



PONDICHERRY UNIVERSITY
ACADEMIC SECTION - II

Dr. J. SAMPATH, MA., BL., Ph.D.,
Deputy Registrar (Aca-II)

R.V. NAGAR, Kalapet,
Pondicherry 605 014.

Ref.No.PU/Aca-7/2006-07/ 108

5th February 2007

To

Dr. R. Panerselvam
Dean
School of Management
Pondicherry University
Puducherry 605 014.

Sir,

Sub: Recommendations of the Committee constituted by the VC for framing Syllabus for MBA International Business – Resolution of the 53rd Academic Council – Communicated – Reg.
Ref: Resolution No.2006.53.10

With reference to the subject cited above, the Extract of the Agenda Item and the resolution of the 53rd Academic Council cited are enclosed for necessary action.

Kindly acknowledge the receipt of this letter.

Yours faithfully,

(J. Sampath)

Dy. Registrar (Aca-II)

Encl: As above

Copy to:

1. The Controller of Examinations, Pondicherry University.
2. The Dy. Registrar (Exam), Pondicherry University.
3. The Head, Dept. of Management Studies, Pondicherry University.
4. The Head, Dept. of Banking Technology, Pondicherry University
5. The Head, Dept. of Tourism, Pondicherry University.
6. The Head, Dept. of International Business, Pondicherry University.
7. The Principal, Community College, Pondicherry University, Pondicherry 605 008
8. The Principal, Sri Manakula Vinayagar Engg. College, Madagadipet, Puducherry-605 017.
9. The Principal, Rajiv Gandhi College of Engg. Technology, Ariyankuppam, Puducherry 605 007.
10. The Principal, Acharaya College of Arts & Sciences, Villiyannur, Pondicherry.
11. The Principal, Saradha Gangatharan College of Arts, Veerampattu, Pondicherry.
12. The Principal, R.V.S. College of Arts & Sciences, Karaikal.

EXTRACT OF THE AGENDA ITEM:

2006.53.10

TO CONSIDER THE RECOMMENDATIONS MADE BY THE SCHOOL BOARD OF MANAGEMENT AT ITS MEETING HELD ON 6th December 2006.

The School Board of Management at its meeting held on 6th December 2006 has scrutinized the recommendations of the various UG/PG Board of Studies under the School of Management i.e., PG Management, UG Management, MBA International Business, MBA Tourism and MBA Banking Technology.

The salient features of the recommendations are:

- (i) Resolved to approve the following for the grading scheme of M.B.A. programme in the University Department (Department of Management Studies) and the M.B.A. programme in affiliated colleges.
 - a. to adopt the grading system as followed in the University under CBCS for the MBA in the University Department (Department of Management Studies)
 - b. the passing minimum and classifications of classes, etc. for the MBA offered in the affiliated colleges will be same as followed for the other PG programmes offered in the affiliated colleges as per the University norms.These resolutions may be effective from the academic year 2006-07.

The Board considered the issue of a large number of Students of MBA (General) having failed in the internal evaluation in six different subjects evaluated by an internal examiner (February & April 2006 examinations) and expressed its shock and deep concern. After thorough discussion on the issue, the Board suggested:

- a) to keep on hold arrear examinations for these six subjects.
- b) to invite two subject experts from other premier institutions for joint evaluation of these six papers
- c) that administrative authorities may take note of this situation and act upon it.

- (ii) Recommended to approve the course structure, syllabi, model question paper and regulations of BBA which is offered in the affiliated colleges and Community College. This syllabi is effective from 2007-08.

It is also recommended that in future no affiliation with BBM acronym can be given to any Institution applying for commencing UG programme in Management. This means that affiliation will be given only for BBA programme in Management.

- (iii) Recommended to approve the course structure and the syllabi of the MBA (International Business). This syllabi is effective from 2006-07.

It is also recommended that the procedure of double valuation will be followed in case of variation in excess of 20% of marks takes place between the first and the second valuation.

- (iv) Recommended to offer M.Phil and Ph.D programmes in Tourism in the Department of Tourism Studies and to approve the modifications in the syllabi with effect from the academic year 2007-08.

It is also recommended that :

- Comprehensive Viva-Voce in each semester will carry a weightage of two credits instead of one credit.
- The syllabus of MBA (Tourism) should include "Ethno Tourism" content in the appropriate subject
- The M.Phil in Tourism programme should have a Background Paper in the curriculum.
- M.Phil thesis submission and Viva-voce components should be included in the curriculum.
- M.A. (Anthropology) should also be included in the eligibility qualifications for admission into MBA (Tourism) programme.

- (v) Resolved to approve the curriculum and syllabi of M.B.A. (Banking Technology) with minor modifications on credits in the fourth semester and deletion of the subject called project seminar in the fourth semester. This resolution is effective from 2005-2006 onwards.

