	5
Objective:	To inculcate knowledge on this practical course doing financial accomputer.	counting tasks using

Program No	Topics	Hours
1.	Create a new company with relevant details and configure the company using Tally.	12
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.	12
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.	12
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
12	Show the Stock summary of the company.	
13	Enable VAT in Tally with relevant details.	
14	To prepare VAT computation report.	12
15	To prepare integrated payroll system for company in Tally.	

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Code No.	Subject	Semester No
16BBU23	CUSTOMER RELATIONSHIP MANAGEMENT	5
Objective:	On successful completion of the course the students should have: Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing	
Unit No	Topics	Hours
Unit I	Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle.	7
Unit II	CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM.	7
Unit III	Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India.	7
Unit IV	Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection.	8
Unit V	Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.	7

Text Book:

1. Shajahan.S - Relationship Marketing - Mc Graw Hill,

Reference Books:

1. Paul Green Berg – CRM – Tata Mc Graw Hill,
2. Philip Kotler, Marketing Management, Prentice Hall

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Code No.	Elective I - Subject	Semester
16BBU24	BRAND MANAGEMENT	No 5
Objective;	On successful completion of the course the students should have: Brand-history ,branding challenges and opportunities, brand building implications, Implerbrand strategies.	nenting
Unit No	Topics	Hours
Unit I	Brand-history of branding-importance of branding-strategic brand management- process-brand image-branding challenges and opportunities.	12
Unit II	Brand positioning-brand equity-sources-building a strong brand-brand building implications, identifying brand positioning-positioning guidelines-defining brand values-internal branding.	12
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.	12
Unit IV	Measuring and interpreting brand performance-brand value chain-brand tracking studies establishing effective brand equity management systems-capturing market performance comparative methods.	12
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.	12

Text Book

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, 1 st Edition Tat McGraw Hill,
- 3. Ajay Kumar-Brand Management Text and Cases Revised Edition-India Book Distributors,

4. Philip Kotler, Waldemar Pfoertsch-Brand Management Revised Edition Springer.

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Code No.	Subject	Semester No
16BBU26	ADVERTISING AND SALES PROMOTION	6
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	15
Unit II	Advertising 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 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.	14

Text Book

1. Sontakki.C.N- Advertising and Sales Management-3 edition - Kalyani Publications

Reference Books

- 1. Davar S.K. Salesmanship and advertising-16 edition
- 2. Rathor.B.S Advertising management- 2 edition 2016
- 3. Bolen J.H Adevertising
- 4. Neelamegam Sales Forecasting Key to Integrated Management

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Code No.	Subject	Semester
16BBU27	INTERNATIONAL TRADE	6
Objective:	To make the students to understand the International Trade, Export Documentation, Gloliberalization and WTO Agreements.	bal
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	-15
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.	15
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.	14
Unit V	Role of International Agencies: IMF, World Bank, WTO Agreement. Institutional assistance for export promotion: Export promotion council - Commodity Boards – Boards of trade: FIEO, IIFT, Export inspection council, STC, Export houses, Special Economic Zones.	14 45

Text Book

Aswathappa.K - International Business Tata Mcgraw Hill 2013

Reference Books

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

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6	Code No.	Subject	Semester No
	16BBU28	STRATEGIC MANAGEMENT	6
	Objective:	1. To give the student fair understanding of strategy formulation, implementation, monit evaluation.	toring and
		2. To familiarize students to corporate strategies, functional strategies and global strategies	
	Unit No	Topics	Hours
	Unit I	Introduction to Strategic Management Introduction to strategic management – Definitions, nature, scope, significance, elements and processes. The 7S Framework, Board of Directors - Role and Functions, Top Management - Role and Skills, Board Functioning - Indian Context.	15
	Unit II	Corporate strategy 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 Analysis - Environmental Scan - Internal Environment and External Environment & SWOT Analysis, Value Chain - Internal Factors Analysis Summary (IFAS)	14-
	Unit IV	Strategy Formulation and Analysis 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	15
	Unit V	Strategy Implementation and Evaluation 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.	14-

Taxt Rook

Kazmi - "Business policy & Strategic Management" - Tata McGraw-Hill publication co ltd.

Reference Books

- 1. Dr. Mamoria.C.B & Dr. Satish Mamoria, Business planning and policy Himalaya publishing house, Mumbai.
- 2. Azhaskazmi- Business Policy. Tata McGraw Hill Publication Co 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
16BBU29	E-COMMERCE	6
Objective:	What is E-commerce, Discuss the applications of E-commerce, the types of E-commerce and Describe the implementation of E-commerce List the modes of payments involved in E-commerce	life cycle o
Unit No	Topics	Hours
Unit I	Foundation of electronic Commerce: Definition and content of the field – Driving force of EC-Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC: -Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.	12
Unit II	Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.	12
Unit III	Advertisement in EC:- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet:- Architecture of Intranet and External:- Applications of Intranet and Extranet.	10-
Unit IV	Business – to – Business Electronic Commerce: Characteristics of B2B EC- Model–Procurement Management Using the Buyer's Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.	12
Unit V	Public Policy: From Legal Issues to Privacy: Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech, Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.	14

EFRAIMTURBUN, JAE LEE, DAVIDKING, MICHAEL CHUNG.H-"ELECTRONIC COMMERCE-A MANAGERIAL PERSPECTIVE" -Pearson Education Asis

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Code No.	Elective II - Subject	Semester
16BBU30	SERVICE MARKETING	6
Objective:	: The subject 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 Seenarios	15
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	14-
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 Organisations; tourism & travels; transportation & logistics; financial services; information technology & communication services; media services; health care services; professional services; educational services	14

Text Book

1. Jha.SM - 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, 1st Edition
- 4. Kapoor Services Marketing, Tata Mc Graw Hill, 2011

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Code No.	Elective II - Subject	Semester
16BBU30	BUSINESS PROCESS AND OUTSOURCING	6
Objective:	To enhance knowledge towards the BPO industry and to make students aware of BPO abenefits	and its
Unit No	Topics	Hours
Unit I	Business Process Outsourcing – Basics – Benefits of BPO – Growth Drivers – BPO Models and Types of Vendors – Offshore BPO – Evolution Destinations – Challenges of Off shoring – BPO Companies in India.	15-
Unit II	BPO Industry – Employment Opportunities – Employee Structure – Skill Set Required –Compensation Levels – Contact Centre BPO – Types of Call Centers – Technology –Components and working of a Call center – Issues and Problems.	15
Unit III	Business Process Outsourcing in India and US- BPO Scenario and Out Sourcing Service activities – Business Opportunities from BPO strategy- Current Trends and Future Challenges.	14
Unit IV	Business Process Outsourcing in various Sectors- Indian Manufactured Products- Health Care BPO- Finance and Accounting- Insurance Sector.	14
Unit V	Human Resource BPO – Reasons for outsourcing HR – Activities involved in HR BPO –HR Outsourcing Trends – Career in HR BPO – Emerging BPO Domains – Media and Entertainment BPO.	14

Text Book

1. Nakkiran.S and John Franklin.D - Business Process Outsourcing Concepts, Current Trends, Management Future Challenges, Edition, Deep Deep Publication Pvt. Ltd

Reference Book

1. DeepakShikapur Ameya - BPO DIGEST (Inspiring Books)

2. Jack A. Green Thomson - Call Centre Technology & Techniques

3. Charles E Day - Call Centre Operations McGraw Hill (Part - III)

4. Sarika Kulkarni - Business ProcessOutsourcing, Jaico Publishing House, Delhi

HOD

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