

CMS College of Science & Commerce (Autonomous)

Coimbatore - 49

DEPARTMENT OF MANAGEMENT

Batch: 2017-2020

# Scheme & Syllabus

## BBA

## 2017-2020

## **Objectives:**

BBA courses aims at exploring management skills in the students. The course curriculum is designed in such a way so as to develop basic business and management skills in the students.

- Detailed study of business administration.
- It involves detailed study of different aspects of the business and managing its operations.
- It equips the students with the latest business knowledge to meet the requirements of changing corporate firms.
- Computer Skill
- The project work 6<sup>th</sup> semester inculcates real time business situations and decision making skills in students.

## **Eligibility Criteria and Course Duration of BBA & BBA CA Program:**

Any candidate who has passed HSC (10 + 2) exam from any stream with English as passing subject and secured minimum 45% marks at 12 standard can apply for a BBA & BBA CA program in India. The course duration of BBA is three years and the course is based on semester system and each semester is of 6 months.

## **BBA Subjects:**

There are various subjects that are covered in the course curriculum which ranges from Principles of Management, Marketing Management, Human Resource, Economics and Mathematics for Management. A general overview on all these subjects are provided to the students and after a period of two to three years they can opt for a specialization during the course of pursuing the MBA course. The best part about the courses lies in the fact that the students get a general overview about the various tactics of managing and running a commercial organization.

**CMS COLLEGE OF SCIENCE AND COMMERCE (AUTONOMOUS), COIMBATORE-49  
SCHOOL OF MANAGEMENT - CBCS Pattern**

**BBA**

(For students admitted during the academic year 2017)

**SCHEME OF EXAMINATIONS – CBCS PATTERN**

Part	Study Components	Course Title	Sub. Code	Examination					Credit
				Ins.Hrs/week	Dur.Hrs	CIA	Marks	Total Marks	
<b>Semester- I</b>									
I	Language-I (11T, 11M, 11H, 11F )		11T	6	3	25	75	100	4
II	English -I		12E	6	3	25	75	100	4
III	<b>Core-I</b> –Principles of Management **		13A	6	3	25	75	100	4
III	<b>Core-II</b> –Economics for Managers		13B	6	3	25	75	100	4
III	<b>Allied paper I-</b> Quantitative Methods for Management		1AA	6	3	25	75	100	4
IV	Foundation Course- Environmental Studies #		1FCA	-	2	-	50	50	2
<b>Semester-II</b>									
I	Language-II (21T, 21M, 21H, 21F )		21T	6	3	25	75	100	4
II	English –II		22E	6	3	25	75	100	4
III	<b>Core-III</b> - Financial Accounting **		23A	5	3	25	75	100	4
III	<b>Core- IV</b> – Organizational Behavior		23B	4	3	25	75	100	4
III	<b>Core-V</b> - Business Communication		23C	4	3	20	55	75	3
III	<b>Allied paper II-</b> Operations Research		2AA	5	3	25	75	100	4
IV	<b>Value Education-</b> Ethics & Culture#		2FCB	-	2	-	50	50	2
<b>Semester-III</b>									
III	<b>Core-VI</b> – Production and Material Management**		33A	5	3	25	75	100	4
III	<b>Core-VII</b> – Business Environment		33B	5	3	20	55	75	3
III	<b>Core-VIII</b> – Marketing Management		33C	5	3	25	75	100	4
III	<b>Core-IX</b> - Management Information System		33D	5	3	20	55	75	3
III	<b>Allied paper III</b> - Taxation law and Practice		3AA	6	3	25	75	100	4
IV	<b>Skill based subject:</b> Communicative English-I		SS1	2	3	10	40	50	2
IV	<b>Non Major Elective-I:</b> Basic Tamil / Women’s Rights @		3E-1	2	2	-	50	50	2
<b>Semester-IV</b>									

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III	<b>Core-X</b> – Human Resource Management **	43A	5	3	25	75	100	4
III	<b>Core-XI</b> –Financial Management	43B	5	3	25	75	100	4
III	<b>Core- XII</b> - Business Law	43C	5	3	25	75	100	4
III	<b>Core-XIII</b> – MS Office - Practical	43P	3	3	20	55	75	3
III	<b>Core-XIV</b> - Promotion Management	43D	4	3	20	55	75	3
III	<b>Allied paper IV-</b> Total Quality Management	4AA	4	3	20	55	75	3
IV	<b>Skill based subject: Communicative English -II</b>	SS2	2	3	10	40	50	2
IV	<b>Non Major Elective-II</b> : Basic Tamil / General Awareness @	4E-1	2	2	-	50	50	2
<b>Semester-V</b>								
III	<b>Core-XV</b> – Cost & Management Accounting **	53A	6	3	25	75	100	4
III	<b>Core-XVI</b> – Insurance Principles and Practice	53B	6	3	25	75	100	4
III	<b>Core-XVII</b> – Research Methods for Management	53C	6	3	25	75	100	4
III	<b>Core – XVIII</b> - Tally 9.1 –Practical	53P	5	3	20	55	75	3
III	<b>Elective-I</b> : Banking Practices	53D	5	3	20	55	75	3
IV	<b>Skill Based Subject:</b> Employability Skill -I	SS3	2	3	10	40	50	2
<b>Semester-VI</b>								
III	<b>Core –XIX</b> - Entrepreneurship & Project Management **	63A	6	3	25	75	100	4
III	<b>Core-XX</b> – Investment Management	63B	6	3	25	75	100	4
III	<b>Core – XXI</b> – Global Business Management	63C	6	3	25	75	100	4
III	<b>Core – XXII</b> – Customer Relationship Management	63D	5	3	20	55	75	3
III	<b>Elective –II:</b> Project & Viva- Voce *****	63R	-	3	25	75	100	4
III	<b>Elective-III:</b> Modern Office Management	63E	5	3	20	55	75	3
IV	<b>Skill Based Subject:</b> Employability Skill -II	SS4	2	3	10	40	50	2
V	<b>Extension Activities</b>	6EA	-	-	-	-	50	2
<b>Grand Total</b>							<b>3500</b>	<b>140</b>

EDC Programme - Offered in IV (Contact Class Conducted & V Semester ( Self Study )

(Extra Marks & Credit - 50 & 2 respectively) will be given in addition to 3500 marks & 140 credit

Compulsory (sem IV) - FUNDAMENTALS OF BUSINESS MANAGEMENT

Optional (sem V) – Digital Marketing

\*\* online exam will be conducted - Section - A

@ No ESE. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only End Semester Examinations.

