



Dr M G R
Educational and Research Institute
UNIVERSITY
(Decl. U/S 3 of the UGC Act 1956)
Adayalampattu-Maduravoyal , Chennai – 600 095

CURRICULUM AND SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
(MARKETING)
FULLTIME REGULATION 2020



Dr M G R
Educational and Research Institute
UNIVERSITY
(Decl. U/S 3 of the UGC Act 1956)
Adayalampattu-Maduravoyal , Chennai – 600 095

Faculty of Management Studies
BACHELOR OF BUSINESS ADMINISTRATION

2020

Program Structure for BBA – Marketing (Full Time)

I Semester

Course Code	Subjects	L	T	P	C
HBTA20001 HBHI20001 HBFR20001	Part I – Language : Paper I Hindi Paper I French Paper I	3	0	0	3
HBEN20001	Part II - English : Paper I	3	0	0	3
BBAM20001	Principles of Management	3	0	0	4
BBAM20002	Financial accounting	3	1	0	4
BBAM20A01	Allied Course Business Economics	3	1	0	4
	TOTAL	15	2	0	18

II Semester

Course Code	Subjects	L	T	P	C
HBTA20002 HBHI20002 HBFR20002	Part I – Language : Paper II Hindi Paper II French Paper II	3	0	0	3
HBEN20002	Part II - English : Paper II	3	0	0	3
BBAM20003	Business Communication	3	1	0	4
HBMA20A04	Business Statistics	3	1	0	4
BBAM20A02	Stress Management By Yoga	3	1	0	4
	TOTAL	15	3	0	18

III Semester

Course Code	Subjects	L	T	P	C
HBMG20G01	Entrepreneurship development	4	0	0	4
HBMG20001	Environmental Studies	4	0	0	4
BBAM20004	Business Law	4	0	0	4
BBAM20005	Marketing Management	4	0	0	4
BBAM20006	Service Marketing	4	1	0	4
HBMG20L01	Softskills –I	1	0	2	2
	TOTAL	21	1	2	22

IV Semester

Course Code	Subjects	L	T	P	C
BBAM20007	International Marketing Management	4	0	0	4
BBAM20008	Advertising and Sales Promotion	4	0	0	4
BBAM20009	Human Resources Management	4	0	0	4
BBAM20010	Auditing	4	0	0	4
BBAM20011	Universal Human Values	3	1	0	4
HBMG20L02	Softskills – II	1	0	2	2
	TOTAL	20	1	2	22

V Semester

Course Code	Subjects	L	T	P	C
BBAM20012	E-Commerce	4	0	0	4
BBAM20013	Strategic Management	4	0	0	4
BBAM20014	Consumer Behaviour	4	0	0	4
BBAM20015	Marketing Research	4	0	0	4
BBAM20016	E-Business	2	0	0	2
BBAM20L03	Computer Application for Business [Practical]	0	0	4	2
	TOTAL	18	0	4	20

VI Semester

Course Code	Subjects	L	T	P	C
BBAM20017	Customer Relationship Management	4	0	0	4
BBAM20018	Business To Business Marketing	4	0	0	4
BBAM20019	Digital Marketing	4	0	0	4
BBAM20020	Brand Management	4	0	0	4
BBAM20021	Retail Marketing	4	0	0	4
BBAM20P01	Project (10)	0	0	20	10
	TOTAL	20	0	20	30

TOTAL CREDITS – 130

I SEMESTER



Dr.M.G.R
EDUCATIONAL & RESEARCH INSTITUTE
UNIVERSITY

(Declared U/S 3 of the UGC Act 1956)

B.B.A., B.C.A., B.Sc., B.Com முதுகல் பருவம்

தொடக்கம்:

- > வாய்மொழி இலக்கியத்தையும் செய்புள் இலக்கியத்தையும் அறிந்து கொள்ளல்
- > சிறுகதை மரபினைப் பற்றி யொள்ளல்
- > பிழைஇன்றித்தமிழ் எழுதுவதற்கு அடிப்படை இலக்கணத்தைப்பயிற்றுவித்தல்
- > கவிதை மரபினையும் சிறுகதை மரபினையும் வரலாற்று நிலையிலிருந்து விளக்குதல்

தமிழ் - தாள் I

அலகு - 1

1. தாலாட்டு
2. காதல்
3. ஒப்பாரி
4. காணிநிலம் வேண்டும் - பாதி
5. நல்லதோர் வீணை - பாதி
6. தமிழ்க்காதல் - பாதிதாசன்
7. தமிழ்வளர்ச்சி - பாதிதாசன்
8. எந்நாளோ? - பாதிதாசன்
9. ஆறு தன் வரலாறு கூறுதல் - கவிமணி தேசிய விநாயகம் பிள்ளை

அலகு - 2

1. வழித்துணை - நயிச்சுமர்த்தி
2. குருடர்களின் யானை - அப்பாவுருமான்
3. முள் முள் முள் - சிற்பி

அலகு - 3 புதுமைப்பித்தன் கதைகள்

1. கடவுளும் கந்தசாயிப் பிள்ளையும்
2. செல்லம்மாள்
3. துன்பக்கேணி
4. ஆற்றங்கரைப் பிள்ளையார்
5. ஒருநாள் கழிந்தது

அலகு - 4

1. பெயர், வினை, இடை, உரிச்சொற்களின் பொரு இலக்கணம், வலியிலும் இடங்கள், வலியில் இடங்கள்.

அலகு - 5

1. தமிழ்க் கவிதையின் தோற்றமும் வளர்ச்சியும் (மரபுக்கவிதை, புதுக்கவிதை)
2. தமிழ்ச்சிறுகதையின் தோற்றமும் வளர்ச்சியும் மரபுத் தொடர்கள், பொருந்தியசொல் தருதல் கதைச் சொற்கள், இன்காணல்

மேற்பார்வை ரூபங்கள்:

Vice Chancellor
Dr. M.G.R. தொன்மைப் பல்கலைக்கழக வெளியீடு - 2013
EDUCATIONAL AND RESEARCH INSTITUTE

சுயமேலி கவிதைப் பிழைப்புறுதல்

சிறுமும்பிழைப்புறுதல்

Dr. S. Dinakaran

Prof. Dr. S. DINAKARAN

JUNIOR REGISTRAR

Dr. M.G.R.

Educational and Research Institute

University

(Decl. U/S.3 of UGC Act, 1956)

Periyar E.M.R. High Road

Madhavoyal, Chennai-600 898

தமிழ்த்துறைத் தலைவர்

டாக்டர் எம்.ஜி.ஆர்.

கல்வி மற்றும் ஆராய்ச்சி நிறுவனம்

HBHI20001	HINDI - I	L T P C 3 0 0 3
------------------	------------------	----------------------------------

Prose, Administrative Hindi and Grammer.

UNIT – I

1. Sabhyatakaarahasya – lesson and annotations, Questions & answers.
2. Administrative terms (Prayojanmulak Hindi)

UNIT – II

1. Mitrathakarahasya – Lesson and annotations questions and answers.
2. Patralekham, definitions, correspondence in hindi.

UNIT – III

1. Paramanuoorjaevam and kadhyasanrakshan (lesson) annotations and answers,
2. Technical terms and words, leter writing

UNIT – IV

1. Yuvavon se (lesson), annotations, essay and questions and answers
2. Types of official correspondence, technical terms
3. Grammer (Change of voice, correcting the sentences)

UNIT – V

1. YogyataaurVyavasaykachunav (Lesson) essay, questions and answers
2. Letter writing
3. Grammer& technical terms

References:

1. Dr.SyedRahmatullah&PoornimaPrakashan, Hindi gadhyamaala
2. Dr.SyedRahmatullah&PoornimaPrakashan, Prayojammulak Hindi
3. Dakshin Bharat Hindi PracharaSabha, T.Nagar, Saral Hindi Vyakaran-2.

HBFR20001	FRENCH-I	L T P C 3 0 0 3
------------------	-----------------	----------------------------------

UNIT – I

Decouvrir la langue francaise

- Se presenter, dire si on comprend, presenter, une personne, nommer, les choses, savoir Vivre, comprendre la grammaire

UNIT – II

- Donner des informations sur une personne, demander, exprimer ses preferences, parler de son travail, parler de ses activities, parler de son pays, de saville

UNIT – III

- Dire la date, dire l'heure, donner des informations sur un employ du temps, proposer – accepter-refuser, interroger-repondre, faire un programme d'activities

UNIT- IV

- S'orienter, Situer, Se loger, Exprimer la possession, Connaitre les rythmes de vie, Fixer des regles

UNIT – V

- Dire ce qu'on fait, S'informer sur un employ du temps passé, Expliquer, Exprimer la doute ou la certitude, Decouvrir les relations entre les mots, Savoir s'informer.

