

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

**BBA**

(For students admitted during the academic year 2018)

**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> – Business Economics		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	-	-	-	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> – Business Environment		23B	4	3	25	75	100	4
III	<b>Core-V</b> - Professional 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	-	-	-	50	50	2
	<b>Semester-III</b>								
III	<b>Core-VI</b> – Production and Resource Management**		33A	5	3	25	75	100	4
III	<b>Core-VII</b> – Organizational Behavior		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> Communication Skill		SS1	2	3	10	40	50	2

CMS College of Science & Commerce (Autonomous)

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Batch:2018-2021

IV	<b>Non Major Elective-I:</b> Basic Tamil/ Basic Malayalam/ Basic Hindi/ Women's Rights @	3E-1	2	2	-	50	50	2
<b>Semester-IV</b>								
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> - Corporate 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> – Advertisement and Sales Promotion	43D	4	3	20	55	75	3
III	<b>Allied paper IV-</b> SWAYAM Courses	4AA	4	3	20	55	75	3
IV	<b>Skill based subject:</b> Indian Constitution in Business Perspective	SS2	2	3	10	40	50	2
IV	<b>Non Major Elective-II</b> Basic Tamil/ Basic Malayalam/ Basic Hindi/ 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 Theory and Practice	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 V & I V Semester)( Self Study )

(Extra Marks & Credit - 50 & 2 respectively)

Compulsory (sem IV) - FUNDAMENTALS OF BUSINESS MANAGEMEN

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 Theory and Practice

**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

Subject Code: 13A

INT: 25

EXT: 75

**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 & practice of Management
2. Level of Management
3. Planning, Directing, Organizing, Coordinating
4. Control Process

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2	PO3	PO4
CO1	✓		✓	
CO2	✓			✓
CO3		✓		✓
CO4		✓	✓	✓

**UNIT -I**

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

**UNIT -II**

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 -III**

Organizing: Types of Organization - Organizational Structure - Span of Control - Use of Staff Units and Committees. Departmentalization – Informal organization.

**UNIT – IV**

Authority –Delegation – Decentralization – Difference between authority and Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and Purpose of directing.

**UNIT V**

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

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

**TEXT BOOKS**

1. Business Organisation - Bhushan Y.K. – Sultan Chand & Sons – 2013.
2. Principles of Management – L.M. Prasad - Sultan Chand & Sons - 2013.

**REFERENCE BOOKS**

1. Business Management – Dinkar Pagare - Sultan Chand & Sons – 2009.
2. Principles of Business Organisation and Management – P.N. Reddy S.Chand Ltd – 2010.
3. Essentials of management - Harold Koontz – McGrawHill Inc.,US – 2012.

Dr. N.Geetha

HoD

**Prepared by: Dr. N.Geetha**

**SEMESTER I  
BUSINESS ECONOMICS  
(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	PO3	PO4
CO1	✓			
CO2		✓	✓	✓
CO3		✓		✓
CO4			✓	

**UNIT - I**

Objectives of business economics - Profit Maximization - Demand –Determinants of Demand-law of demand-assumptions-demand analysis –objectives - Elasticity of demand – Types.

**UNIT - II**

Production function - Factors of production- Isoquants – types -Laws of returns to scale – assumptions –types- Cost analysis- kinds- cost function- revenue analysis concept of revenue - Break - even point analysis

**UNIT - III**

Market structure and prices - Pricing under perfect Competition – features - Monopoly – Features - Price discrimination –types - Pricing under Monopolistic competition –features - Oligopoly – Kinked Demand curve-collusive oligopoly.

**UNIT - IV**

Theories of factory pricing: marginal productivity theory- modern theory of distribution -rent- Ricardian theory of rent- modern theory of rent - Wages – subsistence theory- standard of living theory - Interest - Keynes Liquidity preference theory – Neo Classical theory of profit- profit –Schumpeter’s innovation theory- dynamic theory- Risk Theory - Uncertainty theory.

**UNIT - V**

Role of Government in Business – Trade cycle –various phases in trade cycle- consumer surplus- producers surplus –profit in long term and short term dynamics of surplus - Government measures to control Monopoly in India – GDP- types-GNP- inflations and deflations.

