

# **St. PETER'S UNIVERSITY**

St. Peter's Institute of Higher Education and Research  
(Declared under section 3 of UGC Act 1956)  
Avadi, Chennai – 600 054.



**BBA (BACHELOR OF BUSINESS ADMINISTRATION)**

**DEGREE PROGRAMME**

(I to VI SEMESTERS)

**REGULATIONS AND SYLLABI**

**REGULATIONS – 2016**

**(Effective from the Academic Year 2016-'17)**

# BBA DEGREE PROGRAMME

Regulations – 2016

(Effective from the Academic Year 2016-'2017)

## 1. Eligibility:

Candidates who have passed Higher Secondary Examinations conducted by the Government of Tamil Nadu or an Examinations accepted by the University as equivalent thereto are eligible for admission to three year BBA Degree Programme.

## 2. Duration:

Three years comprising 6 Semesters. Each semester has a minimum of 90 working days with a minimum of 5 hours a day.

## 3. Medium:

English is the medium of instruction and examinations except for the language subjects.

## 4. Eligibility for the Award of Degree:

A candidate shall be eligible for the award of degree only if he/she has undergone the prescribed course of study in the University for a period of not less than three academic years (6 semesters), passed the examinations of all the six semesters prescribed carrying 140 credits and also fulfilled such conditions as have been prescribed thereof.

## 5. Choice Based Credit System:

Choice Based Credit System is followed with one credit equivalent to one hour for theory paper and two hours for a practical work per week in a cycle of 18 weeks (that is, one credit is equal to 18 hours for each theory paper and one credit is equal to 36 hours for a practical work in a semester in the Time Table. The total credit for the BBA. Degree Programme (6 semesters) is 140 credits.

## 6. Weightage for a Continuous and End Assessment:

The weightage for Continuous Assessment (CA) and End Assessment (EA) is 25:75 unless the ratio is specifically mentioned in the Scheme of Examinations. The question paper is set for a minimum of 100 marks.

## 7. Course of Study and Scheme of Examinations:

### I Semester

Code No.	Course Title	Credits	Marks			
			CA	EA	Total	
116UTMT01 / UTET01 / UHIT01	<b>Part I</b> : Language -I (Tamil / Telugu / Hindi)	3	25	75	100	
116UEHT02	<b>Part II</b> : English -I	3	25	75	100	
116UBBT03	<b>Part III Core Sub:</b>	Financial Accounting	5	25	75	100
116UBBT04		Principles of Management	4	25	75	100
116UBBT05	<b>Allied I:</b> Managerial Economics	4	25	75	100	
116UBBT06	<b>Non Major Elective :</b>	2	25	75	100	
<b>116UCCP01</b>	Soft Skills (Common to all UG Branches)	2	50	50	100	
<b>Total</b>		<b>23</b>	<b>200</b>	<b>500</b>	<b>700</b>	

## I Semester

### Non Major Elective:

1. Basics of Computer
2. Basics of Retail Marketing
3. An Overview of ISO
4. Basics of Health Care Management.

## II Semester

Code No.	Course Title	Credits	Marks		
			CA	EA	Total
216UTMT01 / UTET01 / UHIT01	<b>Part I:</b> Language -II (Tamil / Telugu / Hindi)	3	25	75	100
216UEHT02	<b>Part II:</b> English -II	3	25	75	100
216UBBT03	<b>Part III Core Sub:</b> Business Communication	4	25	75	100
216UBBT04		Management Accounting	5	25	75
216UBBT05	<b>Allied II:</b> International Trade	4	25	75	100
216UBBT06	<b>Non Major Elective :</b>	2	25	75	100
<b>216UCCP02</b>	Soft Skills (Common to all UG Branches)	2	50	50	100
<b>Total</b>		<b>23</b>	<b>200</b>	<b>500</b>	<b>700</b>

## II Semester

### Non Major Elective:

1. Consumer Protection and Consumer Rights
2. Basics of Business Insurance
3. Fundamentals of Disaster Management
4. Concept of Self Help Group