Recommended book:

Campus 1 – Method De Francaise By Jacky Girardet, Jacques Pecheur.

		L T P C
--	--	----------------

HBEN20001	ENGLISH PAPER-I	3 0 0 3
------------------	------------------------	----------------

Common to All UG Courses

(i.e. B.B.A., B.C.A, (General), B.C.A., (Animation & Multimedia), B.Com. (General), B.Com. (A& F), B.Com. (C.S), B.Sc. (Comp. Sci.), B.Sc. (I.Sc& Cyber Forensics), B.Sc.Comp., (Science & Networking), B.Sc. (Electronics), B.Sc. (Media & vis.com.), B.Sc. (Bio.Tech). B.Sc. (Maths), B.Sc. (Physics),.B.S.c., (Chemistry) etc.,

Proposed for implementation from the Academic Year

UNIT- I

Prose: Literary Melodies (Orient Black Swan)

UNIT- II

Poetry: Literary Melodies (Orient Black Swan)

UNIT- III

Short Stories: Literary Melodies (Orient Black Swan)

UNIT- IV

One Act Plays: Literary Melodies (Orient Black Swan)

UNIT- V

Functional English

SEMESTER I

COURSE OBJECTIVES:

1. To prepare students for attaining a comprehensive knowledge of the communication skills
2. To make them understand the nuances of the language and use its vocabulary in appropriate contexts
3. To develop in students a knowledge of the various techniques in language use
4. To develop in them analytical and interpretative skills
5. To train learners in organized academic and business writing

UNIT – I

PROSE- For Detailed Study

- | | |
|-------------------------------|-----------------|
| 1. On Running After One's Hat | G.K. Chesterton |
| 2. The Unexpected | Robert Lynd |
| 3. How to be a Doctor | Stephen Leacock |

UNIT-II

POETRY-For Detailed Study

- | | |
|------------------------------------|---------------------|
| 1. Ulysses | Lord Tennyson |
| 2. If | Rudyard Kipling |
| 3. Leave this Chanting and Singing | Rabindranath Tagore |

UNIT- III

SHORT STORY

- | | |
|----------------------------|-------------|
| 1. A Retrieved Reformation | O'Henry |
| 2. Engine Trouble | R.K.Narayan |

UNIT-IV

GLIMPSES FROM GREAT MINDS

- | | |
|------------------------|----------------------|
| 1. I LIVED WITH WORDS | R.L.Stevenson |
| 2. My Vision for India | Dr. A.P.J.AbdulKalam |

UNIT- V

FUNCTIONAL ENGLISH

Enhancing LSRW Skills through Tasks

Note: Each Lesson to be followed by text-based Vocabulary, Grammar and Usage Exercises.

Synonyms, Antonyms- Affixes (Prefixes & Suffixes) – Noun – Adjectives, Verbs, Tense, Adverb, Preposition, 'if' clause, Articles, discourse marker, Reported and Direct speech-Voice, Degrees of comparison, Interrogatives Comprehension, Precis writing.

COURSE LEARNING OUTCOME:

Students completing the General English course

1. Will be able to attain comprehensive knowledge of the four skills of communication viz. LSRW
2. Will be able to understand the nuances of English Language as use its vocabulary in appropriate contexts.
3. Will have acquired the knowledge of the various techniques in language usage
4. Will have acquired proficiency in analytical and interpretative skills
5. Will be trained in organized and academic and business writing.

Text Prescribed: Pushkala R., PadmasaniKannan, ChandrasenaRajeswaran, Anuradha V Literary landscapes, Orient Black Swan, 2017

BBAM20001	PRINCIPLES OF MANAGEMENT	L T P C
------------------	---------------------------------	----------------

		3 0 0 4
--	--	----------------

UNIT-I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT-II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

UNIT-III

Organisation: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation.

UNIT-IV

Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and Purpose.

UNIT-V

Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

REFERENCE BOOKS:

1. C.B.Gupta, Management Theory & Practice -Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi& P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Wehrich and Koontz, Management – A Global Perspective.
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

BBAM20002	FINANCIAL ACCOUNTING	L T P C
------------------	-----------------------------	----------------

		3 1 0 4
--	--	----------------

UNIT- I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book.

UNIT-II

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

UNIT-III

Average Due date – Account Current - Classification of errors – Rectification of errors – Preparation of Suspense Account. Bank Reconciliation Statement

UNIT-IV

Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims – Average Clause (Loss of stock & Loss of Profit)

UNIT-V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

REFERENCE BOOKS :

1. R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain &Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy &A.Murthy, Financial Accounting - Margham Publications -Chennai.
4. Shukla&Grewal, Advanced Accounting – S Chand - New Delhi.
5. P.C. Tulsian – Financial Accounting

BBAM20A01	ALLIED COURSE- BUSINESS ECONOMICS	L T P C
		3 1 0 4

UNIT – I

Introduction to Economics -Nature and scope of managerial economics – definition of economics - important concepts of economics - relationship between micro, macro and managerial economics - nature and scope - objectives of the firm.

UNIT – II

Demand analysis - Theory of consumer behaviour - Marginal utility analysis - indifference curve analysis. Meaning of demand - Law of demand - Types of demand - Determinants of demand - elasticity of demand – Demand forecasting.

UNIT – III

Production and cost analysis - Production - Factors of production - Production function - Concept - Law of variable proportion - Law of return to scale and economies of scale - cost analysis - Consumer Behaviour: Law of Diminishing Marginal utility

UNIT – IV

Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics -Definition – Scope and Importance of Business Economics ,Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency

UNIT-V

Demand and Supply Functions:


Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium

REFERENCE BOOKS:

1. Joel Dean - Managerial Economics.
2. Gupta G.S. - Managerial Economics.

II SEMESTER

HBTA20002	TAMIL :Paper II	LT P C 3 0 0 3
-----------	-----------------	-------------------



டாக்டர். எம்.ஜி.ஆர்.
 சென்னை மற்றும் ஆராய்ச்சி நிறுவனம்
 பல்கலைக்கழகம்
 அமைப்பைப்பட்டு, சென்னை - 600 095.

தமிழ்த்துறை
இரண்டாம் பருவம் - தமிழ்த்தாளர்-II
பரீட்சைப்பகுதிகள்

FORM NO. 07/EP-1&2-2018

39

அலகு-I

1. சிற்றலக்கிய வரலாறு
2. கிரித்தல இலக்கிய வரலாறு
3. இலலாயிய இலக்கிய வரலாறு

அலகு-II

4. நம்பிக்கை கலம்பகம்
5. முத்தொள்ளுவாயிரம்
6. தமிழ்விடு தாது

அலகு-III

7. திருக்குறலலக் குறவஞ்சி
8. முக்கடற்புள்ள
9. இயேசுவிரான் பிள்ளைத்தமிழ்.

அலகு-IV

10. நளவெண்பம்
11. சீறாப்புராணம்

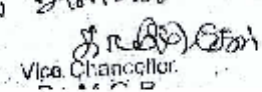
அலகு-V

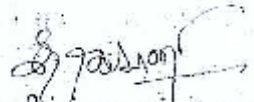
மெளரிப்பயிற்சி : பண்புத்தொகை, வினைத்தொகை, உம்மைத்தொகை, ிருவாகம், உலகமத்தொகை, வேற்றுமைத்தொகை, அன்னைத்தொகை, இருமெய்யுட்டுப் பண்புத்தொகை.

ஒரு பொருள் குறிக்க வல்லால், புல பொருள் குறிக்க ஒரு சொல், அதாவதுபெயர்ச்சொல், ஒருமை, பன்மை மடக்கம், பிறிமொழிச் சொற்களை நீக்கல்.

பார்வை தாள்கள் :

1. சென்னை பல்கலைக்கழக வெளியீடு-2013
2. பொது இலக்கணம்


 Vice-Chancellor


தமிழ்த்துறைத் தலைவர்
 டாக்டர் எம்.ஜி.ஆர்.
 சென்னை மற்றும் ஆராய்ச்சி நிறுவனம்
 பல்கலைக்கழகம்

HBHI20002	HINDI – II	LT P C 3 0 0 3
------------------	-------------------	---------------------------------

Hindi – Semester II – Paper – II (Poetry, Hindi Computing, Alankar)

UNIT – I

1. Poetry – Virpooja, KaidiAurKokila – KaviParichay, Annotation, Summary
MakhanlalChaturvedi
2. Poetry – Kabirdass – Sakhi – Kantash 01 – 10 (Doha)
3. Alankar – AuprasAndUpama Only.