Deflations

**TEXT BOOKS**

1. Microeconomics – T.R. Jain Publisher: V K Publications (1 December 2008)  
ISBN-10: 8187344725 ISBN-13: 978-8187344728
2. Essentials of macroeconomics – Peter Jochumzen ISBN: 978-87-7681-558-5  
1 edition
3. N. Gregory Mankiw (2012).Principles of Microeconomics, 4<sup>Th</sup> Edition, Cengage Learning, India
4. Lipsey, R.G. and K.A. Chrystal (1999), Principles of Economics (1X Ed.),Oxford University Press, Oxford.

**REFERENCE BOOKS**

1. Business Economics - Sankaran - Margham Publications - 2016 edition (1999)
2. Business Economics - Sundaram K.P & Sundaram E
3. Management Economics - P.L.Mehta - Sultan Chand & Sons – 2016.

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**Prepared by:**  
**Ms. C.SINDHU**

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. Arithmetic Series
2. Annuities
3. Analysis of Time Series
4. Mathematics of Finance Statistical tools and their applications

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2	PO3	PO4
CO1	✓		✓	
CO2	✓	✓		
CO3		✓	✓	✓
CO4				✓

**UNIT - I**

Arithmetic progression - Geometric progression (Simple problems only).

**UNIT-II**

Mathematics of Finance - Simple and compound interest – Annuities – Discounting.

**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**

Standard Deviation - Mean Deviation - Quartile Deviation - Simple Correlation - Karl Pearson's Co-efficient of correlation – Rank correlation.

**UNIT-V**

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



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

**TEXT BOOKS**

1. Business Mathematics – J. K. Sharma – I K International Publishing House Pvt., Ltd., - 2016
2. Statistical Methods – Gupta S. P – Sultan Chand & Sons – 2017

**REFERENCE BOOKS:**

1. Business Mathematics - Navaneethan P – Jai Publishers – 2014.
2. Statistics – Theory and Practices - R.S.N. Pillai – S. Chand Publishing - 2016
3. Business Mathematics and Statistics - P.R. Vittal – Margham Publications - 2012

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**Prepared by: Dr. S.Sumathi**

**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	PO3	PO4
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.

**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.

**(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. - Sultan Chand & Sons – 2014.
2. Financial Accounting - Jain and Narang – Kalyani – 2016.
3. Advanced Accountancy - Shukla and Grewal – S.Chand – 2016.
4. Advanced Accountancy - Gupta R.L. - Sultan Chand & Sons – 1983.

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**Prepared by: Dr. N.Geetha**

Subject Code:23B

INT: 25

EXT: 75

**SEMESTER II**  
**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	PO3	PO4
CO1	✓		✓	
CO2	✓			
CO3		✓	✓	
CO4				✓

**UNIT I**

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

**UNIT II**

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

**UNIT III**

Liberalization: Meaning, Objectives, Merits & Demerits – Privatisation : Meaning, Objectives, Merits & Demerits – Globalization: Meaning, Objectives, Merits & Demerits – Bilateral Ties – Political Impact on Business.

**UNIT IV**

Business and Government: State Regulations of business – Industrial Licensing policy – Technology – Import of Technology – Impact of Technological changes in 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. Business Environment REFERENCES - Francis Cherunilum -- Himalya Publishing House – 2011.
2. Essentials of Business Environments - K. Aswathappa - Himalaya Publishing House – 2017.

**REFERENCE BOOK**

3. Business and society - Lokanathan and Lakshmi rajan, - Emerald Publishers – 2016.
4. Economic Environment of Business - M.Adikary - Sultan Chand & Sons. – 2010.

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**Prepared by: Dr. Shygil Joy**

Subject Code:23C

INT: 20

EXT: 55

**SEMESTER II**  
**PROFESSIONAL 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	PO3	PO4
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**

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

**TEXT BOOK:**

1. Essentials of Business Communication - Rajendra Pal Korahalli - Sultan Chand & Sons. – 2011.

**REFERENCE BOOK:**

1. Business Communication - Ramesh, MS, & C. C Pattanshetti – R. Chand & Co – 2003.
2. Effective Business Communication Concept - Rodriquez M V – Concept Publishing Company – 2013.

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**Prepared by: Mr. S.Manoj Kumar**

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	PO3	PO4
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 –  $m \times 2$  and  $2 \times n$  type. Solving game by Dominance property - fundamentals - Simple problems only - Replacement problem – Replacement of equipment that depreciates gradually (value of money does not change with time).