**List of Elective papers (Colleges can choose any one of the paper as electives)**

**Elective – I**

- A Consumer Behavior
- B Performance Management System
- C Banking Practices

**Elective – II**

- A Project & Viva- Voce
- B Industrial Relations and Labor Laws
- C Global Business management

**Elective – III**

- A. Financial Services
- B Modern Office Management
- C Corporate Law

**Evaluation Criteria**

**Employability Skill I & II**

**Internal Marks : 10 ;**

Attendance : 5Marks

Class Participation : 5 Marks

**External Marks: 40**

Aptitude Test : 20 Marks

Group Discussion : 10 Marks

Overall Personality Development : 10 Marks

**Question Paper Pattern**

**Internal Question Paper**

**Marks: 50**

**Section A (5X 1=5)**

Multiple Choice Questions (with four options)

**Section B (5X5=25)**

Answer any FIVE (open choice)

**Section C (2X10=20)**

Answer any TWO (Either / Or type)

**Model & ESE - Question Paper**

**Marks: 75**

**Section A (10X 1=10)**

Multiple Choice Questions (with four options)

**Section B (5X5=25)**

Answer any FIVE (Either / Or type)

**Section C (5X8=40)**

Answer any TWO (Either / Or type)

**Model & ESE - Question Paper**

**Marks: 55**

**Section A (10X 1=10)**

Multiple Choice Questions (with four options)

**Section B (5X3=15)**

Answer any FIVE (Either / Or type)

**Section C (5X6=30)**

Answer any TWO (Either / Or type)

**INT: 25**

**EXT: 75**

**Subject Code: 13A**

**SEMESTER I  
PRINCIPLES OF MANAGEMENT  
(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to learn principles, concepts
2. To know the functions of organisation and management.

**Learning outcome:** On successful completion of this course, the students would have understood

1. Principles of organisation
2. The nature and types of business organizations
3. Planning, Directing, Organizing, Controlling, Staffing
4. Principles & practice of Management

**MAPPING WITH PROGRAM OUTCOMES**

	<b>PO1</b>	<b>PO2</b>
<b>CO1</b>	✓	
<b>CO2</b>	✓	
<b>CO3</b>		✓
<b>CO4</b>		✓

**UNIT -I**

Business - Meaning -Business and Profession, Requirements of a Successful Business.

Organisation - Meaning - Importance of Business Organisation- Forms of Business Organisation-Sole Traders, Partnership, Joint Hindu Family Firm - Joint Stock Companies - Cooperative Organizations - Public Utilities and Public Enterprises- Social Responsibility and significance of management -Business Ethics.

**UNIT -II**

Nature and Scope of Management – Definitions of Management – Management: a Science or an Art?- Importance - Features of Management - Scientific Management – Functions of Management- Importance- Principles of Management-Levels of Management- Difference between Management and Administration.

**UNIT -III**

Planning: Meaning and Purpose of Planning - Steps in Planning - Types of Planning. Objectives and Policies - Decision Making: Process of Decision Making - Types of Decisions-MBO.

**UNIT -IV**

Organizing: Types of Organisation - Organizational Structure - Span of Control - Use of Staff Units and Committees. Delegation - Centralization- Decentralization- Departmentation. Staffing: Sources of Recruitment - Selection Process – Training – Performance evaluating – motivation technique.

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**UNIT - V**

Directing: Nature and Purpose of Directing. Controlling: Need for Co-ordination - Meaning and Importance of Control - Control Process – Control Techniques - Modern Trends in Management Process.

**[Online Exam will be conducted for Section A]**

**REFERENCE BOOKS**

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY
5. Essentials of management- Herold Coonts

**Prepared by:** Dr.V.Ravi Kumar

Dr.V.Ravi Kumar

**Director**



**Subject Code:13B**

**INT: 25**

**EXT: 75**

**SEMESTER I  
ECONOMICS FOR MANAGERS  
(BBA)**

**Objective:**

1. To enable the students to learn principles and concepts of Business Economics
2. To enable the students to know Production function, factors of pricing

**Learning outcome** : On successful completion of this course, the students would have understood

1. The objectives of business firms
2. Factors of production and BEP Analysis
3. Types of competitions and price administration
4. Government measures to control monopoly

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2		✓
CO3		✓
CO4		✓

**UNIT - I**

Objectives of business firms - Profit Maximization - Demand analysis - Law of Demand - Elasticity of demand – Types.

**UNIT - II**

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions. Cost and Revenue Curves - Break - even- point analysis –Types of costs.

**UNIT - III**

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

**UNIT - IV**

Pricing under factors of production; Wages - Marginal productivity theory - Interest - Keynes Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

**UNIT - V**

Role of Government in Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - Social responsibilities -monitory policies and inflations.

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**REFERENCE BOOKS**

1. Business Economics - Sankaran
2. Business Economics - Sundaram K.P & Sundaram E
3. Management Economics- P.L.Mehta

**Prepared by: C.Sindhu**

**Dr.V.Ravi Kumar  
Director**

**Subject Code: 1AA****INT: 25****EXT: 75**

**SEMESTER I**  
**QUANTITATIVE METHODS FOR MANAGEMENT**  
**(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of mathematics & statistics
2. To acquire the knowledge on their use in business decision making.

**Learning outcome :** On successful completion of this course, the students would have understood

1. Set operations
2. Matrices
3. Analysis of Time Series
4. Mathematics of Finance Statistical tools and their applications

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**UNIT - I**

Sets and set operation - Venn Diagrams. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order.

**UNIT-II**

Mathematics of Finance and series - Simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

**UNIT-III**

Meaning and definitions of Statistics - Scope and Limitations. Statistical enquiries Scope of the problem - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution. Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean,

**UNIT-IV**

Measures of variation and standard, mean and quartile deviations - Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

**UNIT-V**

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number – Unweighted indices - Consumers price and cost of living indices.

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**\* Theory and problems carries 20% and 80% respectively**

**REFERENCE BOOKS**

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics
6. Sanchetti & Kapoor – Business Mathematics

**Prepared by: S.Sumathi**

Dr.V.Ravi Kumar

**Director**

**Subject Code:23A****INT: 25****EXT: 75**

**SEMESTER II**  
**FINANCIAL ACCOUNTING**  
**(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of Accounting principles.
2. To acquire the knowledge on various books of accounts & preparation of final accounts.

**Learning outcome :** On successful completion of this course, the students should have understood

1. The basic accounting concepts
2. Double entry book keeping system
3. Various books of accounts
4. Preparation of final accounts, etc.

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	✓
CO3		✓
CO4		✓

**UNIT - I**

Basic Accounting concepts - Kinds of Accounts. Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

**UNIT - II**

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

**UNIT - III**

Manufacturing Account -Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments- Fundamental Format of income statement and Balance Sheet as per companies Act.

**UNIT - IV**

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

**UNIT - V**

Preparation of accounts from incomplete records.

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

**[Online Exam will be conducted for Section A]**

**REFERENCE BOOKS**

1. Double Entry Book Keeping - Grewal, T.S.
2. Financial Accounting - Jain and Narang
3. Advanced Accountancy - Shukla and Grewal
4. Advanced Accountancy - Gupta R.L.

**Prepared by: N.Geetha**

**Dr.V.Ravi Kuma  
Director**

**Subject Code:23B**

**INT: 25**

**EXT: 75**

**SEMESTER II  
ORGANISATIONAL BEHAVIOUR  
(BBA)**

**Objective:**

1. To enable the students to acquire knowledge of organizational behavior.
2. To know job specification, morale, leadership traits etc..