UNIT – II

1. Poetry – Aansu, Shradhakasaundarya Annotation, KaviParichay, Summary
2. Poetry – Surdas – Two Padhya

UNIT – III

1. Poetry – SubramaniyaBharathi – Nachenge – Hum Annotation, KaviParichay,
Summary
2. KaamKaji Hindi Concept of Official language and Hindi computing theory.

UNIT – IV

1. Poetry – Galv – Chunin da ser- Annotation, Summary, KaviParichay
2. Computer Internet in Hindi Latest tools and Packages

UNIT – V

1. Kaviparichay, jaishankar Prasad, SubramaniyaBharathi and Mirzagalib, Mekhanlalchaturvedi
2. SleshaAlankar

HBFR20002	FRENCH - II	LTPC 3 0 0 3
------------------	--------------------	-------------------------

UNIT – I

Cultiver ses relations

- Recevoir, Communiquer, parler des personnes, Donner des informations, écrire, être à l'aise avec les autres

UNIT – II

- Parler du passé, raconter les moments d'une vie, parler de la famille, préciser le moment de la durée, parler des habitudes et des changements, connaître quelques repères de l'histoire.

UNIT – III

Entreprendre

- Parler d'une entreprise, Exprimer un besoin, Parler du futur, Présenter les étapes d'une réalisation, Rapporter des paroles, Faire un projet de réalisation.

UNIT – IV

- Comparer des qualités, Comparer des quantités et des actions, Exprimer la ressemblance ou la différence, faire des suppositions, Comparer des lieux, Parler de la télévision.

UNIT – V

Faire face aux problèmes

- Poser un problème, Caractériser une action, Parler de la santé, Interdire-Autoriser, Connaître la vie politique

Recommended book : Campus 1 – méthode de française by Jacky Girardet, Jacques Pecheur

COURSE OBJECTIVES:

1. To prepare students to attain a comprehensive knowledge of the communication skills
2. To make them understand the nuances of the English language and use the vocabulary in appropriate contexts
3. To develop in students a knowledge of the various techniques in language usage
4. To develop in them analytical and interpretative skills
5. To train learners in organized, academic and business writing

UNIT – I

PROSE – For Detailed Study

- | | |
|------------------------------|---------------|
| 1. Spoon Feeding | W.R.Inge |
| 2. Disaster Management | B.M. Hegde |
| 3. If You are Wrong Admit it | Dale Carnegie |

UNIT – II

POETRY – For Detailed Study

- | | |
|----------------------------|-----------------|
| 1. Psalm of Life | H.W. Longfellow |
| 2. Anthem for Doomed Youth | Wilfred Owen |
| 3. Street Cries | Sarojini Naidu |

UNIT – III

SHORT STORY

- | | |
|-----------------------------------|-----------------|
| 1. How much Land does a Man Need? | Leo Tolstoy |
| 2. Uncle Podger Hangs the Picture | Jerome K.Jerome |

UNIT – IV

DRAMA

- | | |
|-----------------------------------------|---------------------|
| 1. Excerpts from The Merchant of Venice | William Shakespeare |
| 2. Monkey's Paw | W.W.Jacob |

UNIT –V

FUNCTIONAL ENGLISH

Enhancing LSRW Skills through Tasks

Note: Each lesson to be followed by text-based Vocabulary, Grammar, and usage Exercises

Synonym and Antonym, Phrasal Verb- Idioms and Phrases, Collocation. Gerund and infinitives, Auxiliaries: Primary and Modals, Use of 'as soon as', 'Ni soonerthan'. 'Hardly has-when'. 'Scarcely had-when', 'too...to', 'so that' –Subject-Verb Agreement.

Comprehension, note-making from an unknown passage, Expanding Hints into a meaningful paragraph, Essay writing.

COURSE LEARNING OUTCOME:

Students completing the general English course

1. Will attain advanced comprehensive knowledge of the four skills of communication viz. LSRW
2. Will understand the nuances of English language as use its vocabulary in appropriate contexts.
3. Will acquire the advanced knowledge of the various techniques in language usage
4. Will acquire advanced proficiency in analytical and interpretative skills
5. Will get trained in organized academic and business writing.

Text Prescribed: Pushkala R. PadmasaniKannan, ChandrasenaRajeswaran, Anuradha V Literary landscapes, Orient Black Swan, 2017

	BUSINESS COMMUNICATION	3 1 0 4
--	-------------------------------	----------------

UNIT - I

Definition – Methods – Types – Principles of Effective Communication – Business to Communication – Business Letter – Layout – Classification of Communication – Characteristics and guidelines of effective Business Communication.

UNIT -II

Kinds of Business Letter – Analysis of Business Letters – Basic Principles in drafting – Interview – Appointment – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT - III

Bank Correspondence – Insurance Correspondent – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT -IV

Report Writing – Importance of Report – Characteristics of Report – Agenda, Minutes of Meeting – Memorandum – Office order Circular – Notes.

UNIT - V

Modern Communication: Fax – E-mail. Video Conferencing – Internet – Website and their use in Business.

REFERENCE BOOKS:

1. Rajandra Paul S.K.S Korlahalli – Essential of Business Communication.
2. Ramesh and Pattanchetti – Business Communication.

HBMA20A04	BUSINESS STATISTICS	L T P C 3 1 0 4
------------------	----------------------------	----------------------------------

UNIT – I

Introduction - Classification and tabulation of statistical data - Diagrammatic and graphical representation of data.

UNIT – II

Measures of Central tendency - Mean, median and mode - Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation - Measures of Skewness.

UNIT – III

Correlation - Karl Pearson's Coefficient of Correlation - Spearman's Rank Correlation - Regression Lines and Coefficients. Chisquare- Annova.

UNIT – IV

Time Series Analysis-Trend -Seasonal Variation.

UNIT – V

Introduction to OR- Linear Programming –Graphical and Algebraic Solution (maximization and minimization).

REFERENCE BOOKS:

1. Statistical Methods - S.P. Gupta
2. Introduction to Operations Research - Dr. P.R. Vittal
3. Statistics - Elhance
4. Operations Research - Hira and Gupta, S. Chand.
5. Operations Research - Handy and A. Taha

BBAM20A02	STRESS MANAGEMENT BY YOGA	L T P C 3 1 0 4
------------------	----------------------------------	----------------------------------

UNIT - I

Definitions of Eight parts of yog.(Ashtanga)

UNIT - II

Yam and Niyam. Do`s and Don`t`s in life.

- i) Ahinsa, satya, astheya, bramhacharya and aparigraha

Shaucha, santosh, tapa, swadhyay, ishwarpranidhan

UNIT - III

Asan and Pranayam

- i) Various yog poses and their benefits for mind & body
- ii) Regularization of breathing techniques and its effects-

Types of pranayama

SUGGESTED READING

1. ‘Yogic Asanas for Group Tarining-Part-I’ : Janardan Swami YogabhyasiMandal, Nagpur
2. “Rajayoga or conquering the Internal Nature” by Swami Vivekananda, Advaita Ashrama (Publication Department), Kolkata

III SEMESTER

HBMG20G01	ENTREPRENEURSHIP DEVELOPMENT	L T P C 3 0 0 4
------------------	-------------------------------------	----------------------------------

UNIT- I

Concept of Entrepreneurship

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneur – Factors influencing Entrepreneurship – Functions of Entrepreneurships.

UNIT – II

Entrepreneurial Development Agencies

Commercial Banks – District industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Small Industries Service Institute, All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

UNIT – III

Project Management

Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology and Legal Formalities – Preparation of project report – Tools of Appraisal.

UNIT – IV

Entrepreneurial Development Programmes

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Role of Government in organized EDPs – Critical Evaluation.

UNIT – V

Economic Development and Entrepreneurial Growth

Role of Entrepreneurs in Economic Growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration. Franchising / Dealership – Development of Women Entrepreneurship.