**UNIT - IV**

CPM- Construction of Network for projects – Types of Floats – 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.

**TEXT BOOK**

1. Operations Research – Gupta R.K. - Krishan Prakashan Publishers – 2014

**REFERENCE BOOKS**

1. Operations Research - Dr. P.R. Vittal & V. Malini – Margham Publications - 2012
2. Operations Research - Dr. Prem Kumar Gupta & Dr. D. S. Hira – S. Chand - 2002

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**Prepared by: Dr. S.Sumathi**

Subject Code:33A

INT: 25

EXT: 75

**SEMESTER III**  
**PRODUCTION AND RESOURCES 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. TQM

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2	PO3	PO4
CO1	✓			
CO2		✓	✓	
CO3	✓	✓	✓	
CO4	✓			✓

**UNIT-I**

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles – Process Layout – Product Layout - 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 Principles – Purchasing Procedure - 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 -. Location of Stores - Store keeping - Functions - Store keeper - Duties & Responsibilities.

**UNIT-V**

Quality control - Types of Inspection: Centralised and Decentralised. TQM: Meaning -Objectives - elements - Benefits – Lean Management: Meaning - objectives - advantages -ISO: Features - Procedure for obtaining ISO – Advantages.

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

**TEXT BOOKS:**

1. Industrial Engineering & Management - Banga and Sharma – Khanna Publications - 2006
2. Production Technology – Manufacturing Process - O.P. Khanna – Dhanpat Rai Publications – 2012

**REFERENCE BOOKS :**

3. Materials Management - M.M. Varma – Sultan Chand & Sons - 2012
4. Production & operations management - Adam E E & Elbert R. J – Prentice Hall of India - 2017

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**Prepared by: Dr.S.Sumathi**

**Subject Code:33B**

**INT: 20**

**EXT: 55**

**SEMESTER III  
ORGANISATIONAL BEHAVIOUR  
(Common for BBA & BBA CA)**

**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	PO3	PO4
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( leadership member exchange theory , fiedler’s contingency theory) – Trait, Managerial Grid. Power- Types. Counseling - meaning - Importance of counselor - types of counseling - merits of counseling.

**TEXT BOOKS**

- 1.Organizational Behavior: Human Behavior At Work NEWSTROM .J .W, TMH PUBLISHERS
- 2.Organizational Behaviour Chandan J. Vikas publishers

**REFERENCE BOOKS**

1. Organizational Behavior - L.M. Prasad
2. Organisational Behaviour – Dr. R. Prabhu , T. Raju – Bistantra Publishers, New Delhi - 2017

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**Prepared by: Ms. C.Sindhu**

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**

	PO1	PO2	PO3	PO4
CO1	✓	✓		
CO2	✓			
CO3			✓	✓
CO4		✓		✓

**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 – Network Marketing.

**REFERENCE BOOKS:**

1. Principles of Marketing, 16<sup>th</sup> Edition – Philip T. Kotler & Gary Armstrong – Pearson Publishers, 2016
2. Marketing Management - Rajan Nair
3. Fundamentals of modern marketing - Cundiff and Still

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**Prepared by: Mr.S.Manoj Kumar**

**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	PO3	PO4
CO1	✓		✓	✓
CO2	✓			✓
CO3		✓	✓	✓
CO4	✓	✓	✓	✓

**UNIT I**

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

**UNIT II**

Computer Hardware – Introduction – CPU – Classifications of computer. Computer software – Application Software – General purpose application programs – Application specific programs – System software – System management program – System support program – System development program. 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**

Decision Support system – Types of Decision making – Simon’s Model of decision making – characteristics of DSS – Components of DSS – Functions of DSS – Group DSS – Executive Information system – Artificial Intelligence.

**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.

### **TEXTBOOKS**

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.

2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.

### **REFERENCES**

1. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012

2. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.

3. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013.

4. Turban, McLean and Wetherbe, Information Technology for Management – Transforming Organisations in the Digital Economy, John Wiley, 6th Edition, 2008.

Dr. N.Geetha  
HoD

**Prepared by: Dr.Shygil Joy**

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. CST & Goods and Services Tax

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2	PO3	PO4
CO1	✓			
CO2	✓			✓
CO3	✓	✓		
CO4			✓	✓

**UNIT – I (Theory Only)**

General Principles of Taxation -Direct and Indirect taxes- Scope of income tax act 1961 - Recent Amendments  
- 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 – GST – Introduction to Goods and Services Tax - SGST & CGST - registration of dealers - procedure and effects of registration – exemption from GST – Service Tax – Changes of services tax - Taxability of services & negative list of service - 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 advalorum and specific duties – exemption.