The members of the Board unanimously felt that M.B.A. Banking Technology course curriculum should have input on Human Resource Management, and Service Marketing. Hence, the Board Studies/ Programme Committee of the Department is advised to revise the syllabus in accordance with the above suggestions and submit the same to the next meeting of the School Board Management which will be effectively from 2007-2008 onwards.

- (vi) Recommended to approve the offering of Ph.D programme in International Business in the Department of International Business.

Based on the above the School Board has recommended the syllabus and regulations for the following courses:

1. **MBA (General)** *grading with effect from the academic year 2006-07*
2. **BBA - 2007-08** *batch only*
3. **MBA – International Business** *with effect from the academic year 2006-07.*
4. **MBA – Tourism** - *with effect from the academic year 2007-08.*
5. **MBA – Banking Technology** *with effect from the academic year 2005-06.*

For consideration of the Council.

ANNEXURE – 6 (a-e)

EXTRACT OF THE MINUTES OF THE AC MEETING:

2006.53.10

TO CONSIDER THE RECOMMENDATIONS MADE BY THE SCHOOL BOARD OF MANAGEMENT AT ITS MEETING HELD ON 6TH DECEMBER 2006.

Resolved as follows:

- Recommendation (i)(a) : Approved.
- Recommendation (i)(b) : Approved except the recommendation regarding evaluation of answer scripts of six different subjects of MBA(General) students. It was resolved that the matter may be dealt with in accordance with the existing regulations.
- Recommendation (ii) : Approved.
- Recommendation (iii) : Approved.
As regards double valuation, the University Rules would be followed
- Recommendation (iv) : Resolved to approve the recommendations except starting of M.Phil in Tourism and related recommendations. Regarding eligibility qualifications for admission to Ph.D. in Tourism, it was resolved to refer back to the School Board to examine as per Ph.D. regulations.
- Recommendation(v) : Approved.
- Recommendation(vi) : Deferred.

It was resolved to approve the syllabi and regulations for MBA(General), BBA, MBA(International Business), MBA(Tourism) and MBA(Banking Technology) as

For consideration of the Council.

ANNEXURE -- 6 (b)

PONDICHERRY UNIVERSITY
PONDICHERRY

B.B.A.
(Bachelor of Business Administration)

SYLLABUS & REGULATIONS

2007-08 ONWARDS

PONDICHERRY UNIVERSITY

B.B.A. PROGRAM

REGULATIONS

(Effective from the academic year 2007-2008)

Aim of the Course

The Degree of Bachelor of Business Management is to impart business education with a view to enabling them to undertake positions of responsibilities at the middle level in a Business Organization by training them to gain knowledge, attitude, skills, values and habit to contribute to the Organization dent...

Eligibility for Admission

Candidates for admission to UGM shall be required to have passed Higher Secondary Examination Conducted by the Government of Tamil Nadu with Mathematics/ Business/Commerce as one of the subjects of study or an examination accepted as equivalent thereto subject to such conditions as may be prescribed therefore.

Duration of the Course

The course shall be of three years duration spread over six semesters. The Maximum duration to complete the course shall be 5 years after the completion of the Course.

Medium

The Medium of instruction shall be English

Passing Minimum

Passing Eligibility & Classification for the award of the Degree as existing for the other Arts Group

	Passing Min Marks	Max Marks
Theory	40	100
Project & Viva Voce	80	200

Project Work includes 150 marks for Project Work and 50 Marks for Viva Voce.

PONDICHERRY UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION

Semester - I

Sl. No	Code No	Papers	Min Marks	Max Marks	Total Hours
1		English - I	40	100	90
2		Language - I	40	100	90
3	UGM101	Principles of Management	40	100	90
4	UGM102	Soft Skills for Business	40	100	90
5	UGM103	Financial Accounting	40	100	90
6	UGM104	Computer Skills for Business	40	100	90

Semester - II

Sl. No	Code No	Papers	Min Marks	Max Marks	Total Hours
1		English - II	40	100	90
2		Language - II	40	100	90
3	UGM201	Business Law	40	100	90
4	UGM202	Organizational Behavior	40	100	90
5	UGM203	Cost and Management Accounting	40	100	90
6	UGM204	Business Statistics	40	100	90

Semester - III

Sl. No	Code No	Papers	Min Marks	Max Marks	Total Hours
1	UGM301	Business Environment	40	100	90
2	UGM302	Financial Management	40	100	90
3	UGM303	Marketing Management	40	100	90
4	UGM304	Operations Research	40	100	90
5	UGM305	Operations Management	40	100	90

Semester - IV

Sl. No	Code No	Papers	Min Marks	Max Marks	Total Hours
1	UGM401	Management of Financial Institutions	40	100	90
2	UGM402	Management Information Systems	40	100	90
3	UGM403	Human Resource Management	40	100	90
4	UGM404	Insurance Management	40	100	90
5	UGM405	Small Business Management	40	100	90

Semester - V

Sl. No	Code No	Papers	Min Marks	Max Marks	Total Hours
1	UGM501	Entrepreneurial Management	40	100	90
2	UGM502	International Business	40	100	90
3	UGM503	Strategic Management	40	100	90
4	UGM504	Taxation Management	40	100	90
5	UGM505	Managerial Economics	40	100	90