## III Semester

Code No.	Course Title	Credits	Marks			
			CA	EA	Total	
316UBBT01	<b>Core Sub:</b>	Financial Management	4	25	75	100
316UBBT02		Organisational Behaviour	4	25	75	100
316UBBT03		Computer Application in Business	4	25	75	100
316UBBT04		Marketing Management	4	25	75	100
316UBBT05	<b>Allied III:</b> Business Mathematics and Statistics	4	25	75	100	
<b>316UCCP03</b>	Soft Skills (Common to all UG Branches)	3	50	50	100	
<b>Total</b>		<b>23</b>	<b>175</b>	<b>425</b>	<b>600</b>	

## IV Semester

Code No.	Course Title	Credits	Marks			
			CA	EA	Total	
416UBBT01	<b>Core Sub:</b>	Human Resource Management	4	25	75	100
416UBBT02		Business Regulatory Frame Work	4	25	75	100
416UBBT03		Financial Services	4	25	75	100
416UBBT04		Management Information System	4	25	75	100
416UBBT05	<b>Allied IV:</b> Operations Research	4	25	75	100	
<b>416UEST01</b>	PART IV: Environmental Studies (Common to all UG Branches)	2	25	75	100	
<b>416UCCP04</b>	Soft Skills (Common to all UG Branches)	3	50	50	100	
<b>Total</b>		<b>25</b>	<b>200</b>	<b>500</b>	<b>700</b>	

## V Semester

Code No.	Course Title	Credits	Marks			
			CA	EA	Total	
516UBBT01	<b>Core Sub:</b>	Advertising Management and Sales Promotion	4	25	75	100
516UBBT02		Research Methodology	4	25	75	100
516UBBT03		Operation Management	4	25	75	100
516UBBT04		Material Management	4	25	75	100
516UBBT05	<b>Elective I:</b>	1. Entrepreneurial Development (OR) 2. Logistics Management	5	25	75	100
<b>516UVET01</b>	Value Education (Common to all UG Branches)		2	25	75	100
<b>Total</b>			<b>23</b>	<b>150</b>	<b>450</b>	<b>600</b>

## VI Semester

Code No.	Course Title	Credits	Marks			
			CA	EA	Total	
616UBBT01	<b>Core Sub:</b>	Business Environment	4	25	75	100
616UBBT02		Services Marketing	4	25	75	100
616UBBT03		Business Taxation	4	25	75	100
616UBBT04	<b>Elective II:</b>	1. Customer Relationship Management (OR) 2. E-Business	5	25	75	100
616UBBP01	Project Work (Group)		5	20	80	100
<b>616UEAT01</b>	<b>Part IV :</b> Extension Activity (Common to all UG Branches)		1	-	-	-
<b>Total</b>			<b>23</b>	<b>120</b>	<b>380</b>	<b>500</b>

**8. Passing Requirements:** The minimum pass mark (raw score) be 40% in End Assessment (EA) and 40% in Continuous Assessment (CA) and End Assessment (EA) put together. No minimum mark (raw score) in Continuous Assessment (CA) is prescribed unless it is specifically mentioned in the Scheme of Examinations.

### 9. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

#### **PART – I TAMIL/OTHER LANGUAGES:**

TAMIL/OTHER LANGUAGES OTIHER THAN ENGLISH: Successful candidates passing the examinations for the Language and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

#### **PART – II ENGLISH:**

ENGLISH: Successful candidates passing the examinations for English and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

#### **PART - III CORE SUBJECTS, ALLIED SUBJECTS, AND PROJECT/ELECTIVES :**

Successful candidates passing the examinations for Part-III Courses together and securing the marks (i),60 percent and above (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Part-III Courses together shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examinations in the THIRD Class. .

**PART-IV:** Passing requirement as given in para 8 is applicable for Environmental Studies (EVS) and Value Education but there is no classification of successful candidates. Extension Activity is rated as satisfactory by the Head of the Department as requirement for the award of degree.

**10. Grading System:** Grading System on a 10 Point Scale is followed with 1 mark = 0.1 Grade point to successful candidates as given below.