**Learning Outcome:** On successful completion of this course, the students should have understood

1. Personality, Perception
2. Motivation, Job-satisfaction, morale
3. Group dynamics, Leadership traits
4. Counseling and guidance.

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**UNIT - I**

Organizational Behavior- Importance, Scope & Challenges – Personality, Determinants of Personality- Types – Individual differences – IQ - Personality tests - nature, types and uses.

**UNIT - II**

Perception - Factors affecting perception – Process of Perception – Perceptual Errors - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

**UNIT - III**

Job satisfaction - meaning – factors – Morale - importance – Attitude- Types – Emotional Intelligence – Job Attitudes- Job Design- Job enrichment - Job Enlargement- Job Rotation.

**UNIT – IV**

Hawthorne Experiment - importance - Group Dynamics – Cohesiveness. Learning- theories (any two) Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.

**UNIT - V**

Leadership - types - theories – Trait, Managerial Grid. Power- Types. Counseling - meaning - Importance of counselor - types of counseling - merits of counseling.

**REFERENCE BOOKS**

1. Industrial Psychology - Ghost
2. Organizational Behavior - Fred Lufthansa
3. Organizational Behavior - L.M. Prasad

**Prepared by:** C.Sindhu

Dr.V.Ravi Kumar  
**Director**



**Subject Code:23C**

**INT: 20**

**EXT: 55**

**SEMESTER II**  
**BUSINESS COMMUNICATION**  
**(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to learn the practice of good communication in the corporate sector.
2. To gain knowledge on how to prepare the letters, reports etc..

**Learning Outcome:** on successful completion of this course, the students should have understood

1. Methods of communication
2. Types of communication and Barriers of communication.
3. Types of Letters
4. Importance of communication in business.

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**UNIT-I**

Essential and Importance of Business Communication –Principles of communication - Methods of Communication – Types – Barriers- Overcoming barriers.

**UNIT – II**

Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Complaints – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries – Tenders – Types of Tenders.

**UNIT – III**

Bank correspondence – Letter to the editor.- Correspondence of company secretary with share holders and directors – Agenda – Minutes.

**UNIT – IV**

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders – Resume- Bio-data-C.V.

**UNIT - V**

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Internal communication: Short speeches – Memo – Circulars – Notices – Communication media – Merits of various devices – Intercom and Telephone – Fax – Internet.

**Reference:**

1. Essentials of Business Communication - Rajendra Pal Korahill
2. Business Communication - Ramesh, MS, & C. C Pattanshetti
3. Effective Business Communication Concept - Rodriquez M V

**Prepared by: S.Manoj Kumar**

**Dr.V.Ravi Kumar  
Director**

**Subject Code:2AA**

INT: 25

EXT: 75

**SEMESTER II**  
**OPERATIONS RESEARCH**  
(Common for BBA & BBA CA)

**Objective:**

1. To enable the students to learn the techniques of Operation Research
2. To acquire the knowledge on their applications in business management.

**Learning Outcome** :On successful completion of this course, the students should have understood

- ✓ Operations Research models
- ✓ Game theory
- ✓ PERT
- ✓ CPM, etc.

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	✓
CO3	✓	✓
CO4	✓	✓

**UNIT - I**

Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only)

**UNIT - II**

Transportation (Non- degenerate only) - Assignment problems ( Simple Problems only )

**UNIT - III**

Game Theory: Graphical Solution – mx2 and 2xn type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time)

**UNIT - IV**

CPM- Construction of Network for projects – Types of Floats – Slack- crash programme.

**UNIT -V**

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

**Note:** Theory and problem shall be distributed at 20% and 80% respectively.

**REFERENCE BOOKS**

1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.

**Prepared by: S.Sumathi**

**Dr.V.Ravi Kumar**  
**Director**

Subject Code:33A

**INT: 25**

**EXT: 75**

**SEMESTER III**  
**PRODUCTION AND MATERIALS MANAGEMENT**  
**(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of production processes .
2. To acquire the knowledge on Materials Management .

**Learning Outcome:** On successful completion of this course, the students should have understood

1. Principles, functions and process of Production Management
2. Effective management of materials
3. Functions of Inventory
4. Supply Chain Management

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2		✓
CO3		✓
CO4		✓

**UNIT-I**

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process – Product combination, layout- Production Planning and control - Routing - Scheduling - Dispatching - Control.

**UNIT-II**

Materials Handling - Importance –material flow system - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Methods study - Time study - Motion study.

**UNIT-III**

Organization of Materials Management - Structure - Integrated materials management. Purchasing – procedure - principles - import purchase procedure. Vendor rating - Vendor development..

**UNIT-IV (Only Theory)**

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Store keeping - Functions - Store keeper - Duties – Responsibilities, Location of store.

**UNIT-V**

Goal and Principles of Supply Chain Management - Bullwhip effect and its impact on supply chain performance - Customer Service strategy - Out - bound logistics resources planning and management - Management of in-bound logistics - Supply chain performance measures - Issues in Global supply chain.

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**[Online Exam will be conducted for Section A]**

**Reference:**

1. Production Management - Banga and Sharma
2. Industrial Engineering and Management - O.P. Khanna
3. Materials Management - M.V. Varma
4. Production & operations management - Adam Elbert
5. Supply Chain Management – Strategy Planning and operations – Sunil Chopra

**Prepared by: S.Sumathi**

Dr.V.Ravi Kumar  
**Director**

Subject Code:33B

INT: 20

EXT: 55

**SEMESTER III**

**Business Environment  
(BBA)**

**Objectives:**

1. To Provide the contemporary issues in the Business Environment
2. To facilitate a better -informed Economic System

**Learning outcome :** The expected outcome after learning this course is that the student will be able to:

1. Understand the various environment, culture and society.
2. To know the differences between the business and Government.
3. Contextualize the concepts of public sector in India.
4. Proper knowledge on business, business ethics, government Regulations is gained.

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**UNIT I**

Business Environment: Meaning – Various environments affecting business – Social Economic; Political and Legal; Culture; Competitive Demographic; Technological and International environments.

**UNIT II**

Business and culture: Culture – Elements of culture – Impact of foreign culture – Traditional values and its impact – Change and resistance to change - Caste and communities – Linguistic and Religious groups – Joint Family system.

**UNIT III**

Business and Society: Social responsibilities of Business – Responsibilities to shareholders; Responsibility to employees; Responsibility to customer; Responsibility to the community; Responsibility to the Government – Business Ethics – Population – Demographic pattern changes – Standard of living – Urbanization Migration.

**UNIT IV**

Business and Government: State Regulations of business – Industrial Licensing policy – Technology – Indigenous Technology – Import of Technology – Import of Technological changes of business.

**UNIT V**

Economic system: socialism – Capitalism - Mixed Economy – Their impact of Business – Public sector, private sector, joint sector – objectives, growth, achievements and failures of public sector in India.