Semester - VI

Sl. No	Code No	Papers	Min Marks	Max Marks	Total Hours
1	UGM601	Research Methodology	40	100	90
2	UGM602	Management of BPO	40	100	90
3	UGM603	Management Control Systems	40	100	90
4	UGM604	Project Work & Viva Voce	80	200	90
5		Project Work - 150 Marks			
5		Viva Voce - 50 Marks			

SEMESTER I
PRINCIPLES OF MANAGEMENT

Code No : UGM101

Max Marks : 100

UNIT I :

Nature and scope of management process – Management, Science or art –
Development of manager – Scientific Management
Function of the Manager.

UNIT II :

Planning : The Meaning and purpose of planning – Steps in planning – Types
of plan.
Objectives and Policies : Objectives, policies, procedures and methods-Nature and
types of policies.
Decision making. Process of decision making-Type of decision-problems involved in
decision making-Qualitative techniques.

UNIT III :

Organisation: Types of organisation structure-Span of control-Uses of staff units and
committees

UNIT IV:

Delegation and decentralisation- Line and staff relationship-Staffing-Sources of
recruitment-Selection process-Training.

UNIT V:

Directing: Nature and purpose of directing-controlling-Need for co-ordination-
Meaning and importance of control-control process-Budgetary and non-budgetary
controls.

Text Book : Essentials of Management – Harold Knootz – Mc Graw Hill –
International Book Company

SEMESTER I

SOFT SKILLS FOR BUSINESS

Code No : UGM102

Max Marks : 100

UNIT I : Introduction to communication :

Meaning and Definitions – Need – Objectives and Principles - Communication Media – Types of Communication Process – Interpersonal and Business Communication- Characteristics – Verbal and Non Verbal Communication – Barriers to Communication.

UNIT II : Business Letters :

Meaning, Need, Functions and kinds of Business letters – Essentials of an effective Business Letter – Layout – Appearance – Size – Style - Form and punctuation – Routine request letters – Responses to letters – Refusal letters – Claims letters – Collection letters.

UNIT III : Letters of Inquiries, Quotations and Offers :

Letters of Inquiry – Opening and Closing sentences in letters of Inquiry – Quotations – Specimen – Voluntary offers and Quotations – Sentences regarding Offers and Quotations – Specimen – Placing an Order, Specimen – Cancellation, Acknowledgement, Refusal and execution of Order.

UNIT IV : Circular, Sales and Bank Correspondence :

Meaning of Circular letters – Objectives – Situations that need Circular letters – Specimen. Meaning of Sales letters – Objectives – Advantages – Three P's Functions, Bank Correspondence, Meaning – Correspondence with Customers, Head Office and with other Banks.

UNIT V : Report writing and Spoken Communication :

Meaning of a Report - Importance – Oral and Written Reports – Types of Business Reports – Characteristics of Good Report – Preparing a Report – Organisation of a Report - Spoken Communication – the Telephone – the Public Addressing System – Word Processor – Telex, Fax, Email – Teleconferences.

Text Books :

Effective Business Communication – Kaul - Prentice Hall, New Delhi

SEMESTER I

FINANCIAL ACCOUNTING

Code No : UGM103

Max Marks : 100

UNIT – I Introduction

Meaning and Scope of Accounting – Need for Accounting – Developing of Accounting – Nature and Objectives – Book Keeping and Accounting – Accounting Principles – Meaning – Accounting concepts and conventions – Accounting Standards – International Accounting Standards.

UNIT – II Books of Accounts

Double Entry System of Book Keeping – Journal – Rules of Debit and Credit – Ledger posting – Rules regarding posting – Relationship between Journal and Ledger – Trial Balance – Final Accounts – Preparation of Trading Account – Profit and Loss Account – Balance Sheet – Uses of these statements.

UNIT – III

Income and Expenditure Account, Receipts and Payments – Accounts Nature – Preparation of Receipt and Payment Account and Income and Expenditure Account.

UNIT – IV

Depreciation Accounting

Meaning of Depreciation – Causes – Objectives – Factors involve – Methods of Depreciation Accounting – Reserves and Provisions.

Insurance Claims Accounts:

Meaning – Types of claims – Claims for loss of Stock – Claims for Loss of Profit.

UNIT – V Computerized Accounting

Introduction – Meaning of Computerized Accounting – Features of Computerized Accounting – Terms Used in Computerized Accounting – Distinction between Computerized & Manual Accounting – Functions performed by Computerized Accounting, software available in the market.

Text Books :

1. Advanced Accounting - Maheswari S.N. – Vikas Publishing.

(A)

SEMESTER - I

COMPUTER SKILLS FOR BUSINESS

Code No : UGM104

Max Marks : 100

UNIT I:

Introduction to computers : Definition - Block diagram of a computer - Operation of a Computer - Applications of Computers.