REFERENCE BOOKS:

1. Dr.V.Balu – ENTREPRENEURIAL DEVELOPMENT
2. Dr. P.T.Vijayashree& Dr. M.Alagammai - ENTREPRENEURIAL DEVELOPMENT

HBMG20001	ENVIRONMENTAL STUDIES	L T P C 3 0 0 4
------------------	------------------------------	----------------------------------

UNIT- I
ENVIRONMENT AND ECOSYSTEMS

Definition, scope and importance of environment – need for public awareness – concept, structure and function of an ecosystem – producers, consumers and decomposers – energy flow in the ecosystem, Biodiversity at National and local levels – India.

UNIT- II
ENVIRONMENTAL POLLUTION

Definition – causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Nuclear hazards (g) E-Wastes and causes, effects and control measures

UNIT- III
NATURAL RESOURCES

Forest resources: Use and over-exploitation, deforestation. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dam-benefits and problems. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems.

UNIT – IV SOCIAL ISSUES AND THE ENVIRONMENT

From unsustainable to sustainable development – urban problems related to energy water conservation, rain water harvesting, watershed management - resettlement and rehabilitation of people; its problems and concerns climate change, global warming, acid rain, ozone layer depletion, nuclear accidents, central and state pollution control boards – Public awareness.

UNIT - V
HUMAN POPULATION AND THE ENVIRONMENT

Population growth, variation among nations – population explosion, environment and human health – human rights – value education – HIV /AIDS – women and child welfare – role of information technology in environment and human health.

REFERENCE BOOKS:

1. Gilbert M.Masters, 'Introduction to Environmental Engineering and Science', 2nd edition, Pearson Education (2004).
2. Benny Joseph, 'Environmental Science and Engineering', Tata McGrawhill, NewDelhi, (2006).

BBAM20004	BUSINESS LAW	L T P C 4 0 0 4
------------------	---------------------	----------------------------------

UNIT- I

Indian Contract Act – Formation – Terms of contract – Forms of contract – Offer and acceptance - consideration.

UNIT- II

Capacity – Flaw in consent, Void agreements – Illegal agreements.

UNIT- III

Performance – Tender – Quasi contract – Discharge – Remedies for breach of contract.

UNIT -IV

Sale of Goods Act – Sale and agreement to sell – Formation – Caveat emptor

UNIT -V

Conditions and warranty – Rights of unpaid seller.

REFERENCE BOOKS:

1. Business Laws- N.D. Kapoor , Sultan Chand and Sons
2. Business Laws – M.R. Sreenivasan ,Margam Publications
3. Business Laws – M.V. Dhandapani, Sultan Chand ad Sons
4. Mercantile Law – S. BadreAlam and P. Saravanavel
5. Business Law – R.S.N. Pillai – S. Chand
6. Mercantile Law – Gogna, S. Chand.
7. Business Law – Gogna , S. Chand
8. Business Law – KN. Ramaswamy
9. Business Law – M.C. Shukla , S. Chand & Co.

BBAM20005	MARKETING MANAGEMENT	L T P C 4 0 0 4
------------------	-----------------------------	----------------------------

UNIT- I

Introduction to Marketing –Meaning – Definition and Functions of Marketing – Marketing Orientation – Role and Importance of Marketing – Classification of Markets

UNIT- II

Market Segmentation – Concept – Benefits – Basis and Levels.Introduction to Consumer Behaviour – Need for study – Consumer buying decision process – Buying motives.

UNIT- III

Marketing mix. Product – Meaning – Introduction to Stages of New Product Development – Types – Introduction to PLC – Product Mix – Price – Pricing Policies and Methods.

UNIT- IV

Channels of Distribution (Levels) – Channel Members – Promotion – Communication Mix – Basics of Advertising, Sales promotion and personal selling.

UNIT -V

Recent Trends in Marketing.A Basic understanding of E – Marketing, Consumerism, Market Research, MIS and Marketing Regulations.

REFERENCE BOOKS:

1. Marketing Management by RajanSaxena
2. Marketing by William J Stanton
3. Principles of Marketing by Philip Kotler
4. Marketing Management by Still and Cundiff
5. Marketing Management by Dr. K. Nirmala Prasad and Sherlaker

BBAM20006	SERVICE MARKETING	L T P C 3 1 0 4
------------------	--------------------------	----------------------------

UNIT – I NATURE & SCOPE OF SERVICES

Development of service marketing: Introduction to service marketing- Service development design – concepts – scope and dimensions – services marketing environment – characteristics of services- Consumers and markets.

UNIT – II SERVICE MARKETING OVERVIEW

Scope and range of Services Marketing: Classification of Services and Various sectors of services- Distinctive features of Service Market Potential - Factors of services marketing- Growth of services sector & service Industry- Service quality – Service Leadership.

UNIT – III FUNCTIONS & SEGMENTATION OF SERVICE MARKETING

Service marketing strategies: Functions of services marketing - assessing service marketing opportunities – Services Market Segmentation - Targeting service users - Positioning of services – Pricing of services, methods –Pillars of professional services marketing- Integrated Service marketing communication

UNIT – IV 7 P's OF OF SERVICE MARKETING

Services Marketing Mix: Price, Place, Product, Promotion, People, Process, Physical Evidence [7Ps]. Advantages and disadvantages of service marketing mix -Designing the service – Performing the service - Service products - Proportion of service marketing mix for various services, Models of services marketing.

UNIT – V SERVICE MARKETING OF VARIOUS SECTORS

Service Marketing promotions: Designing communication mix for Hospitality, Tourism, Travel, Medical field, Information Technology, Educational sector, financial sector, marketing of non- profit organizations.

REFERENCE BOOKS:

1. Steve Baron and Kim Harris – *Service Marketing*– 3rd Edition ISBN-13: 978-0230520936. PALGRAVE 2003.
2. Roland T Rust – *Service Marketing*- Addison – latest edition ISBN 91-. 7698-029-4. Wesley 1989.
3. Roland T Rust – *Marketing of non- profit organizations*. - Philip Kotler – Prentice hall 2000.11th Edition ISBN 978-0-13-210292-6 1
4. Kruse, *Service Marketing* –John wiley and sons Ltd. 5th Edition ISBN 0749421231 2000

HBMG20L01	SOFT SKILLS - I	L T P C 1 0 2 2
------------------	------------------------	----------------------------------

Common to All UG Courses

(i.e. B.B.A., B.C.A, (General), B.C.A., (Animation & Multimedia), B.Com. (General), B.Com. (A& F), B.Com. (C.S), B.Sc. (Comp. Sci.), B.Sc. (I.Sc& Cyber Forensics), B.Sc.Comp., (Science & Networking), B.Sc. (Electronics), B.Sc. (Media & vis.com.), B.Sc. (Bio.Tech). B.Sc. (Maths), B.Sc. (Physics), B.S.c., (Chemistry) etc.,

COURSE OBJECTIVES:

1. to diagnose the strength and weakness of the student in Functional English.
2. to develop the functional grammar.
3. to prepare them to use Functional English through LSRW
4. to make them learn through practice and activity
5. to use English Language as a life skill

Periods

Diagnostic Test – Articles, Forms of ‘be’ verbs, Tense, Preposition, Gerunds & Infinitives, Reported Speech, Active & Passive Voice, Letter Writing.

UNIT - I

Job and career- three types –Govt., Pvt and public sector – Bank, govt.offices, navy, defense, govt.institutions -IT and, BPOand corporate-semi govt like ISRO etc -requirements- advt - - skills needed (download the details)

Delivery

Audio and video cassettes

UNIT – II

Technical skill – Communication skill especially in English-strengthening communicative English- Listening, Reading, speaking and writing-Listening – Sounds of vowels and consonants and writing them – functional English – differences between functional and theoretical English

UNIT – III

Listening and writing

Activity base exercise on articles, modals, prepositions and infinitives. The above topics are chosen as we don't find equivalent 'in L1.

UNIT – IV

Reading and writing

Vocabulary-synonym, antonym, collocations, confused words, homonym, odd man out, words with correct spelling, avoid redundancy – Inferential comprehension (based on BEC and Blog on Soft Skills By me) – browsing, skimming and scanning note-making

UNIT – V

Speaking

Introducing yourself (giving questions) – collecting information in pairs and presenting it for 2 minutes
– story telling through picture – interpretation of psychometric pictures through question and answer –
PPT preparation and presentation – developing the story in pairs as game.

Total:

Text Book, Reference Books and Web Resources:

1. Soft Skill for Everyone – Jeff Butterfield, Part – 1; unit-D & E
2. EFA (English For All) – Dr.PadmasanniKannan, Libin Roy Thomas
3. English for Competitive Exam – R.P. Bhatnagar, RajulBhargava
4. Soft Skill Blog
5. Jobsearch.about.com
6. www.exsearch.in/interview.html

COURSE LEARNING OUTCOME:

Students completing the course Soft Skill- I will be able to

1. Know their weakness in the use of English Language.
2. Understand the functionality of the language in simple context.
3. Improve their communication skill through LSRW.
4. Improve the functional grammar through practice and activity.
5. Understand the necessity of English Language.