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

**TEXT BOOKS:**

1. Income Tax Law & Practice - Gour & Narang - kalyani – AY 2018-2019
2. Taxation –T.N MANOHARAN & G.R HARI -Snow White – AY 2018-2019
3. Indirect Tax Management &Practice - Mohd.Rafi - Bharat Year 2017.

**REFERENCE BOOKS:**

1. Direct Tax Law and Practice - Dr. Vinod K. Singhania & Dr. Kapil Singhania - Taxmann's Year 2018
2. Tax Laws - KA. Raj K Agrawal – Bharat - AY 2018

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**Prepared by:**

**Dr.P.Rekha**

Subject Code:SS1

**INT: 10**

**EXT: 40**

**SEMESTER III**  
**COMMUNICATION SKILL-I**  
(Common for BBA & BBA CA)

**OBJECTIVES :**

1. Apply appropriate communication skills across settings, purposes, and audiences.
2. Use technology to communicate effectively in various settings and contexts.

**Learning Outcomes:**

- 1.Communicate appropriately and effectively within various organizational contexts.
- 2.Capable of effectively monitoring, analyzing, and adjusting their own communication behavior
- 3.Demonstrate appropriate and professional ethical behavior
- 4.Demonstrate the ability to effectively deliver formal presentations before a variety of live audiences.

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2	PO3	PO4
CO1	✓			
CO2	✓			✓
CO3	✓	✓		
CO4			✓	✓

3.

**Listening skills:**

- ✓ Relay the Message
- ✓ Follow the direction
- ✓ Listen for the words

**Speaking skills:**

- ✓ Role Playing
- ✓ Brain Storming
- ✓ Growing story chains
- ✓ Playing cards with a debate and discussion form

**Reading skills:**

- ✓ Reading fluency
- ✓ Improving spelling skills
- ✓ Comprehension zone

**Writing skills:**

- ✓ Picture story
- ✓ Wish list

**Reference Book:**

1. Barun K. Mitra-Personality Development and Soft Skills Edition: Oxford University Press  
2nd edition, 2016
2. Jeff Keller- Attitude Is Everything: Change Your Attitude Change Your Life! Collins publisher 2015
3. Baba Prasad-Nimble Make Yourself and Your Company Resilient in the Age of Constant Change  
TarcherPerigee February 20, 2018

**Prepared by:**  
**Ms.P.Nandhini**

**Dr. N.Geetha**  
**HoD**

**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**

	PO1	PO2	PO3	PO4
CO1	✓		✓	
CO2			✓	✓
CO3		✓		✓
CO4		✓	✓	

**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 – Labor Turnover.

**UNIT - IV**

Job evaluation - Wages and Salary administration - Incentive system - Labor 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 – Current Issues and Trends in HRM : Gender Diversity in the workplace.

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

**TEXT BOOKS:**

1. Personnel Management and Industrial Relations - Tripathy P C – Sultan Chand & Sons - 2017
2. Personnel Management and Industrial Relations - Memoria C. B. & S V Gankar – Himalaya Publishing House - 2011

**REFERENCE BOOKS:**

3. Human Resource Management - VSP. Rao – Taxman Publications Pvt. .td.,- 2016
4. Human Resource Management - C. B. Guptha - Sultan Chand & Sons - 2017

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HoD

**Prepared by: Dr.S.Sumathi**

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	PO3	PO4
CO1	✓	✓		
CO2			✓	
CO3		✓		✓
CO4	✓	✓	✓	✓

**UNIT - I (Theory only)**

Finance Functions: Meaning – Definition-Goal of Financial Management 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 -Factoring.

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



CMS College of Science & Commerce (Autonomous)

Coimbatore - 49

DEPARTMENT OF MANAGEMENT

Batch: 2018-2021

Capital budgeting-meaning-Need and Importance of Capital Budgeting - preparation of various types capital budgeting – Pay Back Period – NPV – ARR – Excess Present Value Index – IRR. – Decision Making Problems (Simple Problems Only).