Tools for computing : Program - Algorithms - Flow Chart - Languages - Translators - Packages - Introduction to Operating System and Networks.

UNIT II :

Word processing using MS Word: Introduction - creating a new document - templates and wizards - controlling the screen display - formatting - searching and replacing - tables - desktop publishing with word.

UNIT III :

Spread Sheet Management using Excel: Introduction - Basic worksheet mechanics - Work Sheet development - editing and formatting work sheet - Printing techniques - sorting the data filtering - lists.

UNIT IV :

Pictorial representation of data in Excel: creating a chart - customizing and embedding a charts - charting techniques.

UNIT V :

Introduction to Power Point : Usage of Design Templates -- Presentation using wizards -- Slide Transitions and animations - Inserting Clip arts and Pictures - Background and color layouts.

Text Book :

Office 2000 - Michael Busby & Russell A. Str.
- BPB Publications

SEMESTER II

BUSINESS LAW

Code No : UGM201

Max Marks : 100

UNIT-I

Introduction to Law - Mercantile Law - Law of Contract - Offer - Acceptance - Consideration - Capacity of Contract - Contingent Contract - Quasi Contract - Performance - Discharge - Remedies to breach of Contract.

UNIT-II

Partnership - Sale of Goods.

UNIT-III

Negotiable Instruments Act - Notes, Bills, Cheques - Crossing - Endorsement - Contract of Agency.

UNIT-IV

Company - Formation - Memorandum - Articles - Prospective - Shares - Debentures - Directors - Appointment - Powers and Duties.

UNIT-V

Company Administration - Borrowing Powers, Management and Administration, Meetings, resolutions, Proceedings - Management - Accounts - Audit - Appression and Minsmanagement - Winding up.

Text Book :

Legal Systems in Business - F. Saravanavel & S. Sumathi
N.D. Kapoor: Elements of Mercantile Law

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SEMESTER II

ORGANISATIONAL BEHAVIOUR

Code No : UGM202

Max Marks : 100

UNIT-I

The concept of Organizational Behavior – Nature of Organization – Models of O.B and human relation – Organizational Systems and Environment.

UNIT-II

Perception, Attitude, Personality and Learning, Individual Behavior

UNIT-III

Group Dynamics – Group at work – Formal and Informal Groups – Group Cohesiveness – Group Pressure and Norms and Individual, Group Goals – roles and role conflict.

UNIT-IV

Leadership – Characteristics – styles of leadership – Manager as a leader, Theories of leadership – conference leadership – Power & Authority.

UNIT-V

Morale & Motivation in industry – Theories of Motivation - Herzbergs, Maslows, X & Y. Mc Gregor's – Organizational application of motivational theories – Morale & Productivity.

Text Book :

Organizational Behaviour – Gregory Moorhead and Rickey. W. Griffin – Houghton Mifflin College Div.

Organizational Behaviour – Fred Luthans - Mc Graw Hill – New York.

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SEMESTER - II

COST AND MANAGEMENT ACCOUNTING

Code No : UGM203

Max Marks : 100

UNIT-I :

Definition - Costing - Cost Accounting - Purpose and function of Cost Accounting - Financial Vs Cost Accounting - Management Vs. Cost Accounting - Methods & Techniques of costing - Advantages and Limitations of Cost Accounting - Cost Unit - Cost Center - Cost elements - Cost Sheet - Definition - Functions - Management Accounting - Scope of Management Accounting.

UNIT-II :

Output Costing - Operating Costing - Transport Costing - Job Costing - Contract Costing - Estimation of Profit from Completed Contracts.

UNIT-III :

Marginal Costing - Break Even Point - Profit/Volume Ratio - Margin of Safety - Marginal costing as a key to Managerial - Problems - Key Factor. ✓

UNIT-IV

Ratio Analysis - Uses of Ratio Analysis - Classification of Ratios - Liquidity Ratios - Leverage Ratios - Turnover or Activity Ratios - Profitability Ratios. ✓

UNIT-V :

Concept of Fund Flow Statement - Uses of Fund Flow Statement - Calculation of Funds from Operations - Construction of Fund Statement - Concept of cash Flow - Calculation of cash from Operations - Preparation of Cash Flow Statement - Distinction between Fund Flow and Cash Flow Analysis.

Text Books :

1. Cost and Management Accounting: Methods & Techniques - A.P. Roy Chowdhury and A. Bhattacharaya, New Central Book Agency.
2. Cost and Management Accounting - N.P. Srinivasan, Sterling Publishers Pvt.Ltd.,

SEMESTER II

BUSINESS STATISTICS

Code No : UGM204

Max Marks : 100

Unit - I :

Statistics - A Conceptual Frame work - Meaning and Scope of Business Statistics - Definition - Function - Role of Statistics for Business Decisions - Importance - Limitations. Statistical Enquiry Methods of Sampling - Purpose, Types, Collection of Data- Methods of Enumeration - Sampling Need Method of Sampling- Merits and Demerits - Classification and Tabulation of Data.