IV SEMESTER

BBAM20007	INTERNATIONAL MARKETING MANAGEMENT	L T P C 4 0 0 4
------------------	-----------------------------------------------	----------------------------

UNIT - I INTRODUCTION

International markets – Definition – Basic modes of entry – Nature and Benefits of International Marketing International marketing management process – an overview, influence of physical, economic, socio-cultural, political and legal environments on International marketing information,

UNIT - II INTERNATIONAL MARKETING ENVIRONMENT

Business culture around the world - language, customs, attitudes - marketing strategy adjustments - product adaptations. Geographic Description of Market – Political risk – Political Environment - Import quotas – tariffs - customs restrictions - required licenses – registrations – permits.

UNIT - III POLICY FRAMEWORK AND PROCEDURAL ASPECTS

India's Export – EXIM - Import policy –promotional measures - Export oriented Units – Deemed Exports - Export- Import Documentation – Kinds of Documents – Principal Export Documents – Auxiliary documents – Documents in Import Trade – Export Documentation and procedures - Demand Estimation – GDP – Producer consumer target – Market segmentation.

UNIT - IV INTERNATIONAL MARKETING PLANNING

International Market Selection – Factors influencing – Process – Strategies and approaches – Competition-International Marketing research – Techniques – survey – interview techniques – Analysis of field data – Research report- Global Marketing of Services.

UNIT – V INTERNATIONAL MARKETING MIX

Developing an International Product Line, Foreign Product Diversification, International Branding Decisions, International Warranties and Services. International Pricing Strategy - International Promotion Strategies- Promotion Mix-International Sales Negotiations -

REFERENCE BOOKS:

1. Philip R. Cateora, John L.Graham – *International Marketing* - Edition: 16th ISBN-10: 0077642295 TATA McGraw-Hill Edition.
2. Vern Terpstra Ravi Sarathy – *International Marketing*– 10th Edition ISBN-10: 0981729355; Harcourt College Publishers.
3. Raja Gopal*International Marketing* [Global Environment, Corporate Strategy, 3rd edition ISBN 978 1 921388 16 3 Case Studies] –
4. Vikas Publishing House.
5. Philip R. Cateora – *International Marketing* – 15th Edition ISBN-13: 978-0073529943 McGraw-Hill International Editors.
6. Francis Cherunilam, *International Marketing*, 5th edition ISBN 10: 0070263647 Himalaya Publishing House, Mumbai

BBAM20008	ADVERTISING AND SALES PROMOTION	L T P C 4 0 0 4
------------------	----------------------------------------	----------------------------

UNIT – I INTRODUCTION

Advertising's Role in the Marketing Process : Legal Ethical and Social Aspects of Advertising; Process of Communication – Wilbur Schramm's Model, Two step Flow of Communication, Theory of Cognitive Dissonance and Clues for Advertising Strategists

UNIT-II BRAND STRATEGIES

Simulation of Primary and Selective Demand – Objective Setting and Market Positioning; Dagmar Approach – Determination of Target Audience; Building of Advertising Programme – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout.

UNIT - III BRAND COMMUNICATIONS

Campaign Planning; Media Planning; Budgeting; Evaluation – Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organization.

UNIT – IV BRAND EXTENSION

Selection Compensation and Appraisal of an Agency; Electronic Media Buying. Advertising campaign Advertising V/s Consumer Behavior.

UNIT - V BRAND PERFORMANCE

Sales promotion – Role of Creative Strategies – Different methods of sales promotion – Evaluating effectiveness of different promotional strategies.

REFERENCE BOOKS:

1. Advertising and Promotion By George E. Belch and others. Tata Mcgraw Hill Co.
2. Advertising Management with solution manual by JaishriJethwaney and ShrutiJai Oxford University Press, Chennai.
3. Advertising and promotion by ShimpCengage learning, Chennai.
4. Strategic advertising management by Lorry percy and Richard Elliott oxford University press, Chennai.
5. Advertising planning and implementation by Sangeeta Sharma and Raguvirsingh PHI learning India PVT Ltd.,
6. Advertising & promotions are (IMC) Integrated Marketing Communication approach

BBAM20009	HUMAN RESOURCES MANAGEMENT	L T P C 4 0 0 4
------------------	-----------------------------------	----------------------------------

UNIT- I

Human Resource Management ,Definition – Objectives – Functions - evolution and growth of HRM– qualities of a good HR manager – changing roles of a HR Manager— problems and challenges of a HR manager.

UNIT- II

Planning the Human resources ,Definitions of human resource planning – objectives – steps in human resources planning – dealing with surplus and deficient man power - job analysis – job description – job specification.

UNIT- III

Recruitment & Selection Recruitment and selection – objectives of recruitment – sources – internal and external recruitment – application blank – testing – interviews.

UNIT- IV

Training & Development ,Training and development – principles of training – assessment of training needs – on the job training methods - off the job training methods – evaluation of effectiveness of training programmes.

UNIT –V

Performance Appraisal ,Performance appraisal– process – methods of performance appraisal – appraisal counseling – Motivation process – theories of motivation – managing grievances and discipline.

REFERENCES BOOKS:

1. Tripathi - Personnel Management, Sultan Chand & Sons, New Delhi, 2000
2. L M Prasad, Human Resource Management, Sultan Chand & Sons, New Delhi, 2005
3. Aswathappa, Human Resource Management, Tata McGraw Hill Publishing Company, New Delhi, 1999
4. Davis and Werther, Human Resource Management, Tata McGraw Hill Publishing Company, New Delhi, 2000

BBAM20010	AUDITING	L T P C 4 0 0 4
------------------	-----------------	----------------------------------

UNIT- I

Auditing: Meaning, Objectives, Frauds, Errors, Accounting & Auditing, Types of Audit.

Internal control, Internal Check & Internal Audit, Evaluation of Internal control system, Internal control system regarding purchases, sales, Salaries and wages.

UNIT- II

Audit procedure: Planning & procedure of audits, Audit Programme, Audit working papers and evidences, Routine checking & Test checking vouching: Meaning, importance, vouching of cash and trading transactions.

UNIT - III

Verification & valuation of assets & Liabilities Auditor's Report: Clean & qualified report.

UNIT - IV

Audit of limited companies Company Auditor: Appointment, Powers, duties & Liabilities Audit of Computerized Accounts

UNIT- V

Special points in the audit of banking companies, General Insurance Companies, educational institutions & clubs Investigation: Meaning, Objective, Procedure, various kind of Investigation.

REFERENCE BOOKS:

1. Gupta, Kamal: Contemporary Auditing, Tata McGraw Hill, N. Delhi Spicer & Pegler: practical Auditing, W.W. Bigg., Indian Edition by S.V. Gratalia, Allied publishers
2. Tandon, B.N.: Principles of Auditing, S. Chand & Co., New Delhi
3. Pagare, Dinkar: Principles of Auditing, S. Chand & Co., New Delhi
4. Pagare, Dinker: Principles & Practice of Auditing, Sultan Chand, New Delhi
5. Sharma, T.R.: Auditing Principles & Problems, SahityaBhawan, Agra Jain, Khandelwal&Pareek: Auditing, Ramesh Book Depot, Jaipur

BBAM20011	UNIVERSAL HUMAN VALUES	L T P C 3 1 0 4
------------------	-------------------------------	----------------------------------

UNIT – I Need, Basic Guidelines, Content and Process for Value Education: Self-Exploration–what is it? - Its content and process; ‘Natural Acceptance’ and Experiential Validation–as the process for self-exploration. Right understanding, Relationship and Physical Facility– the basic requirements for fulfillment of aspirations of every human being with their correct priority. Understanding Happiness and Prosperity correctly

UNIT - II Understanding Harmony in the Human Being - Harmony in Myself!: Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’, needs of Self (‘I’) and ‘Body’ - happiness and physical facility, Body as an instrument of ‘I’ characteristics and activities of ‘I’ and harmony in ‘I’, harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail.

UNIT – III Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship: Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfillment to ensure mutual happiness; trust and Respect as the foundational values. Meaning of Trust; Difference between intention and competence, meaning of Respect, Difference between respect and differentiation; harmony in the society (society being an extension of family), Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals, Visualizing a universal harmonious order in society- Undivided Society, Universal Order- from family to world family.