**CONVERSION TABLE**  
(1 mark = 0.1 Grade Point on a 10 Point Scale)

<b>Range of Marks</b>	<b>Grade Point</b>	<b>Letter Grade</b>	<b>Classification</b>
90 to 100	9.0 to 10.0	O	First Class
80 to 89	8.0 to 8.9	A	First Class
70 to 79	7.0 to 7.9	B	First Class
60 to 69	6.0 to 6.9	C	First Class
50 to 59	5.0 to 5.9	D	Second Class
40 to 49	4.0 to 4.9	E	Third Class
0 to 39	0 to 3.9	<b>F</b>	<b>Reappearance</b>

**Procedure for Calculation**

Cumulative Grade Point Average (CGPA)	=	$\frac{\text{Sum of Weighted Grade Points}}{\text{Total Credits}}$
	=	$\frac{\sum (CA+EA) C}{\sum C}$
Where Weighted Grade Points in each Course	=	Grade Points (CA+EA) multiplied by Credits
	=	(CA+EA)C
Weighted Cumulative Percentage of Marks(WCPM)	=	CGPAx10

C- Credit,

CA-Continuous Assessment,

EA- End Assessment

**11. Effective Period of Operation for the Arrear Candidates :** Two Year grace period is provided for the candidates to complete the arrear examination, if any.

**Registrar**

**12. Syllabus**

## I Semester

### 116UTMT01 – Tamil - I

### 116UHIT01 –HINDI - I

#### PART – I PAPER – I - PROSE, FUNCTIONAL HINDI & LETTER WRITING

#### I . PROSE (Detailed Study): HINDI GADHYA MALA

Ed. by Dr. Syed Rahamathulla  
Poornima Prakashan  
4/7 Begum III Street  
Royapettah,  
Chennai – 14.

#### LESSONS PRESCRIBED :

1. Sabhyata ka Rahasya
2. Mitrata
3. Yuvavon sen
4. Paramanu Oorja evam Khadya Padarth Sanrakshan
5. Yougyata aur Vyavasay ka Chunav.

#### II. FUNCTIONAL HINDI & LETTER WRITING

Students are expected to know the office and Business Procedures, Administrative and Business Correspondence.

1. General Correspondence:
  1. Personal Applications
  2. Leave Letters
  3. Letter to the Editor
  4. Opening an A/C
  5. Application for Withdrawl
  6. Transfer of an A/C
  7. Missing of Pass Book / Cheque Leaf
  8. Complaints
  9. Ordering for Books
  10. Enquiry

#### III. OFFICIAL CORRESPONDENCE:

1. Government Order
2. Demi Official Letter
3. Circular
4. Memo
5. Official Memo
6. Notification
7. Resolution
8. Notice

#### BOOKS FOR REFERENCE :

1. Karyalayeen Tippaniya : Kendriya Hindi Sansthan, Agra
2. Prayojan Moolak Hindi : Dr. Syed Rahamathulla  
Poornima Prakashan  
4/7, Begum III Street  
Royapettah, Chennai – 14.

#### UNITISED SYLLABUS

#### UNIT – I

1. Sabhyata ka Rahasya
2. Personal Applications
3. Leave Letters
4. Government Order
5. Administrative Terminology Hindi to English ( 25 Words )

**UNIT - II**

1. Mitrata
2. Letter to the Editor
3. Opening an A/C
4. Demi Official Letter
5. Administrative Terminology English to Hindi ( 25 Words )

**UNIT-III**

1. Yuvavon Se
2. Application for Withdrawal
3. Circular
4. Memo
5. Administrative Terminology Hindi to English ( 25 Words )

**UNIT-IV**

1. Paramanu Oorja evam Khadya Padarth Sanrakshan
2. Transfer of an A/C
3. Missing of Pass Book / Cheque Leaf
4. Official Memo
5. Administrative Terminology English to Hindi ( 25 Words )

**UNIT-V**

1. Yougyata aur Vyavasay ka Chunav
2. Complaints
3. Ordering for Books
4. Notification
5. Official Noting Hindi to English ( 25 words )