Unit - II :

Measures of Central Tendency - Average - Objectives of an Average - Types - Characteristic - Merits and Demerits - Mean, Median, Mode - Geometric Mean - Harmonic Mean.

Unit - III :

Quartiles - Deciles - Measures of Dispersion - Objectives Absolute and relative Measures - Range - Quartile Deviation - Mean Deviation - Standard Deviation - Skew ness - Kurtosis - Respective Merits and Demerits.

Unit - IV :

Correlation Analysis - Meaning - Definition - Uses - Types- Methods - Graphics Scattered Diagrams - Algebraic Methods - Karl Pearson's Co-efficient of Correlation - Demerits.

Unit - V :

Meaning of T-Distribution, F-Distribution. Introduction to Microsoft Excel. Simple problem solving in Excel - T Test, F- Test. Simple Graphical representation of business data like pie chart, histogram.

Text Books

Statistics for Management - Richard. I. Levin - Prentice Hall.

SEMESTER III

BUSINESS ENVIRONMENT

Code No : UGM301

Max Marks : 100

UNIT-I

The concept of Business Environment – Its nature and significance – Brief overview of political, cultural, legal, economic and social environment and their impact on business.

UNIT-II

Political environment – Government and business relationship in India Provisions of Indian Constitution pertaining to business.

UNIT-III

Social environment – Cultural heritage – Social attitudes – Impact of foreign culture – Castes and communities – Joint family systems – Linguistic and religious groups – Types of social organization – Social responsibilities of business.

UNIT-IV

Legal environment – Implementations on Business – Corporate Governance

UNIT-V

Economic environment – Economic system and their impact on business – Macro economic parameters like GDP, growth rate, population, urbanization, fiscal deficit, Plan investment, per capital income, etc., and their impact on business decisions – Five Year Planning – Industrial policy – Prices and distribution. Concepts and Mechanics of Privatization, Liberalization, Globalization.

Text Book : Business Environment – Aswatappa – Tata Mc Graw Hill

SEMESTER III

FINANCIAL MANAGEMENT

Code No : UGM302

Max Marks : 100

UNIT-I AN OVERVIEW OF MANAGERIAL FINANCE

Nature and Scope of Business Finance – The Changing Role of Financial Manager – Finance Functions. Objectives of Financial Management – Profit Maximisation and Wealth Maximisation.

UNIT-II FINANCIAL PLANNING

Meaning, Significance and Limitations of Financial Planning and Financial Forecasting

BUDGETS AND BUDGETARY CONTROL

Classification of Budget, Budgetary Control – Techniques (Numerical Problems)

UNIT-III CAPITAL STRUCTURE

Meaning – Factors Influencing the pattern of Capital Structure – Optimum capital Structure – Capital Gearing.

COST OF CAPITAL

Concept – Importance – Methods of calculating Cost of Individual Capital Components – Weighted average Cost of Capital.

UNIT-IV CAPITAL BUDGETING

Meaning of capital Budgeting – Principles of capital budgeting – significance of Capital Budgeting – Methods of Ranking Projects– Limitations of Capital Budgeting Numerical Problems)

UNIT-V

Working Capital; Meaning – Need – Types – Benefits and Determinants of Working Capital. Forecasting of Working Capital.

Text Book : Financial Management - Pandey: I.M. – Vikas Publishing House.

SEMESTER III
MARKETING MANAGEMENT

Code No : UGM303

Max Marks : 100

UNIT - I :

Definition and functions of Marketing - Market - Types of Market - Importance of Marketing in Developed and Developing Countries - Buyer's Market- Seller's Market - Marketing and Selling - Marketing Concept - Selling Concept - Modern Marketing Concept - Marketing Mix.

UNIT - II :

Consumer Buying Behaviour - Consumer Buying Process - Family Brand - Brand Loyalty - Market Segmentation - Meaning - Nature - Bases of Market Segmentation.

UNIT III :

Meaning of Product - Classification - Product Mix - Product Item - Width - Product Life Cycle - Product Modification - New Product Development.

UNIT IV:

Meaning of Pricing - Role of Pricing - Pricing Theory - Pricing in Practice - Pricing Objectives - Channels of Distribution - Meaning - Factors governing Choice of Channel - Marketing intermediaries.

UNIT V :

Advertising - Meaning - Objectives - Advertisement Copy - Media - Evaluating Advertisement Effectiveness. Personal Selling - Process of Personal Selling - Sales Promotion - Consumer Promotion - Trade Promotion - Sales for Promotion - Whole seller and Retailer Promotion.

Text Book : Marketing Management - Philip Kotler - Prentice Hall of India.

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SEMESTER III
OPERATIONS RESEARCH

Code No : UGM304

Max Marks : 100

Unit - I : Linear programming - graphical method - simplex method.

Unit - II : Transportation problem - Assignment problem - Inventory control - purchase model with and without shortages - manufacturing models with and without shortage.