UNIT - IV Understanding Harmony in the Nature and Existence - Whole existence as Coexistence : Understanding the harmony in the Nature, Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature. Existence as Co-existence of mutually interacting units in all-pervasive space. Holistic perception of harmony at all levels of existence.

UNIT - V Implications of the above Holistic Understanding of Harmony on Professional Ethics: Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order Competence in professional ethics

Case studies of typical holistic technologies, management models and production systems

READINGS: Text Book

1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010

REFERENCE BOOKS:

1. *Jeevan Vidya: EkParichaya*, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999.
2. *Human Values*, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
3. *The Story of Stuff (Book)*.
4. *The Story of My Experiments with Truth* - by Mohandas Karamchand Gandhi.
5. *Small is Beautiful* - E. F Schumacher.
6. *Slow is Beautiful* - Cecile Andrews
7. *Economy of Permanence* - J C Kumarappa
8. *Bharat Mein Angreji Raj* – PanditSunderlal
9. *Rediscovering India* - by Dharampal
10. *Hind Swaraj or Indian Home Rule* - by Mohandas K. Gandhi
11. *India Wins Freedom* - Maulana Abdul Kalam Azad
12. *Vivekananda* - Romain Rolland (English)
13. *Gandhi* - Romain Rolland (English)

HBMG20L02	SOFTSKILL-II	L T P C
		1 0 2 2

Common to All UG Courses

(i.e. B.B.A., B.C.A, (General), B.C.A., (Animation & Multimedia), B.Com. (General), B.Com. (A& F), B.Com. (C.S), B.Sc. (Comp. Sci.), B.Sc. (I.Sc& Cyber Forensics), B.Sc.Comp., (Science & Networking), B.Sc. (Electronics), B.Sc. (Media & vis.com.), B.Sc. (Bio.Tech). B.Sc. (Maths), B.Sc. (Physics), B.S.c., (Chemistry) etc.,

COURSE OBJECTIVES:

1. to strengthen the students with the needed vocabulary
2. to infer information from the given passage through reasoning
3. to train them in attending Group Discussion
4. to face the Technical and HR interview of the corporate
5. to raise communication proficiency to global standards.

UNIT - I

Preparation of resume-functional resume with objective according to different advts-how to have interview file – how to send it by email-concept of writing email-practise through BEC method (question and answer)

UNIT – II

Writing secretarial letters like intra-mail and inter-mail, agenda, memo and business reports-introducing GD through video-conduct of GD on a topic and also case studies

UNIT – III

Body language-grooming-Interview skill-Dos and Donts-mock interview-exchange of interviewer practical session.

UNIT – IV

Number system – H.C.F & L.C.M – Problem on ages – Percentage – Profit & Loss – Ratio & Proportion – Partnership.

UNIT – V

Time & Work – Time & Distance – Clocks – Permutations & Combinations – Heights & Distances – Odd man out and Series.

Text Book, Reference Books and Web Resources:

1. Soft Skill for Everyone-Jeff Butterfield, Part-1; Unit-D & E
2. EFA (English For All) – Dr. PadmasanniKannan, Libin Roy Thomas
3. English for Competitive Exam- R.P. Bhatnagar, RajulBhargava

4. Placement Interview – S.Anandamurugan, Chapter- 2 & 3
5. Alex K, Soft Skills ; S. Chand & Company Pvt Ltd, 2009
6. Rizvi Ashraf M, Effective Technical Communication ; Tata McGraw – Hill ; 2005
7. Thorpe, Edgar, Course in Mental Ability and Quantitative Aptitude ; Tata McGraw – Hill, 2003.
8. Agarwal, R.S, A Modern Approach to verbal and Non – verbal Reasoning, S.Chand& Co ; 2004
9. R.S.Agarwal, Quantitative Aptitude for Competitive Examinations, S.Chand& Co., (2017)
10. Jobsearch.about.com
11. www.exsearch.in/interview.html

COURSE LEARNING OUTCOME:

Students completing the course Soft Skill- II will

1. be strengthened in the vocabulary
2. improve their reasoning and finding a logical sequence in the passage given
3. be prepared to face Group Discussion
4. know the nuances of the interview of the corporate
5. raise communication proficiency to global standards.

V SEMESTER

BBAM20012	E-COMMERCE	L T P C 4 0 0 4
------------------	-------------------	----------------------------

UNIT- I

Introduction to E-Commerce, Definition, Element of E-Commerce Industry frame work, Types Internet Service Provider, Internet V/s Intranet, Hard Aspect of E-Commerce, Challenges in implementing, E-Commerce, The future of E-Commerce growth.

UNIT - II

WWW Concept, E-mail, facilities on Internet, Classification of Network, Internet Protocol, Mail Software, Netscape, Outlook Express Internet Surfing, Browser & Search Enginr, FTP, Telnet,.

UNIT - III

Electronic payment System – Digital currencies, Smart-Card, Credit-Card, Security Consideration & Supply chain Management, Electronic Transaction, Security Mechanism & Method, Ecommerce, & Banking Industry.

UNIT- IV

ECRM – Electronic Customer Relationship Management, Definition, Application, ECRM Component, Advantages, ECRM as tool to modern business, E-Com & Retailing, Changing retail Industry.

UNIT – V

The IT Act 2000 – Definitions, Authentication of Electronic records, Electronic Governance legal recognition of Electronic, record, digital Signature, Cyber law, Cyber Regulation Appellate Tribunal Offences & Penalties.

REFERENCE BOOKS:

1. E-Commerce. A Manager’s Guide to E-business, ParreyDiwan, Sunil Sharma, E-Business Models.
2. MP Jaiswal, V Ganesh Kumar, Excel books ISBN : 81-7446-281-3.
3. Fundamentals of INFO Tech. Deepak Bharihoke, Excel Book 81-7446-481-6

BBAM20013	STRATEGIC MANAGEMENT	L T P C 4 0 0 4
------------------	-----------------------------	----------------------------------

UNIT- I

An overview of strategic Management: Defining Strategy, levels at which strategy operates: Approaches to strategic decision making: strategic intent, vision, Mission, Business definition, objectives and goals, Environmental analysis and Diagnosis : concept of environment and its components; Environment scanning and appraisal, Organization appraisal, Strategic advantage analysis and diagnosis.

UNIT – II

Corporate-level strategies: Grand, Stability,.Expansion, Retrenchment, combination strategies, Corporate Restructuring. Business-level/strategies: Generic and tactics for business strategies.

UNIT – III

Strategic Analysis and choice: Process of strategic choice, corporate and business level strategic analysis, Subjective factors in strategic choice, contingency strategies and strategic plan.

UNIT- IV

Activating Strategies: Interrelationship between formulation and implementation.Aspects of strategy Implementation, Project and Procedural Implementation.Resource allocation, Structural and Behavioural Implementation.

UNIT- V

Functional and Operational Implementation: Financial, Marketing, operations/production, Personnel plans and policies, information, Integration of functional plans and policies, Strategic evaluation and control: Techniques of strategic evaluation and control.

REFERENCE BOOKS:

1. AzharKaxmi: Business Policy and Strategic Management, Tata McGraw Hill New Delhi
2. Jain, P.C. L: Strategic Management (Hindi)
3. Bhattacharry, S.K. And N. Venkataramin: Managing Business Enterprises: Strategies, Structure and Systems, Vikas Publishing House, New Delhi.

BBAM20014	CONSUMER BEHAVIOUR	L T P C 3 1 0 4
------------------	---------------------------	----------------------------------

UNIT – I

Consumer behavior – definition, nature of consumer attitude, Factors influencing decision making process, consumer research process. Introduction to Consumer Behavior: Nature and Importance of Consumer Behavior, Application of Consumer Behavior in Marketing - Factors influencing Consumer Behavior - Consumer Research Process - Models of CB - Nicosia, Howard & Sheath, Engel-Kollat Blackwell Models - Levels of Consumer Decision Making - EPS,LPS,RRB.

UNIT – II

Market segmentation – definition, how market segment operates, bases for segmentation- geographic, demographic ,psychological, socio cultural, use-related, use-situation segmentation and criteria for effective targeting market segments-identification, sufficiency, stability and accessibility.