**TEXT BOOK**

1. Francis Cherunilum -Business Environment REFERENCES
2. K. Aswathappa, Himalaya Publishing House -Essentials of Business Environments
3. Lokanathan and Lakshmi rajan, -Business and society - Emerald Publishers
4. M.Adikary - Economic Environment of Business - Sultan Chand & Sons.

**Prepared by: N.Geetha**

**Dr.V.Ravi Kuma  
Director**



**Subject Code:33C**

**INT: 25**

**EXT: 75**

**SEMESTER III  
MARKETING MANAGEMENT  
( Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of principles of Marketing
2. To acquire the knowledge on buyers behavior, Advertising.

**Learning outcome:** On successful completion of this course, the students should have understood

- 1.Principles of marketing management
- 2.Market segmentation
- 3.Product life cycle
4. Pricing, branding,.....

**MAPPING WITH PROGRAM OUTCOMES**

	<b>PO1</b>	<b>PO2</b>
<b>CO1</b>	✓	
<b>CO2</b>	✓	
<b>CO3</b>		✓
<b>CO4</b>		✓

**UNIT - I**

Definition of Marketing - Marketing Management- Marketing concept – Marketing Mix – Marketing and Selling - Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function-Recent Trends in Marketing management – Digital Marketing.

**UNIT - II**

Buyer Behavior – Factors influencing Buyer Behavior – Decision Making Process - Buying motives. Market Segmentation - bases - Marketing strategy - Market Structure.

**UNIT - III**

The Product - Types -consumer goods-industrial goods. Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies. Branding Decisions: Brand Image, Brand Identity- Choosing the Brand Name - Branding Options – Brand Equity - Positioning and leveraging the brands.

**UNIT - IV**

Pricing: Meaning to Buyer & Seller - pricing policies- classification-Objectives - factors influencing pricing decisions - Competitors reaction to price changes – multi product pricing. Physical Distribution – Transportation, Warehousing and Inventory Control – Channel of Distribution – Retail Formats.

**UNIT - V**

Promotion – Tools of Promotion – Objectives – Advertising - Objectives, Personal Selling - Process, Direct Marketing, Public Relations, Sales Promotion – Sales Promotion Tools.

**REFERENCE BOOKS:**

1. Marketing Management - Philip Kotler
2. Marketing Management - Rajan Nair
3. Fundamentals of modern marketing - Cundiff and Still

**Prepared by:** Dr. Ravi Kumar

Dr.V.Ravi Kumar  
**Director**

Subject Code:33D

INT: 20

**EXT:55**

**SEMESTER III  
MANAGEMENT INFORMATION SYSTEM  
(BBA )**

**Objective:**

1. To enable the students to acquire knowledge of MIS
2. To enable the students to learn system software, hardware .

**Learning outcome:** On successful completion of this course, the students should have understood

1. Computer based information system
2. MIS support for the functions of management
3. Hardware and software components,
4. database technology, telecommunications and networking.

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**UNIT I**

Introduction to Information Systems - definition - features - steps in implementation of MIS - Need for information-information system for decision making- MIS as competitive advantages – MIS structures.

**UNIT II**

Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers - personal computers. Computer Software - types of software - data representation in computers. Introduction to client-server.

**UNIT III**

MIS - Strategic information system - MIS support for planning - organizing - controlling - MIS for specific functions - personnel, finance, marketing, inventory and production. Data Base Management System Models - hierarchical -network – relational.

**UNIT IV**

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers – non impact printers - video display terminals - plotters - voice output devices. Secondary storage devices- Conventional devices - magnetic disk, floppy, magnetic tape, optical disk storage – CD-ROM- Contemporary devices – Pen drives-card readers- hard Disk- DVD.

**UNIT V**

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce - models B-B, B-C and EDI - EDI applications in business-Digital Signature-Electronic payment cash, smart cards, and credit cards.

**REFERENCES**

1. Management Information System - Murdick and Ross
2. Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon
3. Management Information System - Gordon B Davis
4. Management Information System - James O brien
5. Computer applications in business - Subramanian K

**Prepared by:** Dr. Paul Murugan

Dr.V.Ravi Kumar  
**Director**

Subject Code:3AA

INT: 25

EXT: 75

**SEMESTER III**  
**TAXATION – LAW AND PRACTICE**  
**(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of principles of Taxation
2. To learn various heads of taxes.

**Learning outcome:** On successful completion of this course, the students should have understood

1. Principles of Direct and Indirect Taxes
2. Calculation of Tax,
3. Tax Authorities, Procedures
4. VAT & Goods and Services Tax

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3	✓	✓
CO4		✓

**UNIT – I (Theory Only)**

General Principles of Taxation -Direct and Indirect taxes- scope of income tax act 1961- Basic of charge – Residential status.

**UNIT – II (Problems Only)**

Heads of income: Computation of income under salary and house property. (Simple problems only).

**UNIT – III (Problems Only)**

Computation of income under profits and gains of business – profession - capital gains – income from other sources - Deductions in the computation of total income - income tax Authorities and their power.( Simple problems only).

**UNIT – IV (Theory Only)**

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration -mode of charging VAT – exemption from VAT –Service Tax– authorities and their powers.

**UNIT – V (Theory Only)**

TNGST Act – CST Act -Role of Excise duties in the total revenue – objectives of excise duty – exempted form duty – customs duties – Levy of import and export duty – distinction between advalorem and specific duties – exemption –Introduction to Goods and Services Tax.

**Note: Theory and problems shall be distributed at 60% & 40% respectively.**

**BOOKS RECOMMENDED**

1. Income Tax Law & Practice - Gour & Narang
2. Income Tax Law & Practice - Dingare pagare
3. Business Taxation - Dingare Pagare
4. Business Taxation - Balasubramanian

**Prepared by:** P.Rekha

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**Director**

**Subject Code:43A**

**INT: 25**

**EXT: 75**

**SEMESTER IV**

**HUMAN RESOURCE MANAGEMENT**

**( Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of Human Resource Management.
2. To know the Manpower Planning, Industrial relations

**Learning outcome:** On successful completion of this course, the students should have understood

1. Functions of HR/Personnel Department
2. Manpower planning, performance appraisal,...
3. Salary administration
4. Labor Welfare, Industrial Relations,...

**MAPPING WITH PROGRAM OUTCOMES**

	<b>PO1</b>	<b>PO2</b>
<b>CO1</b>	✓	
<b>CO2</b>		✓
<b>CO3</b>		✓
<b>CO4</b>		✓

**UNIT - I**

Human Resource Management – meaning characteristics, scope and objective – Functions of Human Resource Department - Organization of HR department – Role of HR Manager - HR Policies and Procedures –Recent trends in HRM.

**UNIT - II**

Manpower planning - Job Description - Job Specification - Job Analysis – Recruitment and Selection – Placement & Orientation- Training and Development.

**UNIT - III**

Performance appraisal – 360 degree appraisal - Promotion - Transfer and demotion - Human relations - approaches to good human relations – Punishment & Discipline, Absenteeism – Labour Turnover.

**UNIT - IV**

Job evaluation - Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees – QWL.