Unit - III : CPM/PERT Techniques - crashing of a project network.

Unit - IV : Game Theory : Game with saddle point - game without saddle point - rule of dominance - graphical methods.

Unit - V : Introduction to Queuing Theory - Basic waiting line models : (M/M/1) : (GD/ /), (M/M/1) : (GD/N/), (M/M/C) : (GD/ /), (M/M/C) : (GD/N/).

Text Book : Operations Research - R. Paneerselvam - Prentice Hall

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SEMESTER III

OPERATIONS MANAGEMENT

Code No : UGM305

Max Marks : 100

Unit - I :

Introduction to Operations and Productivity.
Operations Strategy for Competitive Advantage
Operations in a Global Environment.

Unit - II :

Forecasting - Definition, Time Series, Components - Moving Average Method -
Regression Method.
Capacity Planning - Types of Capacity, Strategies of Capacity.
Managing Quality - Statistical Process Control - Classification of Quality Control - X
Chart, R Charts, C&B Chart, OC Curve, Single Sampling Plan.
Maintenance Management - Types of Maintenance - Trade off in Maintenance Cost
Analysis. Determination of Economic Life of Asset.

Unit - III :

Location - Economic Analysis of Plant Location - Need for Location Study
Layout - Design, Factors affecting Plant Location, Types of Layout - Comparison -
Advantages & Disadvantages

Unit - IV :

Work Measurement - Method Study - Time Study.
Inventory Management - Types of Cost - Models of Inventory - ABC Analysis.

Unit - V :

Introduction to Aggregate Planning
Material Requirement Planning - Bill of Material Structure - Simple working of MRP
table for only 2 Levels.

Text Books : Production and Operations Management - R. Paneerselvam - Prentice Hall.

SEMESTER IV

MANAGEMENT OF FINANCIAL INSTITUTIONS

Code No : UGM401

Max Marks : 100

UNIT - I : INDIAN FINANCIAL SYSTEM

Introduction- Functions of Financial System- Economic Growth in Financial system- Types of Financial Institutions -Role Of Financial Institutions - Money Market and Capital Markets - Characteristics of Money Market and Stock Exchange.

UNIT - II : CENTRAL BANK OF INDIA.

Objectives of Central Bank- Functions of Central Bank, Control, Role of RBI for Credit - Developmental Functions.

UNIT - III : COMMERCIAL BANKING

Introduction - Functions of Commercial Banks in Economic Development - Core Functions- Recent Trends in Banking in India

UNIT - IV : DEVELOPMENT BANKS

Introduction - UTI - IDBI, IFCI, ICICI, IRIC, SFCI and other Financial Institutions - Functions and Organization.

UNIT -V : NON BANKING FINANCE CORPORATIONS

Introduction - Role of Non Banking Financial Corporations

Text Books:

Financial Institutions - Prasana Chandra - Tata Mc Graw Hill.

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SEMESTER IV

MANAGEMENT INFORMATION SYSTEM

Code No : UGM402

Max Marks : 100

Unit 1:
Foundations of Information System in Business
Competing with Information Technology

Unit 2:
Telecommunications and Networks
Electronic Business System

Unit 3:
Electronic Commerce Systems
Enterprise Business Systems

Unit 4:
Decision Support System
Developing Business/IT Strategies

Unit 5:
Developing Business / IT Solutions
Security and Ethical Challenges
Enterprise and Global Management of Information Technology

Text Book : MIS System: A Managerial And User Perspective - James A.O. Brien. -
Irwin Professional Pub.

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SEMESTER IV

HUMAN RESOURCE MANAGEMENT

Code No : UGM403

Max Marks : 100

UNIT-I

Meaning of Human Resource Management – Nature – Objectives and Scope – Functions – Significance – Role of Personnel Manager – Qualities of a Personnel Manager.

UNIT-II

Man Power Planning : Job terminology – job design – Job rotation – Job enlargement – Job enrichment – job analysis – job description – job specification – process of job analysis – Recruitment – Sources of recruitment – Selection – Procedure – Employment – Interview – Procedure of interview – induction

UNIT-III

Training and Development : Meaning of Training and Development – Training and education – significance of training – Types of training – methods of training operatives – principles of learning – Management Development Programs.

UNIT-IV

Transfer – Promotions – Code of Conduct – Discipline – Grievances- Handling Procedures – Exit Interview.

UNIT-V

Job Evaluation – Performance Appraisal – Methods – Compensation Packages.

Text Books : Personnel & HR Management - Vengatarathinam and SriVasthav

SEMESTER IV
INSURANCE MANAGEMENT

Code No : UGM404

Max Marks : 100

UNIT-I

Definition of Insurance – Classification and Principles of Insurance.

UNIT-II

Life Assurance – Objects of Life Assurance – Types of Policies - Principles of Life Assurance – Assignments and Nomination – Double Insurance – Reinsurance (Numerical Problems).

UNIT-III

Marine – Insurance – Proximate Clause – Subrogation and Contribution –Types of Marine policies – Warranties.