**(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

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HoD

**Prepared by: Dr.N.Geetha**

Subject Code:43C

INT: 25

EXT: 75

**SEMESTER IV  
CORPORATE 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	PO3	PO4
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 .

**UNIT II**

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 - 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 - Right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

### **UNIT - IV**

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

### **UNIT -V**

The information technology Act 2000 – E- Payments – Digital Signature – Electronic Governance – Electronic Records – Offences .

### **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
5. Business regulations - K.Venkatramana , Syed Yousuff

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HoD

**Prepared by: Ms.C.Sindhu**

Subject Code:43P

INT: 20

EXT: 55

**SEMESTER IV  
MS-OFFICE - PRACTICAL  
( 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	PO3	PO4
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

**TEXT BOOKS :**

1. Office 2010 Course – Satish Jain, Kratika & M. Geetha – BPB Publications – 2013

REFERENCE BOOKS:

1. Office 2016 - BPB Publications - BPB Publications – 2017

Dr.N.Geetha  
HoD

**Prepared by: Dr.S.Sumathi**

**Semester IV**  
**ADVERTISEMENT AND SALES PROMOTION**  
**(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	PO3	PO4
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 – Modern Printing and finishing techniques: C To Plate - Flex printing – screen printing – offset printing - Digital Printing – finishing techniques – 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- techniques of sales promotion – consumer and dealers promotion – Direct Marketing – Scope – Methods – Public Relations – Objectives – Methods.

**TEXTBOOKS**

1. George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, 7th edition, 2010
2. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education 7th Edition, 2007.
3. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003.

**REFERENCES**

1. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.
2. Julian Cummings, Sales Promotion, Kogan Page, London 1998.
3. E.Betch and Michael, Advertising and Promotion, McGraw Hill, 2003.
4. Jaishri Jefhwaney, Advertising Management, Oxford, 2008.

Dr. N.Geetha

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**Prepared by: Dr.Shygil Joy**

**Subject Code:**

**INT : 10**

**EXT: 40**

**SEMESTER IV  
INDIAN CONSTITUTION IN BUSINESS PERSPECTIVE  
(Common for BBA & BBA CA)**

**Objective:** To enable the students to learn about business, constitution and how the constitution will impact the business.

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

- About the business and constitution of India
- Relationship of society and Indian culture in business
- Role of elected representatives in India

**UNIT -I**

Business: Definition and Meaning – Indian Constitution: Definition and Meaning – Constitution History – Citizenship – Principles of State Policy – Current Scenario of Indian Constitution

**UNIT -II**

Business and Society – Relationship of business and society – Problems – Secularism in Business and Society – Urban Local Government: Introduction – Constitution of Municipalities, Municipal Corporations, other urban bodies.

**UNIT -III**

Influence of Indian Culture in Business – Indian Heritage in Production and consumption – FERA – FEMA – Anti Money Laundering – Approach to social integration in business

**UNIT -IV**

Election Commission: Duties and Powers, Importance – Council of Ministers: Chief Minister, Advocate General and Chief Secretary – Elected Officials (Mayor, MLA, MP, MLC) – Welfare schemes for SC/ST/OBC – Domestic Violence Act, 2005

**UNIT - V**

Structure of Indian Union – Centre and State relationship – Parliament's Power: Lok Sabha, Rajya Sabha – Role of President, Vice President, Prime Minister and Governor

**(Only Online Exam will be conducted for this paper)**

**REFERENCE BOOKS**

1. The Constitution of India – A R Khan – Access Publishing – 2014
2. The Constitution of India – P M Bakshi – Universal Law Publishing – 2014
3. The Indian Parliament – Devender Singh – Universal Law Publishing – 2016



**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. Lab our cost
3. Financial statement analysis
4. Budgeting,...

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2	PO3	PO4
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 - Preparation of cost sheet

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

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)

**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

Dr. N.Geetha

HoD

**Prepared by: Dr. N.Geetha**

**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	PO3	PO4
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. Insurance Principles and Practices - M.N.Mishra & S B Mishra – S. Chand & Co Ltd., – 2016
2. Principles and Practices of Insurance – Dr. P. Periasamy – Himalaya Publishing House – 2011

**TEXT BOOKS:**

3. Principles of Insurance - Anil Kumar Meena, P. K. Gupta - Himalaya Publishing House – 2010
4. Business Laws – N.D. Kapoor – Sultan Chand & Sons – 2014

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

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HoD

**Prepared by:Ms. S. Manoj Kumar**

**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	PO3	PO4
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 – Pilot study - 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 – Techniques of interpretation –oral presentation – Executive summary- Norms of using tables-charts & Diagrams.