**UNIT - V**

Industrial relations and Disputes- Trade unionism - Grievance handling – collective bargaining and worker's participation in management.

**[Online Exam will be conducted for Section A]**

**REFERENCE BOOKS:**

1. Personnel Management and Industrial Relations - Tripathy
2. Personnel Management and Industrial Relations - Memoria
3. Human Resource Management - VSP. Rao
4. Human Resource Management - C. B. Guptha
5. Personal Management - Flippo

**Prepared by:** S.Sumathi

Dr.V.Ravi Kumar

**Director**



Subject Code:43B

**INT: 25**

**EXT: 75**

**SEMESTER IV**  
**FINANCIAL MANAGEMENT**  
**( Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of Financial Management
2. To acquire the knowledge on finance decision, capital market.

**Learning Outcome:** On successful completion of this course, the students should have understood

1. Finance Functions,
2. Cost of capital, Capital structure,...
3. Capital Budgeting,
4. Working capital management,...

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2		✓
CO3		✓
CO4		✓

**UNIT - I (Theory only)**

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximization. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

**UNIT - II (Problem & Theory questions)**

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

**UNIT - III (Theory only)**

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

**UNIT - IV (Theory & Problems)**

Working capital management: Working capital management - concepts - importance - Determinants of Working capital –Estimating working Capital (simple problem only). Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Credit policies.

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**UNIT - V (Problems& theory questions)**

Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

**(Theory carries 60 Marks, Problems carries 40 Marks)**

**REFERENCE BOOKS**

1. Financial Management - P.V. Kulkarni
2. Financial Management - A Conceptual Approach - Khan and Jain
3. Financial Management- I. M. Pandey
4. Management Accounting - S.N. Maheswari

**Prepared by:** N.Geetha

Dr.V.Ravi Kumar  
**Director**

**Subject Code:43C****INT: 25****EXT: 75**

**SEMESTER IV**  
**BUSINESS LAW**  
**( Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge on legal aspects of business.
2. To know about contract of sale, negotiable instrument act etc...

**Learning Outcome:** On successful completion of this course, the students should have understood

1. Law of contract,
2. Law of sale of goods
3. Law of Agency
4. Negotiable Instruments Act,

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**UNIT - I LAW OF CONTRACT**

Contracts - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts – Essential Elements of a Valid Contract- Agreements – offer – Acceptance – Intention to create legal relation -- Capacity of parties to create contract - Contract without Consideration – Free and Genuine Consent – Legality of object – Agreement not declared void – certainty and possibility of performance – Legal Procedures – Quasi – contracts – Absolute and contingent contracts – Wagering Agreements. Discharge of contract – Breach of contract – Remedies for breach of contract.

**UNIT II**

Negotiable Instruments Act 1881 – Negotiable Instruments – Characteristics – Cheque Essentials requirements- Endorsements – Kinds – crossing – types – Demand draft – Bill of Exchange.

**UNIT - III LAW OF SALE OF GOODS**

Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

**UNIT - IV**

The information technology Act 2000 – UNCITRAL – Digital Signature – Electronic Governance – Electronic Records – Offences

**UNIT V**

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency – intellectual property rights- meaning- significance- implications

**REFERENCE**

1. Elements of Mercantile Law - N.D. Kapoor
2. A Manual of Mercantile Law - Shukla M.C.
3. Mercantile Law - Pandia R. H.
4. Banking Law & Practice - K.P.Kandasami

**Prepared by:** C.Sindhu

Dr.V.Ravi Kumar  
**Director**

**Subject Code:43P**

**INT: 20**

**EXT: 55**

**SEMESTER IV**

**MS-OFFICE - PRACTICAL**

**( Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge on MS Word,MS Excel,
2. To enable the students to acquire the knowledge on MS Access, Power point presentation.

**Learning Outcome:** On successful completion of this course, the students should have understood

1. Documentation
2. Calculation on excel work sheet
3. preparing graph etc...
4. Handling data base etc...

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3	✓	
CO4		✓

**LIST OF PRACTICALS**

**MS WORD**

1. Type the text, check spelling and grammar, bullets and numbering list items
2. Type the text and perform Left, Right, Justify and Centre Alignment and add Bullets and Numbering..
3. Prepare a Job Application, enclosing your resume'
4. Perform mail merger operation
5. Performing mailing label functions.
6. Prepare a document in newspaper column layout
7. Demonstrate OLE concept by linking an excel worksheet into a work document

**MS EXCELL**

8. Worksheet Using formulas [Mean, Median, Mode]
9. Worksheet Manipulation for electricity bill preparation Drawing graphs to illustrate class performance
10. An excel worksheet contains monthly Sales Details of five companies

MS ACCESS

11. With simple commands, perform sorting on name, place and pin code of students database and Address printing using label format
12. Pay roll processing

MS POWER POINT

13. Prepare a power point presentation with at least three slides for Department inaugural function.
14. Draw an organisation chart with minimum three hierarchical levels
15. Design an advertisement campaign with minimum three slides

**Prepared by: S.Sumathi**

Dr.V.Ravi Kumar  
**Director**

Subject Code:43D

INT: 20

EXT: 55

**Semester IV**  
**PROMOTION MANAGEMENT**  
**(Common for BBA & BBA CA)**

**Objectives:**

1. To enable the students to acquire the knowledge of Advertising and Sales Management.
2. To learn the concepts and sales force management.

**Learning Outcome:** On successful completion of this course, the student should have understood

1. The need and importance of Advertising
2. Advertising Agencies and their functions.
3. Sales forces management
4. Sales promotion techniques.

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**Unit –I**

Advertising: Meanings – importance – objectives – media – forms of media – press newspaper trade journal – magazines – outdoor Advertising – poster – banners – neon – signs, publicity literature booklets, folders, house organs – direct mail advertising cinema and theatre program – radio and television advertising – exhibition – trade fair – transportation advertising.

**Unit –II**

Advertising agencies – Advertising Budget – Advertising appeals – Advertising organization – social effects of advertising – Advertising copy – objectives – essentials – types – elements of copy writing: headlines – body – copy – illustration – catch phrases and slogans – identification marks.

**Unit –III**

Advertising layout – functions – design layout – Conventional Printing Methods: typography printing process – lithography – printing plates and reproduction paper and cloth-Digital Printing – size of advertising – repeat advertising – Advertising campaign steps in campaign in planning.

**Unit –IV**

Sales force management – importance – personal selling- objectives – salesmanship – process of personal selling – sales force decision – sales force size – recruitment and selection – training – methods – motivating salesman controlling – compensation and incentives fixing sales territories – quota – Evaluation.

**Unit –V**

Sales Promotion: Meaning – methods – promotional strategy – marketing communication and persuasion – promotional instruments: Advertising – techniques of sales promotion – consumer and dealers promotion – Direct Marketing – Scope – Methods – Public Relations – Objectives – Methods.