UNIT-IV

Fire Insurance – Principles of law as applied to fire insurance. The subject matter of fire insurance.

Text Book :

Insurance : Principles and Practice – M.N. Mishra – Schand & Co.

SEMESTER – IV

SMALL BUSINESS MANAGEMENT

Code No : UGM405

Max Marks : 100

Unit – I: Small Business Environment : Definition and Meaning of Small Business – Role and Contribution of Small Business for Economic Development.

Unit – II: Entrepreneurship: Meaning – Importance of Entrepreneur in Economic Development – Factors affecting Entrepreneur Growth – Common Entrepreneurial Traits – The EDP Programmes – Motivation Training for Entrepreneurs.

Unit – III : Business Ideas : Search for a Business Idea – Sources of Ideas – Observing Markets Prospective Consumers – Development in other Nations – Study of Project Profits – Government Organization – Trade Fairs – Preliminary Evaluation and Testing the Ideas.

Unit – IV : Project Formulation : Project Classification – Project Identification – Internal and External Constraints – Project Appraisal.

Unit – V : Financial Analysis : Operating Costs – Methods of Cost – Estimation of Short Term and Long Term Costs – Financial Statement Analysis.

Text Book:

Management of Small Scale Industry – Vasanth Desai – Himalayan Publications.

SEMESTER V

ENTREPRENEURIAL MANAGEMENT

Code No : UGM501

Max Marks : 100

UNIT I

Definition of entrepreneur - importance of entrepreneurship In underdeveloped economic - Types of Entrepreneurs, motivation and methods of improving it in a person

UNIT II

Function Of Entrepreneur, EDP institutions in India and their Function - The role of Development banks and Commercial banks for Entrepreneur Development.

UNIT III

Factors to be considered when selecting a project and its location - Weber' s Theory of Location, Optimum Firm, Project Formulation. Importance of marketing.

UNIT IV

Managerial skills required by entrepreneurs and methods of acquiring them- Entrepreneurial Skills, Sole Traders, Partnership, Company form of Organisation, Promotion of Companies, Financing of Companies, Winding up and Liquidations.

UNIT -V

Problems faced by rural and women entrepreneurs - State and Central support for Entrepreneurs - handicapped persons - reservation for small industry .

Text Books :

Dynamics of Entrepreneurial Management - Vasanth Desai - Himalayan Publications.

SEMESTER V
INTERNATIONAL BUSINESS

Code No : UGM502

Max Marks : 100

UNIT I

International – need for Exports – Internal and External - International Marketing - Special Considerations or factors relevant for International marketing – protectionism , tariff barriers – trade agreements etc.,

UNIT – II

Export Assistance – Government Assistance – Qualitative and Quantitative – Export Finance – Procedure for Imports and Exports

UNIT – III

International Business – Theories of International Business – Terms of Trade -- Gains from International Business.

UNIT – IV

Barriers of International Business, Foreign Exchange, Exchange rate Determinations, GSDR, Euro, Dollar.

UNIT – V

International Monetary Funds, Bank for Reconstruction and Other Institutions, Role of IMF and IBRD for Economic Development.
Strategies – Sourcing and Production – Human Resource Management.

Text Book :

International Business – Francis Chernilam

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SEMESTER V
STRATEGIC MANAGMENT

Code No : UGM503

Max Marks : 100

UNIT - I

Strategic Management - Definition, Need, Dimensions - Strategic Planning - Strategic Decision Making Process - Benefits and Risks of Strategic Management - Ethics and Social responsibility.

UNIT - II

Strategic Management Process - Vision of the Company - Business Vision Models - Objectives and Goals - Business Policies and Strategies.

UNIT - III

Environmental Scanning and Analysis - Types : International, External and Internal - Characteristics - SWOT - approaches of the Environmental Scanning.

UNIT - IV

Generic Competitive Strategies - Integration Strategies - Outsourcing Strategies - Offensive and Defensive Strategies - Strategic Alliances and Collaborative Partnerships - Merger and Acquisition - Diversification - Tailoring Strategies to fit specific Industry and Company Situations.

UNIT - V

Building Resource Strengths and Organizational Capabilities - Frame Work for Executing Strategy - Strategy Execution Process - Organizational Structure - Managing Internal Operations - Corporate Culture of Leadership - Designing Strategic Control System - Key Success Factors - Monitoring Success and Evaluating Deviations.

Text Book :

Crafting and Executing Strategy - Arthur A. Thomson, A. J. Strick Land III, John E. Cambel - Mc Graw Hill.

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SEMESTER V
TAXATION MANAGEMENT

Code No : UGM504

Max Marks : 100

UNIT - I - INTRODUCTION

Introduction - History of Income Tax - Concepts and Residential Status : Assessment year - Previous year - Determination of Residential Status.

UNIT - II - INCOME FROM SALARY

Salary, Salary and Allowances- Perquisites- Permissible deductions from Salary . Numerical Problems in Salary.