**UNIT –V**

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

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

**TEXT BOOKS:**

1. Marketing Research - Dr.A.Mustafa – AITBS -2014
2. Marketing Research - Green Paul and Tall – Ebbw vale - 2012
3. Research Methodology - C.R. Kothari – New Age International - 2010
4. Statistical Methods - S.P. Gupta -Sultan Chand & Sons - 2011

**REFERENCE BOOKS:**

1. Donald R.Cooper & Pamelas. Schindler – Business Research Methods – Tata Mc Graw Hill, 2007
2. Anderson Etal – Assignment & thesis writing.
3. Research Methods in Business Management – Dr. R. Prabhu, T. Raju & V. Krishna Priya – Vijay Nichole Publications – 2017.

Dr. N.Geetha  
HoD

**Prepared by:**

**Dr.P.Rekha**

**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	PO3	PO4
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. Preparation of Trial Balance
6. Preparation of Final Accounts without adjustments
7. Preparation of Final Accounts with adjustments
8. Preparation of stock Groups, Items and Units of Measure.
9. Preparation of Inventory Reports
10. Preparation of Accounting Reports
11. Bank Reconciliation Statement
12. Ratio analysis
13. Preparation of Cash Flow & Fund Flow statement.

**TEXT BOOKS:**

1. Tally . ERP 9 – Ashok K. Nadhani – BPB Publications - 2018
2. TALLY – S.PALANIVEL Margham publication – 2014

**REFERENCE BOOKS:**

1. Financing accounting on computers using Tally –Namrata Agarwal – Dreamtech Press - 2012
2. Tally More Simple And Flexible – Nellai Kannan – Nels Publications – 2015

Dr. N.Geetha  
HoD

**Prepared by: Dr.N.Geetha**



**Subject Code:53D****INT: 20****EXT: 55**

**SEMESTER V**  
**BANKING THEORY AND PRACTICE**  
**(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	PO3	PO4
CO1	✓		✓	
CO2		✓		
CO3			✓	✓
CO4	✓	✓	✓	✓

**UNIT I**

Introduction to Banking – Meaning, Origin, Scope – Indian Banking System- Types of Banks- Role and functions of Banks – Banking Structure – Branch Banking, Unit Banking, Group Banking and Chain Banking.

**UNIT II**

RBI Act, 1934 – Role and Functions of RBI, Monetary Policy of RBI – Provisions of RBI Act 1935, Banking Regulation Act 1949 – Opening of new banks and branch licensing – Constitution of board of directors and their rights – Banks share holders and their rights – CRR / SLR concepts

**UNIT III**

Negotiable Instrument Act – Cheque – meaning, crossing of cheques, Payment and collection of Cheque – duties and responsibilities of paying and collecting Banker – protection available to paying and collecting banker under NI Act – endorsements – forged instruments – bouncing of cheques and their implications – Banker's lien – right of set off – garnishee order – Right of Appropriation.

#### **UNIT IV**

Opening of accounts for various types of customers – minors – joint account holders – HUF – firms – companies – trusts – societies – Govt. and public bodies – Importance of AML – Know your Customer(KYC) guidelines-Different Deposit Products – services rendered by Banks – Non fund based facilities.

#### **UNIT V**

Recent developments in the Indian Banking System – Retail Banking – Wholesale Banking – Universal Banking – Narrow Banking – Investment banking – Electronic Banking – Core Banking, E-Banking – New Products & Services -Factoring, Securitization, Bancassurance, Mutual Funds, Credit Cards, Home Loans, Personal Loans, Consumer Loans – Ancillary Services – Remittances, Safe Deposit lockers etc.

#### **TEXT BOOK**

1. Banking Theory and Practice - Shekhar K.C. and Lekshmy Shekhar -Vikas - 2013.
2. Banking Theory and Practice –PK. Srivastava – Himalaya Publishing House – 2010.
3. Banking Theory and Practice – BS. Raman – United Publisher - 2012

#### **REFERENCE BOOK**

1. Money, “Banking and Finance “3rd Edition by N.K. Sinha, BSC Publishing House, 2012 2. “Basics of Banking”, Know your Banking – I by IIBF
2. Banking Theory Law and Practice – J. Priyadharshini – Charulatha – 2014.