UNIT – III

The consumer as an individual – consumer needs and motivation- Meaning of motivation, dynamic nature of motivation, Motivation and emotion, Attitudes and Attitude change and interactive communication. Environmental Influences on CB: Social Class, Life Style Profile of Social Class Application to CB, Social Class Mobility - Culture: Meaning, Characteristics, Factors affecting Culture, Role of Customs, Values and Beliefs in Consumer Behavior, Sub-culture: Meaning, Sub-culture Division and Consumption Pattern in India, Types of Sub-cultures, Cross cultural Consumer Analysis: Similarities and Differences among People, Cross-cultural Marketing Problems in India, Strategies to Overcome Cross-cultural Problems.

UNIT – IV

The consumer’s decision making process – choosing and consuming, consumer perception, Personality and consumer behavior: The family decision making, Environmental Influences on CB: Social Class, Life Style Profile of Social Class Application to CB, Social Class Mobility - Culture: Meaning, Characteristics, Factors affecting Culture, Role of Customs, Values and Beliefs in Consumer Behavior, Sub-culture: Meaning, Sub-culture Division and Consumption Pattern in India, Types of Sub-cultures, Cross-cultural Consumer Analysis: Similarities and Differences among People, Cross-cultural Marketing Problems in India, Strategies to Overcome Cross-cultural Problems.

UNIT – V

Organizational buying – the business market versus the consumer market, buying situations, systems buying and selling and industrial buying behavior, Major influences on Industrial buying behavior , Diffusion of innovation. Organization and Consumers: Factors Influencing Organisational Buying Behavior – Consumer and Marketer - Marketing Communication and Persuasion, Developing Persuasive Communication – Market Regulation – Customer Dissatisfactions – Consumer Protection Act.

REFERENCE BOOKS:

1. Leon.G.Shiffman, Leslie Lazar Kanuk – *Consumer Behavior* – Ist EDITION ISBN 13: 9780133729887 Published by Prentice Hall, PHI
2. David L.Loudon& Albert J.DellaBitta*Consumer Behavior* 2nd edition ISBN 978-81-7758-825-5 8th edition ISBN-10: 0137228511 published in the Journal of Marketing. PHI,2003
3. Marieke K. de Mooij, *Consumer Behavior and Culture: The Consequences for Global Marketing and Advertising*, 7th edition ISBN: 1412979900. Sage Publications
4. HellmutSchutte and Deanna Ciarlante, *Consumer Behavior in Asia*, NewYorkUniversity 5th edition ISBN-10: 1-4039-9279-7

BBAM20015	MARKETING RESEARCH	L T P C 4 0 0 4
------------------	---------------------------	----------------------------------

UNIT- I

Research – Meaning and purpose – types of research – Pure and applied, survey, case study, experimental, exploratory – Research Design – Steps in selection and formulation of research problem – review of literature.

UNIT - II

Formulation of Hypothesis – Types – Testing – Sampling - Sampling techniques – Sampling error and sample size.

UNIT- III

Methods of data collection – Primary and secondary data – observation – interview – Questionnaire – Construction of tools for data collection – testing validity – pilot study.

UNIT- IV

Processing and analysis of data – editing – coding – transcription – tabulation – outline of statistical analysis – descriptive statistics – elements of processing through computers – packages for analysis.

UNIT- V

Report writing – target audience – types of reports – contents of reports – styles and conventions in reporting – steps in drafting a report.

REFERENCE BOOKS :

1. William C.E. mory, Business Research Methods, Richard D Irwin, NH.
2. Donald R Cooper, Business Research Methods 7th Ed., McGraw Hill, 2001.
3. Krishnaswami OR, Methodology of Research for Social Science, Himalaya Mumbai, 2001
4. Anderson J. et. al, Thesis and Assignment writing, Wiley Eastern

BBAM20016	E-BUSINESS	L T P C 2 0 0 2
------------------	-------------------	----------------------------------

UNIT- I Doing Business Online

Definition of E-Business - objectives of E-Business - Evolution of E-Business - History of the Internet- internet revolution and its implications in the business - E-Business Opportunities - E-Business vs the Traditional Business Mechanism - merits and demerits of E-Business

UNIT- II Business Strategy in New Economy

Key features of Internet economy – Redefining the borders of the firm – Building a successful e-business – Adopt- ing the Internet in an established business – E-retailing – The elements of business to consumer (B2C) strategy– Marketing on the internet – Emerging trends in e-commerce.

UNIT- III Business – to – Business

An introduction to Business – to – Business (B2B) e-commerce – Organisation of B2B marketplace – B2B marketing and the internet – Opportunities and challenges in B2B – Economics of online advertising: portals and search en- gine – Concept of M-Commerce

UNIT- IV Money on the Net

Overview of the electronic payment systems – Using credit cards on line – Smart cards, electronic cash and other payment systems – Implications of innovative online payment systems – Rights and obligations in the world of e-commerce – Third-Party Payment Processing - Electronic Payment Gateway–Security Standard for Electronic Payment System

UNIT-V Environment of E-Business

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business

REFERENCE BOOKS:

1. Alexi Leon and Mathews Leon, (2004), Introduction to Information Systems, McGraw-Hill Education (India) Pvt Limited, New Delhi.
2. Anup K. Ghosh, (2012), E-Commerce Security and Privacy, Kindle Edition
3. Peter G W Keen, (1994), Every Manager’s Guide to Information Technology, 2nd Edition, Harvard Business School Press, Boston.
4. Rajesh Chakrabarti and Vikas Kardile, (2002), The Asian Manager’s Handbook of E-Commerce (paperback edition), Tata McGraw – Hill Publishing Company Limited, New Delhi.

BBAM20L03	COMPUTER APPLICATION FOR BUSINESS (LAB)	L T P C 0 0 4 2
------------------	------------------------------------------------	----------------------------------

UNIT- I

Word Processing : Word Basics, Creating a new document, Page-Setup, Editing Document (cut, copy, paste, paste special), hyperlink, header and footer, tables, graphics, mail merge, auto correct and auto format.

UNIT- II

Excel : Spreadsheets and their uses in business, Excel basics, creating a new worksheet, rearranging worksheets, excel formatting techniques, using function protection, goal seeks scenarios, pivot table and chart.

UNIT-III

PowerPoint : Creating and inserting a new slide, creating a title slide , applying a design template , creating a hierarchy, slide sorter view, printing the slides.

UNIT- IV

Access : Creating tables, Querying, Forms, Reports. Basic of Internet.

UNIT- V

Tally : Accounting Package (Contemporary Version) :-Journal Entry, Ledger posting, Preparation of Trial Balance, Preparation of Balance Sheet & Profit & Loss Accounts..

REFERENCE BOOKS:

1. P.K.Sinha, Fundamental of computers, BPB.
2. Ron Masfield , Ms-Office, Tech Publication
3. V Rajaraman, Introduction to Information Technology, PHI ,2004

VI SEMESTER

BBAM20017	CUSTOMER RELATIONSHIP MANAGEMENT	L T P C 4 0 0 4
------------------	-----------------------------------------	----------------------------------

UNIT- I INTRODUCTION

Definitions - Concepts and Context of Relationship Management – Evolution - Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.

UNIT - II UNDERSTANDING CUSTOMERS

Customer Information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer's - Customer life time value – Price rational vs. price obsessive consumers - Selection of profitable customer segments.

UNIT - III CRM STRUCTURES

Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications, CRM Implementation.

UNIT - IV CRM PLANNING AND IMPLEMENTATION

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.

UNIT - V TRENDS IN CRM

E- CRM Solutions – Data Warehousing – Data mining for CRM – CRM software packages,– The importance of focusing on the "right" customers – - Up selling and cross-selling .

REFERENCE BOOKS:

1. G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Perspective, Macmillan 2005.
2. Alok Kumar et al, Customer Relationship Management : Concepts and applications, Biztantra, 2008
3. William G.Zikmund, *Customer Relationship management-* 2rd edition ISBN 9780471271376 John Wiley and son
4. Roland T. Rust and P.K. Kannane-*Service-New Directions in Theory & Practice:* latest edition ISBN 076508073
5. Jagadish N. Sheth and AtulParvatiyar*Hand book of relationship marketing.* TataMc.Graw- hill pub. Illustrated reprinted ISBN 9780761918103
6. Gosney, *Customer relationship management essentials* –prentice hall,2000 latest edition ISBN 9788120318090
7. LakshmanJha*Customer Relationship Management: A Strategic Approach*Glona India publications pvt. Ltd., first edition ISBN-13: 978-8190721127

BBAM20018	BUSINESS TO BUSINESS MARKETING	L T P C 3 0 0 4
------------------	---------------------------------------	----------------------------------

UNIT – I NATURE OF BUSINESS MARKETING

Introduction to Business Marketing: Meaning and Scope, Types of Organizational Customers Demand for Industrial Goods - Business Market Segmentation, Definition of E-commerce, Unique Features of E-commerce Technology: Growth of the Internet and the Web, Origins and Growth of E-commerce; InternetMarketing & Analytics

UNIT – II BUYING PRACTICES

Organizational Buying: Factors Influencing Organizational Buying - Enquiries and Tenders - Supplier Evaluation - Buyer Seller Relationship- B2B Model, C2C and B2C, E-distributor, E-Procurement, Exchanges, Customer Trends, E-service Trends, Organizational Trends .