**TEXT BOOKS:**

1. Sontaki C.N. Advertising and Sales Management – Kalyani publication
2. Bolen J.H. Advertising
- 3 Davar S.K. Salesmanship and advertising – Vikas publishing works
- 4 Davar & Rustom – Salesmanship & Publicity – Vikas publishing works
- 5 Rathore – Advertising Management – Himalayan publishing -2004
- 6 Cundiff & Stil – Sales Management

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**Prepared by:** P.Rekha

**Director**



**Subject Code:4AA**

**INT: 20**

**EXT: 55**

**SEMESTER IV**

**Total Quality Management**

**(Common for BBA & BBA CA)**

**Objectives:**

- 1.To enable the students to acquire the knowledge of Total Quality Management.
- 2.To learn the management tools and techniques of TQM

**Learning Outcome:** On successful completion of this course, the student should have understood

1. The need and importance of Quality Management.
2. Management Tools
3. Control Charts
4. Need for ISO , Documentation

**MAPPING WITH PROGRAM OUTCOMES**

	<b>PO1</b>	<b>PO2</b>
<b>CO1</b>	✓	
<b>CO2</b>		✓
<b>CO3</b>		✓
<b>CO4</b>		✓

**UNIT - I**

Introduction – Need for quality – Evolution of quality – Definition of quality – Basic concept of TQM – TQM Framework – Contributions of Deming, Juran and Crosby - Barriers to TQM – Costs of quality.

**UNIT - II**

Leadership – Strategic quality planning - Quality statements – Quality councils- Quality circles -Employee involvement – Continuous process improvement – PDCA cycle - 5s - Kaizen

**UNIT - III**

The seven traditional tools of quality – New management tools – Six-sigma - Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types.

**UNIT - IV**

Control charts – Process capability – Quality Function Development (QFD) – TPM – Concepts, improvement needs – Performance measures.– Quality Function Deployment (QFD) – Taguchi quality loss function .

**UNIT - V**

Need for ISO 9000- ISO 9000-2000 Quality System – Elements, Documentation, Quality auditing- QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM implementation in manufacturing and service sectors including IT.

**TEXT BOOK**

1. Dale H.Besterfield, et al., “Total Quality Management”, Pearson Education Asia, Third Edition, Indian Reprint (2006).

**REFERENCES**

1. James R. Evans and William M. Lindsay, “The Management and Control of Quality”, (6th Edition), South-Western (Thomson Learning), 2005.
2. Oakland, J.S. “TQM – Text with Cases”, Butterworth – Heinemann Ltd., Oxford, Third Edition (2003).
3. Suganthi, L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd. (2006)
- Janakiraman . B and Gopal R. K. , “Total Quality Management - Text and Cases”, Prentice (India) Pvt. Lts., 2006.

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**Prepared by:** S.Sumathi

**Director**

**Subject Code:53A**

**INT : 25**

**EXT: 75**

**SEMESTER V**  
**COST AND MANAGEMENT ACCOUNTING**  
**( Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of Accounting for managerial decisions.
2. To learn how to prepare various accounting reports .

**Learning Out Come:** On successful completion of this course, the students should have understood

1. Cost sheet, Material issues
2. Labour cost
3. Financial statement analysis
4. Budgeting,...

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**UNIT I (Theory questions only)**

Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost- cost concepts and costs classification.

**UNIT II (Problems and theory questions)**

Preparation of cost sheet-stores control- EOQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods –labor cost - remuneration and incentives. [Straight Piece Rate System, Taylors Differentials, Halsey & Rowan Plan]

**UNIT III (Problems only)**

Financial statement Analysis - preparation of comparative and common size statements -analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

**UNIT IV (Problems only)**

Fund flow analysis-cash flow analysis (problems only)

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**UNIT V (Problems and theory questions)**

Budgeting – Various Types of Budgets – Sales Budget – Production Budget – Cash Budget – Flexible Budget- ZBB  
- Marginal Costing-cost volume profit analysis .

**Note: Theory :20 % and problems : 80%**

**[Online Exam will be conducted for Section A]**

**REFERENCE BOOKS:**

1. Costing - Jain and Narang
2. Cost accounting - Nigam and Sharma
3. Management Accounting - RK Sharma & K. Gupta
4. Management Accounting - S.N.Maheswari

**Prepared by: N.Geetha**

**Dr.V.Ravi Kumar  
Director**

**Subject Code:53B**

**INT :25**

**EXT: 75**

**SEMESTER – V**  
**INSURANCE PRINCIPLES AND PRACTICE**  
**(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of Insurance Business
2. To learn various types of insurance .

**Learning Outcome:** On successful completion of this course, the students should have understood

1. Principles of Insurance
2. Life Insurance and General Insurance business in India
3. Insurance Regulatory Development Authority
4. ESI

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**UNIT-I**

Defining Risk and Uncertainty - Classification of risk - Sources of risk: External and Internal risk. Insurance - Meaning, nature and significance, essential requirements and principles of insurance; reinsurance; privatisation of insurance business in India; Insurance Regulatory Development Authority

**UNIT-II**

Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims; concept of trust in life policy; LIC - Role and functions. Job opportunities in Life Insurance

**UNIT-III**

General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; nature of fire insurance ; various types of fire policy ; subrogation; double insurance; contribution; proximate cause; claims of recovery. Accident and Motor Insurance - Nature, disclosure, terms and conditions, claims and recovery; third party insurance; Compulsory motor vehicle insurance; accident insurance. Job opportunities in General Insurance - ESI

**UNIT-IV**

Deposit and Credit Insurance - Nature, terms and Conditions, claim, recovery etc., public liability insurance; emergency risk insurance. Structure, power and functions of General Insurance Corporation of India; Deposit Insurance and credit Guarantee Corporation.

**UNIT-V**

Marine Insurance - Law relating to marine insurance ; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

**REFERENCE BOOKS:**

1. M.N.Mishra : Insurance Principles and Practices
2. P.Periyasamy : Principles and Practices of Insurance.
3. G.S.Panda : Principles and Practices of Insurance
4. N.D.Kapoor : Elements of Business Law.
5. Kothari & Bahl : Principles and Practices of Insurance

**Website:** [www.irda.gov.in](http://www.irda.gov.in)

**Prepared by:** S.Manoj Kumar

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**Subject Code: 53C**

**INT: 25**

**Semester - V**

**EXT: 75**

**RESEARCH METHODS FOR MANAGEMENT**

**(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of Research for Management Decisions.
2. To learn how to apply the statistical tools in research.

**Learning Out Come:** On successful completion of this course, the students should have understood

1. Research methods and sampling techniques
2. Analysis and interpretation of data, Application of research
3. Various methodologies of research and statistical applications in business decisions
4. Interpretation and report writing

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**UNIT –I**

Research – Definition – Importance – Advantages and Limitations- Types. The research process – problem identification –Research Design – Review of Literature- Sampling process and selection – sample types – Sample size and sampling errors.

**UNIT –II**

Data Collection – methods – tools – Questionnaire – Interview Schedule – Kinds of Data – Attitude measurement of scaling technique – Editing, Coding, Tabulation.