**UNIT-VI**

1. Enquiry
2. Resolution
3. Notice
4. Official Noting English to Hindi ( 25 words )

## 116UEHT02 – ENGLISH -I

### Unit - I Preparatory Lessons

1. Competition Matters - *Suzanne Sievert*
2. A Personal Crisis May Change History - *Dr. A.P.J. Abdul Kalam*
3. Why Preserve Biodiversity - *Prof. D.Balasubramanian*
4. A Call to Action - *Adapted from Hillary Rodham Clinton's address.....*

### Unit - II Prose

1. My Greatest Olympic Prize - *Jesse Owens*
2. If You are Wrong Admit it - *Dale Carnegie*
3. Monday Morning - *Mark Twain*
4. The Unexpected - *Robert Lynd*

### Unit - III Poetry

1. Pulley or Gift of God - *George Herbert*
2. La Belle Dame Sans Merci - *John Keats*
3. The Night of the Scorpion - *Night of the Scorpion*
4. The Death of a Bird - *A.D. Hope*

### Unit - IV Short Story

1. Mrs. Packletide's Tiger - *Saki*
2. A Snake in the Grass - *R.K. Narayan*
3. Three Questions - *Leo Tolstoy*
4. The Gift of the Magi - *O. Henry*

### Unit - V Grammar

Tense, Aspect, Auxiliaries (Primary and Modal), Negatives, Interrogatives (Yes or No, Wh Questions) Tag questions, completing the sentences, Common errors, Synonym, Antonym, Word class, Use in sentences of words. (Refer to the Grammar exercises in the Text Book) and **Part I** from **Spring Board** by Orient Black Swan Pvt. Ltd Rs. 95/-

### Part -I

Sound Right

Introduction to the Sounds of the English Language, Word Stress, Strong and Weak Forms, Sentences Stress and Intonation, Voice Modulation.



## **116UBBT03 - FINANCIAL ACCOUNTING**

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

Partnership Accounts-Final accounts of partnership firms 2 – Basic concepts of admission, retirement and death of a partner including treatment of goodwill - rearrangement of capitals. (Simple problems on Partnership Accounts).

### **UNIT IV**

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

### **UNIT V**

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

### **Recommended Texts**

1. R.L.Gupta & V.K.Gupta, Advanced Accounting – Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting – Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting - Margham Publications –Chennai-17.
4. Shukla & Grewal, Advanced Accounting – S Chand - New Delhi.
5. Nirmal Gupta, Financial Accounting-Ane Books India – New Delhi.
6. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers – New Delhi. 3

## **116UBBT04 - PRINCIPLES OF MANAGEMENT**

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation- Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility.

### **UNIT VI**

Recruitment – Sources, Selection, Training – Direction – Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

### **UNIT V**

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

### **Recommended Texts**

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

**116UBBT05 – MANAGERIAL ECONOMICS**

## **Non Major Elective For I Semester**

### **116UBBT06**

#### **1. BASICS OF COMPUTER**

##### **INTRODUCTION - UNIT - I**

1. Introduction to computers
2. Input Devices
3. Output Devices
4. Operating System

##### **MS WORD – UNIT - II**

5. Text Manipulations
6. Usage of Numbering, Bullets, Footer and Headers
7. Usage of Spell check, Find & Replace
8. Text Formatting
9. Picture insertion and alignment
10. Creation of documents, using templates
11. Creation templates
12. Mail Merge Concepts
13. Copying Text & Pictures from Excel

##### **MS-EXCEL - UNIT – III**

14. Cell Editing
15. Usage of Formulae and Built-in Functions
16. File Manipulations
17. Data Sorting (both number and alphabets)
18. worksheet Preparation
19. Drawing Graphs
20. Usage of Auto Formatting

##### **MS-POWER POINT – UNIT – IV**

21. Inserting Clip arts and Pictures
22. Frame movements of the above
23. Insertion of new slides
24. Preparation of Organization Charts
25. Presentation using Wizards
26. Usage of design templates

##### **INTERNET – UNIT – V**

27. Introduction to Internet
28. WWW
29. E-Mail

##### **REFERENCE BOOKS :**

1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Microsoft Office in Easy steps, Stephen Copestake, Comdex Computer Publishing
3. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, BPB Publication.