UNIT – III PRODUCT, PRICING & PATTERN

Role of Marketing in Product Development Process - Managing Industrial Product Lines - Managing Across PLC –Characteristics of Pricing in B to B Market- Factors influencing Pricing - Pricing Methods and Strategies –Leasing, e-Business Patterns: The Structural Foundation, The e-Channel Pattern, The Click-and-Brick Pattern, The e-Portal Pattern, Seeding in marketing

UNIT –IV FORMULATING CHANNEL STRATEGY

Industrial Channels of Distribution: Types of Distribution Systems -Choice of Channel Systems - Channel Partners - Managing Channel Conflicts - Distribution Logistics, Social Media channel & metrics, Content, Viral & Influencer marketing.

UNIT – V PROMOTIONAL STRATEGIES & E - BUSINESS DESIGNS

Industrial Goods Promotion - Branding of Industrial Products – Creating Corporate Image - Industrial Marketing Control. Novel e- Business Designs, Step: 1: Self – Diagnosis, Step: 2: Reverse the Value Chain, Step: 3: Choose a Focus, Step 4: Execute Flawlessly, B2B Branding, Marketing analytics.

REFERENCE BOOKS:

1. Clow, Baach, Integrated Advertising Promotion and Marketing Communication, Pearson Education. India.6th edition ISBN-10: 0133126242
2. Bhaskar Bharat Electronic Commerce - Technologies & Applications, TMH 3rd Edition ISBN 0070600958
3. Christopher J. & Clerk T.H.K., Global E-Commerce, University Pre 4th Edition ISBN: 978-81-203-4505-8, PHI
4. Reynolds, Beginning E-Commerce, latest edition ISBN 13978-1598203123 SPD
5. Laudon&Traver – Electronic Commerce Business, Technology, Society (Pearson Education, 10rd Ed.) ISBN13978-0-13-3024449
6. Kalakota R- Electronic Commerce - Frontiers of E-Commerce (Pearson Education, 2007, 3rd Ed.)ISBN -10-0201845202
7. Belch, George and Belch, Michael; Advertising and Promotion; Tata McGraw Hill, New Delhi. 2rd edition, ISBN: 81-203-2739
8. Wells, William, Burnett, John ad Moriarty, Sandra; Advertising Principles and Practice; 7rd edition ISBN-13: 978-0131465602 Pearson Education; New Delhi.

BBAM20019	DIGITAL MARKETING	L T P C 4 0 0 4
------------------	--------------------------	----------------------------------

UNIT- I WEBSITE ANALYTICS

Google Analytic account - Google Analytics Reports . Mobile Marketing Benefits of mobile marketing SMS marketing, Email Marketing.The behavioural Internet - Online advertising - Internet and Integrated Marketing Implications of Digital Change - Online Marketing Mix .

UNIT- II CUSTOMER RELATIONSHIP MANAGEMENT IN A WEB WORLD

CRM – electronic customer relationship management - Key CRM Applications - Next generation CRM - A mobile App and a community - The New Age E-enterprise - Collaborative web and the E-enterprise

UNIT - III DIGITAL TOOLS

Organic Social Media - Paid Social Media - Email Marketing.-Display Retargeting-Programmatic Advertising-Website Testing-Video Hosting- Content Creation.Gamification and Apps - Infographics content marketing – Google adwords-Google sandbox effect.

UNIT- IV TRAFFIC BUILDING AND INTERNET MARKETING METRICS

Traffic Building: Internet traffic plan - Search Marketing methods for Traffic building - Traffic volume and quality - Search engine Marketing - Site optimization - Key word advertising - Key word value - Key word portfolio evaluation - Internet Marketing Metrics - websites and Internet Marketing - web business Models. Search Engine Optimisation (SEO) .

UNIT - V ONLINE TOOLS FOR MARKETING

Engagement marketing through Content Management - Online campaign management using Face book, Twitter, Corporate Blogs — Sentiment Mining . Social Media-Social media model by Mc Kinsey - Marketing with Networks - Social world – Chatbots- Social Media Analytics - Social Media Tools - The social web - Viral Marketing - Inbound Marketing .

REFERENCE BOOKS:

1. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Paperback – Import, Kogan Page 2014
2. VandanaAhuja ,Digital Marketing Paperback Oxford University Press 2015
3. Hanlon Annmarie , Akins Joanna , Quickwin Digital Marketing: Answers to Your Top 100 Digital Marketing Questions Paperback
4. VandanaAhuja,'Digital Marketing' Oxford University Press, 2016 edition

BBAM20020	BRAND MANAGEMENT	L T P C 4 0 0 4
-----------	------------------	--------------------

UNIT – I INTRODUCTION

Basic understanding of Brands – Definitions - Branding Concepts – Functions of Branding- Significance of Branding – Brand versus Product - Different Types of Brands – branding decisions.

UNIT-II BRAND STRATEGIES

Strategic Brand Management process – Building a strong brand – The four steps of brand building – Establishing Brand Positioning – Guidelines & Brand Audits - Establishing Brand values.

UNIT - III BRAND COMMUNICATIONS

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors - Celebrities – On line Brand Promotions.

UNIT – IV BRAND EXTENSION

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching. Branding for Global Markets – Competing with foreign brands. Current Trends in branding strategies .

UNIT - V BRAND PERFORMANCE

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Leverage - Role of Brand Managers– Licensing & Celebrity Endorsements - Branding challenges & opportunities.

REFERENCE BOOKS:

1. Kevin Lane Keller, *Strategic Brand Management*, 4th Edition , ISBN NO 97801326672577 Pearson, New Delhi
2. Kapferer, *Strategic Brand Management*, 5th edition ISBN 978-0749465155 Kogan Page, New Delhi
3. Moorthy Y.L.R, *Brand Management -The Indian Context*, 21st Edition, ISBN NO 8125907349 Vikas Publications, 2009.
4. Martin Lindstrom, *Brandwashed: Tricks Companies Use to Manipulate our Minds and Persuade Us to Buy*:Crown Business 1st edition ISBN 978-0385531733
5. Grant David McCracken, *Culture and Consumption II: Markets, Meaning, and Brand Management*, Indiana University Press 1st edition ISBN 0968225101

BBAM20021	RETAIL MARKETING	L T P C 4 0 0 4
-----------	-------------------------	----------------------------------

UNIT- I INTRODUCTION

An overview of Global Retailing – Challenges and opportunities – Functions, Need & Scope of Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT- II RETAIL FORMATS

Organized and unorganized formats – Category Killers- Delivering value through retail formats - Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – Electronic Retailers or e-tailers . MNC's role in organized retail formats.

UNIT -III RETAILING DECISIONS

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions, Every Day Low Price [EDLP] - International retailing motives, Merchandising and category management .

UNIT- IV CURRENT TRENDS IN RETAIL MARKETING

Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail –Asker’s Approach, Keller’s Approach - E- Retailing

UNIT -V CHALLENGES IN RETAILING

Complaints Management - Retail sales force Management – Challenges in Retailing in India, Consumerism and Ethics in Retailing.

REFERENCE BOOKS:

1. Moorthy Y L R *Brand Management*, The Indian Context, 2nd Edition ISBN 9788125907398 Vikas Publications, 2009.
2. Gilbert, *Retail Marketing Management*, 2nd Edition ISBN 978027365514 Pearson Education, 2009.
3. Levy & Weitz, *Retail Management*, latest edition ISBN 0073530026, Tata McGraw hill, 2009.
4. Michael Levy, Barton Weitz, *Retail Management*, McGraw Hill. latest edition ISBN 9780071215132
5. Chetan Bajaj, Rajnish Arya, Nidhi Varma Srivatava, *Retail Management*: Oxford Publishing. India. 2nd Edition ISBN 978-0198061151
6. Ogden, *Integrated Retail Management*, Biztantra, India, 2008.