**UNIT –III**

Statistical Data Analysis – Hypothesis – its sources – Formulation and Testing of Hypothesis – Chi-square test, Z test, T test ,F Test (Simple Problems Only)

**UNIT –IV**

Interpretation and report writing – steps in writing reports – layout of report, types, and principles of report writing – Graphical representation of results.

**UNIT –V**

Reference & Bibliography- Application of Research in Business- Limitations of Research in India- Scope of Research in India – Ethical Issues in Research.

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**Note: Theory-80%, problems- 20%**

**TEXT BOOKS:**

1. Marketing Research - Boyd and Westfall
2. Marketing Research - Green Paul and Tall
3. Research Methodology - C.R. Kothari
4. Statistical Methods - S.P. Gupta

**Prepared by:** N.Geetha

Dr.V.Ravi Kumar  
**Director**



**Subject Code:53P**

**INT: 20**  
**EXT: 55**

**SEMESTER – V**

**COMPUTER PRACTICAL – TALLY 9.1**

**( Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of accounting package.
2. To facilitate the students to meet the current industry need in accounts

**Learning Outcome:** On successful completion of this course, the students should have understood

1. Basic concepts of Tally
2. Creation on ledger and voucher
3. Methods of entries in Tally
4. Preparation of the accounting statements

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	✓
CO3		✓
CO4		✓

**List of Practical**

1. Company creation, alteration and deletion
2. Creation of ledgers using simple ledger option
3. Creation of ledgers using multiple ledger option
4. Creation of vouchers I
5. Creation of vouchers II
6. Preparation of Trial Balance
7. Preparation of Final Accounts without adjustments
8. Preparation of Final Accounts with adjustments
9. Preparation of stock Groups, Items and Units of Measure.
10. Preparation of Inventory Reports
11. Preparation of Accounting Reports
13. Ratio analysis
14. Preparation of cash flow statement.
15. Preparation of funds flow statement

**REFERENCE BOOKS**

1. TALLY – S.PALANIVEL Margham publication 2007
2. Financing accounting on computers using Tally –Namrata Agarwal
4. Using TALLY – Sathyadpal
5. Accounting With Tally – Nandhani
6. Tally More Simple And Flexible – Nellai Kannan.

**Prepared by:** N.Geetha

Dr.V.Ravi Kumar  
**Director**

**Subject Code:53D**

**INT: 20**

**EXT: 55**

**SEMESTER V**  
**BANKING PRACTICES**  
**(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of Banking Industries.
2. To learn the primary and secondary functions of bank

**Learning Outcome:** On successful completion of this course, the students should have understood

1. Indian Banking System
2. Primary & secondary Functions
3. Various types of accounts etc.....
4. Latest technologies in Banking

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2		✓
CO3		✓
CO4		✓

**UNIT I**

Indian Banking System: Structure and Organization of Banks – Reserve Bank of India- Regulatory Functions of RBI – Classifications of Banks – Nationalized & Scheduled Banks in India – Cooperative Banks and Development Banks.

**UNIT II**

Introduction to Money – Kinds, Functions: Primary and Secondary - Significance- Demand and Supply of Money- Monetary Standards – Gold Standards

**UNIT III**

Opening of accounts for various types of customers - Customers Account: S B Account, Current Account, Demat Account – NRI Account- minors - joint account holders - HUF - firms - companies - trusts - societies - Govt. and public bodies

**UNIT IV**

Deposits: Types: Fixed Deposit , Recurring Deposit, Deposits for retired employees from public sector – Withdrawals- Cheque- Demand Draft – Safety Deposit Lockers – Loans: Types- Bank assurance.

**UNIT V**

Credit card- Debit Card – Automated Teller Machine- Net Banking – Deposits using E-commerce – Mobile Banking.

**Reference:**

1. Modern Banking - D. Muraleedharan
2. Banking Theories and Practices - K.C.Shekar
3. Modern Banking and Insurance - J. N. Jain & R. K. Jain

**Prepared by:** S.Sumathi

Dr.V.Ravi Kumar  
**Director**

Subject Code:SS3

INT: 10

EXT : 40

**SEMESTER V**  
**Employability Skill - I**  
**(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to become employable.
2. To enable the students to improve the total personality.

**Learning Outcome:** The student to understand

1. Impart generic skills and personal attributes (i.e)
2. Goal Setting
3. Problem Solving
4. Role playing

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	✓
CO3	✓	✓
CO4		✓

- ✓ Reasoning
- ✓ Aptitude - I
- ✓ Comprehension writing
- ✓ Role playing
- ✓ Team Work
- ✓ Communication skills.
- ✓ Time Management
- ✓ Goal Setting
- ✓ Problem Solving
- ✓ Self Management
- ✓ Motivation

Prepared by: Dr.V.Ravi Kumar

Dr.V.Ravi Kumar  
**Director**

Subject Code:63A

INT: 25

EXT: 75

**SEMESTER VI**  
**ENTREPRENEURSHIP AND PROJECT MANAGEMENT**  
**(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to acquire knowledge of Entrepreneurship
2. To acquire the knowledge on project management, project identification, project finance.

**Learning Outcome:** On successful completion of this course, the students should have understood

1. EDP, Project management
2. Institutional support to entrepreneurial development
3. Entrepreneurship development programmes
4. Development of women entrepreneurship

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2		✓
CO3		✓
CO4	✓	

**UNIT I**

Entrepreneur : Meaning, Characteristics, Importance – Types of Entrepreneur - Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Factors influencing Entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

**UNIT II**

Entrepreneurial development - Factors affecting entrepreneur growth - economic – non-economic – Entrepreneurial Motivation - Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Role of EDP – Development of women entrepreneurship.

**UNIT III**

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project –Functions of Project Management – Process of Project Management - Project manager - role and responsibilities of project manager.

**UNIT IV**

Project identification - Nature of Project identification – Tools for Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report – Project Network.

**UNIT V**

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Project Finance - Source of finance for a project - Institutional finance supporting projects project evaluation (NABARD, NIESBUD, SSIC, NSIC, SFO) - objectives - types - methods.

**[Online Exam will be conducted for Section A]**

**TEXT BOOK**

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

**Prepared by:** S.Manoj Kumar

Dr.V.Ravi Kumar  
**Director**

**Subject Code:63B**

**INT: 25**

**EXT: 75**

**SEMESTER VI  
INVESTMENT MANAGEMENT  
(BBA)**

**Objective:**

1. To enable the students to acquire knowledge of Investment management
2. To learn the primary market, security analysis.

**Learning Outcome:** On successful completion of this course, the students should have understood Investment avenues .

1. Financial Meaning of investment
2. Risk- systematic risk and unsystematic risk
3. Primary market
4. Security analysis

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**UNIT I**

Concept of investment-important - alternate forms of investment-Investment decision process-Factors- Investment in shares and debentures- Comparison on investment and speculation

**UNIT II**

Primary market: role of NIM in mechanics of floating new issues secondary market: function-mechanics of security trading-OTCEI-BSE- NSE futures & options.

**UNIT III**

Risk-kinds-measures of risk-returns. Kinds- Measures of Return. Valuation of securities - valuation of bonds-valuation preference and equality shares.