## **2.BASICS OF RETAIL MARKETING**

### **UNIT – I**

Retailing – Definition – Retail Marketing – Growth of organized retailing in India – Importance of retailing

### **UNIT – II**

Functions of Retailing – characteristics of Retailing – Types of Retailing – store retailing – Non-store retailing

### **UNIT – III**

Retail location factors – Branding in retailing – private labeling – Franchising concept.

### **UNIT – IV**

Communication tools used in Retailing – Sales promotion, e-tailing- window display

### **UNIT - V**

Supply chain management – definition – importance – Role of information Technology in retailing.

### **Reference Books:**

1. Modern Retail Management – J.N.Jain & P.P.Singh Regal Publications , New delhi
2. Retail Management – Suja Nair, Himalaya Publishing house.

### **3. AN OVERVIEW OF ISO**

#### **UNIT-I**

An Introduction to ISO 9000, 9001,9002,9003. The Quality systems to be certified- Meaning of ISO- Benefits of ISO 9001- Certification- General Scheme of ISO 9001.

#### **UNIT-II**

QMS (Quality Management Systems).Meaning- Principles of ISO 9001-2000- Preparing a specimen QMS – future of ISO? – QMS Documentation- QMS Process & Measurement.

#### **UNIT-III**

ISO 9001-2000 Requirements- Explanation of main clauses – Time Line and cost Implication of Implementing.

#### **UNIT-IV**

ISO 9001-2000 and QIS- Comparison of ISO 901 and the capability Maturity Model for software. Certification bodies operating Multinationals.

#### **UNIT-V**

ISO and how to hire an ISO 9000 Consultant- What is Internal Quality Auditing.

#### **REFERENCE BOOKS**

1. guide to ISO 9001-2000.  
A.K.Chakraborty  
P.K.Basu  
S.C.Chakravarthy

PUBLICATIONS: Asian Books Pvt. Ltd.

## **4. BASICS OF HEALTH CARE MANAGEMENT**

### **UNIT – I PERSONAL (SELF) HEALTH CARE**

Personal Hygiene – Personal Diet pattern – Self health maintenance by yoga and other spiritual practice – Drills

### **UNIT – II FAMILY HEALTH CARE**

Family hygiene – group health care by vaccination – propitiation and prevention – Sanitation and diet patterns

### **UNIT - III COMMUNAL HEALTH CARE**

Mass – Hygiene (Social Hygiene) – Environmental Hygiene - Communal health care centres – Hospitals – Statistical bodies - Government and Non government organizations (NGO) for propagation of nutritious diet patterns - maintained by voluntary health organizations and government schemes.

### **UNIT – IV HEALTH AWARENESS**

Health awareness programme organized by governmental and non governmental agencies. Communal amenity programme.

### **UNIT – V HEALTH DISASTER MANAGEMENT**

First Aid – Disaster management techniques like epidemic eruption control, management and eradication.

### **Books for reference :**

Text books on

1. Social and preventive Medicine, K. Park, Brimnot publishers

## **116UCCP01 – SOFT SKILLS (COMMON TO ALL UG BRANCHES)**

### **Semester-I-. Essentials of Language and Communication – Level I**

#### **Unit I**

Recap of Language Skills – Speech, Grammar, Vocabulary, Phrase, clause, sentence, Punctuation.

#### **Unit II**

Fluency building

What is fluency – Why is fluency important – Types of fluency – Oral fluency – Reading fluency – Writing fluency – Barriers of fluency – How to develop fluency.

#### **Unit III**

Principles of communication: LSRW in communication.

What is meant by LSRW Skills – Why it is important – How it is useful – How to develop the skills?

Oral – Speaking words, articulation, speaking clearly.

Written communication – Generating ideas/ gathering data organizing ideas, Setting goals, Note taking, Outlining, Drafting, Revising, Editing and Proof reading.