UNIT - III -- INCOME FROM HOUSE PROPERTIES

Basis for Determination of Annual Value - Computation of Income from House properties - Small Numerical problems.

UNIT - IV -- PROFIT AND GAINS OF BUSINESS AND PROFESSION

Income from Business or profession - Deduction - Allowances - Capital Gains -- Computation of Capital Gains - Small Numerical Problems.

UNIT - V -- INCOME OTHER SOURCES

Different Sources of Income, Dividends, Interest on Securities -- Small Numerical Problems

Text Books:

Direct Taxes- Vinod .K.Singhania, Taxman Pub, Ltd.

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SEMESTER -V
MANAGERIAL ECONOMICS

Code No : UGM505

Max Marks : 100

UNIT - I :

Definition and Concept of Economics – Nature of Economic Laws – Methods of Economic Enquiry – Meaning of Micro and Macro Economics – Fundamental Concepts - Wants – Utility – Value – Wealth – Welfare.

UNIT - II :

Demand Analysis – Meaning – Types – Determinants – Law of Demand – Types Marginal Utility Analysis – Elasticity of Demand – Consumer's Surplus. Supply Analysis: Meaning – Factors of Production – Land, Labour, Capital and Organisation – Law of Returns – Production – Function – Return to Scale.

UNIT - III :

Cost and Output Analysis – Different Cos: Concepts – Marginal and Average Cost – Relationship – Long run and Short run Cost Curves – Revenue Curves of Firms.

UNIT - IV :

Pricing under perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Price – Output – Determination in the short run and long run in the various Market situations – Wages – Theory of Wages.

UNIT - V :

National Income – Concepts – Measurement of National Income – Difficulties in Measurement – Business Cycles – Various phases – Important implications for Business – Appropriate Strategies and Policies both at the Macro and Micro levels.

Text Book :

Managerial Economics - Maheswari

SEMESTER VI

RESEARCH METHODOLOGY

Code No : UGM601

Max Marks : 100

UNIT - 1: RESEARCH METHODOLOGY : AN INTRODUCTION

Meaning of Research - Objectives - Types of Research - Criteria of Good Research.

UNIT - II : RESEARCH PROBLEMS

Research Problem - Sources of Research Problems - Selecting the problem - Research Design.

UNIT - III : METHODS OF DATA COLLECTION

Primary Data, Secondary Data, Questionnaires - Collection of Primary and Secondary Data.

UNIT - IV : ANALYSIS OF DATA

Analysis - Types of Analysis - Standard Deviation, Correlation, Regression and χ^2 Test.

UNIT V : REPORT WRITING

Definition of Report Writing - Types of Reports - Components of Reports - Precautions.

Text Book : Research Methodology - C.R. Kothari - Wishwa Prakashan .

SEMESTER VI

MANAGEMENT OF BUSINESS PROCESS OUTSOURCING

Code No : UGM602

Max Marks : 100

Unit - I : Introduction to BPO - Benefits of BPO - BPO Models & Types of Vendors - Introduction to offshore BPO - Evolution - Global ITES/BPO Scenario - offshore BPO destinations - Challenges of Offshoring.

Unit - II : Career Opportunities in the BPO Industry - Employment Opportunities - Employee structure, skill set required - Compensation levels.

Unit - III : Contact Center BPO - Types of Call Centers - Technical Components and working of a Call Center - Issues & Problems.

Unit - IV : Health care BPO's - Transaction Processing BPO - Human Resources BPO -

Unit - V : BPO Companies of India - Other emerging BPO domains.

Reference: *Text Book:*

- BPO - An Economic Times CD on Financial Analysis, Overview & Trends profiles.
- BPO by S. Kulkarni.

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SEMESTER VI
MANAGEMENT CONTROL SYSTEMS

Code No : UGM603

Max Marks : 100

UNIT - I : INTRODUCTION

Meaning of Management Control Systems – Process of Management Control Systems – Importance of Management Control Systems – Strategic Planning – Organization for Management Control Systems.

UNIT - II : RESPONSIBILITIES

Responsibility Center, Profit Center, Cost Center, Investment Center and Responsibility Accounting.

UNIT - III : APPLICATIONS

Application of Management Control Systems in Distribution Management – Inventory – Production - Personnel Management.

UNIT - IV : TOOLS

Tools for Management Control Systems – Budgetary Control, Master Budget, Control Ratios and Standard Cost.

UNIT - V : AUDIT

Auditing – Operational Audit, Financial Audit, Difference between Financial Audit and Management Audit - Controlling of Non Value Practices in Organization.

Reference: *Text Book:*

Robert J. Mockler : Readings in Management Control ; D. B. Taraporvela Sons & co Pvt Ltd.,

SEMESTER VI

PROJECT WORK & VIVA VOCE

Code No : UGM604

Max Marks : 100

Project Work carries 150 marks for Project Work and 50 marks for Viva Voce

Max Marks	200 Marks
Min Marks	80 Marks