**UNIT IV**

Security analysis-fundamental analysis: economic, industry and company analysis-technical analysis: Dow theory-types of charts -important chart patterns.

**UNIT V**



Efficient Market theory. Random Walk Theory-weak form-semi strong form .Portfolio Analysis: Markowitz theory- optimum portfolio.

**REFERENCE BOOKS:**

1. Preethi Singh            Investment Management
2. Bhalla G.S.             Investment Management
3. Francis                 Investment Management
4. Dr.Avadhani            Stock Market Analysis.
5. Kevin                    Security Analysis and portfolio management.

**Prepared by:** P.Rekha

Dr.V.Ravi Kumar  
**Director**

**Subject Code:63C**

**INT: 25**

**EXT: 75**

**SEMESTER VI**  
**GLOBAL BUSINESS MANAGEMENT**  
**(Common for BBA & BBA CA)**

**Objective:**

1. The course focuses imparting knowledge on Global Business Management.
2. To learn the institutional assistance for export promotion, procedures etc..

**Learning Outcome:** After completion of the Course students will be able to have an awareness about

1. Fundamental understanding of International Business
2. History, evolution , growth & development of International Business.
3. Reasons for Existence of MNC s and their strategies
4. Government policies & procedures applicable for International Business

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	
CO3		✓
CO4		✓

**UNIT -I**

Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and non traditional products-brief background of import trade-future.

**UNIT -II**

Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – expert promotion council – commodity boards – board of trade – trade development authority – FIEO, IIFT, Export inspection council, STC, Export houses.

**UNIT -III**

Export procedures-offer and receipt of confirmed orders – production – shipping and banking procedure – negotiation-documents for export trade –export incentives.

**UNIT -IV**

Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans. ECGC-functions and policies.

**UNIT -V**

International agencies and agreement – IMF-World Bank – functions and features – WTO features-import policy features.

**Recommended Books:**

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Batch: 2017-2020

1. TAS Balagopal Export Management
2. Francis Cherunilam International Trade and Export Management
3. S K Varghese Foreign Exchange and Financing of Foreign Trade
4. Y R Ullal Export Management

**Prepared by: Dr. Paul Murugan**

Dr.V.Ravi Kumar  
**Director**

**Subject Code:63D**

INT: 20

EXT: 55

**SEMESTER VI  
CUSTOMER RELATIONSHIP MANAGEMENT  
(BBA)**

**Objectives:**

1. To enable the students to learn the basics of Customer Relationship Management.
2. To learn the sales force automation, database marketing.

**Learning Outcome:** On successful completion of the course the students should have understood

1. Customer Relationship Marketing
2. Learnt Sales Force Automation
3. Learnt Database Marketing
4. Best practices in marketing Technology

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2		✓
CO3		✓
CO4		✓

**UNIT – I**

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – Customer Loyalty Programmes- Customer life cycle

**UNIT – II**

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

**UNIT – III**

Sales Force Automation – contact management– Enterprise Marketing Management – Supply Chain Management- CRM in India

**UNIT – IV**

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

**UNIT – V**

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

**REFERENCE BOOKS:**

1. S. Shajahan – Relationship Marketing
2. Paul Green Berg – CRM
3. Philip Kotler - Marketing Management
4. Barry Berman and Joel R Evans – Retail Management – A Strategic Approach

**Prepared by:** P.Rekha

Dr.V.Ravi Kumar

**Director**

**Subject Code:63R**

**INT: 25**

**EXT : 75**

**SEMESTER - VI**

**Project Work & Viva – Voce  
(Common for BBA & BBA CA)**

**Objectives:**

1. To enable the students to analyze the situation practically .
2. To make the students to find out the solution for the problem.

**Learning Out Come:** On successful completion of the course the students should have understood

1. To inculcate in students a spirit of inquiry and research
2. To develop analytic skills through a comparative study.

A Project Work for an identified Business Management problem should be undertaken and a detailed report should be submitted for the End Semester Viva – Voce Examination in their VI Semester

**MAPPING WITH PROGRAM OUTCOMES**

	<b>PO1</b>	<b>PO2</b>
<b>CO1</b>	✓	✓
<b>CO2</b>	✓	✓
<b>CO3</b>		✓
<b>CO4</b>	✓	

**TASK 1:**

Provide an overview for the students to understand the Meaning Features –Types and Importance of Projects Study. Explain the Need For the Project.

**TASK 2:**

Explain the procedure to develop a project proposal along with various steps to be taken in that process and also the ‘checks’ to be effected while submitting the proposal.

**TASK 3:**

Data collection guidelines, data analysis, selection of tools of analysis and tools of representation.

**TASK 4:**

Guidelines for reporting the findings- Interpreting the results of analysis and presenting the suggestions.

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**TASK 5:**

Guidelines for report preparation , view points on printing, binding, submission as well as presentation and project viva- voce.

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**Director**

Subject Code:63E

INT: 20

EXT: 55

**SEMESTER VI**  
**MODERN OFFICE MANAGEMENT**  
**(BBA )**

**Objective:**

1. To enable the students to acquire knowledge of Office management
2. To learn the office system and procedure.

**Learning Outcome:** On successful completion of this course, the students should have understood

1. Office Environment,
2. Record Management
3. Office System,
4. Personnel management

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	
CO2	✓	✓
CO3		✓
CO4		✓

**Unit –I Office Management and organization**

Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.

**Unit- II Office Environment & Communication**

Office location – characteristics / Qualities of office building – Environment – Physical hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

**Unit –III : Office correspondence & Record management**

Centralized Vs Departmental correspondence – depart mental typing and typing pools – classification of records – principles of record keeping – filing – methods- - Record Disposal System- Factory Layout- Basic amenities in office.

**Unit –IV : Office systems & Procedures**

Systems – procedure – Advantages – Characteristics of sound office system& procedures – work simplification – principles – kinds of reports.



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**Unit –V Office Personnel Relations**

Personnel management – definitions – functions –office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.

**Reference Books:**

1. Modern office management – Dr. I.M.SAHAI
2. Office organization And Management – S.P Arora

**Prepared by:** C.Sindhu

Dr.V.Ravi Kumar  
**Director**

Subject Code:SS4

**INT: 10**

**EXT: 40**

**SEMESTER VI**  
**Employability Skill - II**  
**(Common for BBA & BBA CA)**

**Objective:**

1. To enable the students to become employable.
2. To enable the students to develop their total personality.

**Learning Outcome:** On successful completion of this course, the students should have understood

1. To impart generic skills and personal attributes that make a student employable.

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2
CO1	✓	✓
CO2	✓	
CO3		✓
CO4	✓	

- ✓ **Group discussion**
- ✓ **Relationship Management**
- ✓ **Leadership skills.**
- ✓ **Conflict Management**
- ✓ **Stress Management.**
- ✓ **Interview Techniques**
- ✓ **Negotiation**
- ✓ **Presentation Skills**
- ✓ **Positive attitudes**
- ✓ **Aptitude - II**

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