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**Prepared by: Dr.N.Geetha**

**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	PO3	PO4
CO1	✓		✓	
CO2	✓	✓		
CO3	✓		✓	✓
CO4		✓	✓	

- ✓ Reasoning
- ✓ Aptitude - I
- ✓ Essay writing and E-Mail Writing
- ✓ Role playing
- ✓ Team Work
- ✓ Communication skills.
- ✓ Time Management
- ✓ Problem Solving
- ✓ Self Management
- ✓ Motivation

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**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	PO3	PO4
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**

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

**REFERENCE BOOKS**

1. Smart growth for entrepreneurial businesses-Edward D.Hess
2. Entrepreneurial development - K.Ramachandran

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**Prepared by: Ms.C.Sindhu**

**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	PO3	PO4
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- Risk & Performance Measurement-Risk – Adjustment Performance Measures - Performance measurement with changing portfolios- Valuation of securities - valuation of bonds-valuation of 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.

#### **TEXT BOOK :**

1. **Fundamental of Investment Management – V.K. Bhalla – S. Chand – 2012**
2. Investment Management - Preethi Singh – Himalaya Publisher - 2010
3. Investment Management - Bhalla G.S. – S.Chand - 2011

#### **REFERENCE BOOKS:**

1. Investment Management - Francis - LLC “Consulting Publishing Company -2004
2. Stock Market Analysis - Dr.Avadhani - Himalaya**Publishing** House -2011
3. Security Analysis and portfolio management - Kevin - Prentice Hall India Learning Private Limited  
-2006.

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**Prepared by:**

**Dr.P.Rekha**

**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	PO3	PO4
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 – export 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.

**Reference Books:**

1. Export Management – TAS Balagopal – Himalaya – 2014
2. International Trade and Export Management – Francis Cherunilam – Himalaya Publishing House – 2018

**Text Books:**

3. Foreign Trade and Foreign Exchange – O P Agarwal & B K Chaudhuri - Himalaya Publishing House - 2015
4. Export Marketing - Khushpat S. Jain, Kanchan Shridhar Fulmali, N. K. Jha, Prashant H. Bhagat, Apexa V. Jain - Himalaya Publishing House – 2014

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**Prepared by: Mr.S.Manoj Kumar**

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	PO3	PO4
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 - Customer retention, Behaviour prediction – CRM strategy – importance of customer divisibility in CRM

**UNIT – III**

Sales Force Automation – contact management - CRM link in E- Business – E commerce and customer relationship on the internet– 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

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**Prepared by: Dr.Shygil Joy**

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 help the students to get thorough knowledge about the industry
2. To inculcate in students a spirit of inquiry and research
3. To develop analytic skills through a comparative study.
4. To help the students to develop their problem solving skills.

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**

	PO1	PO2	PO3	PO4
CO1	✓	✓	✓	✓
CO2	✓	✓	✓	✓
CO3		✓	✓	✓
CO4	✓	✓		✓

**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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**Prepared by: Dr.N.Geetha**

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	PO3	PO4
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- latest techniques in modern office –intranet and internet-voice mail-video conferencing-teleconferencing-smart boards.

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

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

**Unit –V Office Personnel Relations**

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

**TEXT BOOKS**

1. OFFICE MANAGEMENT –S. CHAND KINDLE EDITION
2. OFFICE MANAGEMENT –V.BALACHANDRAN , TATA McGraw- Hill Educatin, 2009

**Reference Books:**

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

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**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. Impart generic skills and personal attributes (i.e)
2. Focus on Stress management
3. To develop leadership qualities
4. Presentation skills

**MAPPING WITH PROGRAM OUTCOMES**

	PO1	PO2	PO3	PO4
CO1	✓	✓	✓	✓
CO2		✓		
CO3			✓	
CO4	✓			✓

- ✓ **Group discussion**
- ✓ **Relationship Management**
- ✓ **Leadership skills.**
- ✓ **Essay writing and E-Mail writing**
- ✓ **Stress Management.**
- ✓ **Interview Techniques**
- ✓ **Presentation Skills**
- ✓ **Positive attitudes**
- ✓ **Aptitude - II**

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