Non verbal communication – Body language, Signs and symbols, Territory/Zone, Object language.

#### **Recommended Texts:**

1. Hewing, Martin. 1999. Advanced English Grammar: A Self-study Reference and practice Book for South Asian Students. Reprint 2003. Cambridge University Press. New Delhi.
2. Lewis, Norman. 1991. Word Power Made Easy. Pocket Books.
3. Hall and Shepherd. The Anti-Grammar Book: Discovery Activities for Grammar Teaching Longman.
4. Powell. In Company. MacMillan.
5. Cotton, et al. Market Lader. Longman.



**II Semester**

**216UTMT01 – Language – II (Tamil / Hindi )**

**PART-II TAMIL**

## 216UHIT01 - HINDI - II

### **PART – I PAPER – II – ONE ACT PLAY, SHORT STORY & TRANSLATION**

#### **I . ONE ACT PLAY (Detailed Study): AATH EKANKI Edited By:**

Devendra Raj Ankur, Mahesh Aanand

Vani prakashan

4695, 21-A Dariyagunj,

New Delhi – 110 002

#### **LESSONS PRESCRIBED :**

1. Aurangzeb ki Aakhari Raat
2. Laksmi Ka Swagat
3. Basant Ritu ka Naatak
4. Bahut Bada Sawal

#### **II. SHORT STORIES (Non- Detailed Study): SWARNA MANJARI Edited by:**

Dr. Chitti. Annapurna

Rajeswari Publications

21/3, Mothilal Street, (Opp. Ranganathan Street),

T. Nagar, Chennai – 600 017.

#### **LESSONS PRESCRIBED :**

1. Mukthidhan
2. Mithayeewala
3. Seb aur Dev
4. Vivah ki Teen Kathayen

#### **III. TRANSLATION PRACTICE : (English to Hindi)**

##### **BOOKS FOR REFERENCE :**

1. Prayojan Moolak Hindi : Dr. Syed Rahamathulla

Poornima Prakashan

4/7, Begum III Street

Royapettah, Chennai – 14.

2. Anuvad Abhyas Part III Dakshin Bharat Hindi Prachar Sabha

T. Nagar, Chennai -17.

#### **UNITISED SYLLABUS**

##### **UNIT – I**

1. Auranzeb ki Aakhiri Raat
2. Mukthidhan
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

##### **UNIT – II**

1. Laksmi ka Swagat
2. Mithayeewala
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

##### **UNIT-III**

1. Basant Ritu ka Natak
2. Seb Aur Dev
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

##### **UNIT-IV**

1. Bahut Bada Sawal
2. Vivah ki Teen Kathayen
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

##### **UNIT-V**

1. Translation Practice. (English to Hindi)

## 216UEHT02 – ENGLISH - II

Text - **Panorama** *English for Communication* by Emerald Publishers Rs.89/-

### Unit - I Prose

1. The Refugee - *K.A. Abbas*
2. The Lion and The Lamb - *Leonard Clark*
3. The Lady or the Tiger? - *Frank R. Stockton*
4. The Sky is the limit - *Kalpana Chawla*

### Unit - II Poems

1. The Solitary Reaper - *William Wordsworth*
2. Gift - *Alice Walker*
3. O What is that Sound - *W. H. Auden*
4. Ode to the West Wind - *P.B. Shelly*

### Unit - III Short Stories

1. The Fortune-Teller - *Karel Capek*
2. The Postmaster - *Rabindranath Tagore*
3. The Model Millionaire - *Oscar Wilde*
4. The Dying Detective - *Arthur Canon Doyle*

### Unit - IV One-Act Plays

1. The Death Trap - *Saki* (H.H. Munro)
2. The Dear Departed: A Comedy in ONE-ACT- *Stanley Houghton*
3. The Sherif's Kitchen - *Ronald Gow*
4. The Anniversary - *Anton Chekkov*

### Unit - V Communicative Grammar

Refer to the Text **Panorama** and **Part III** from **Spring Board** by Orient Black Swan Pvt. Ltd

### Watch Your English

Grammar, Framing Questions, Common Errors, More Grammar, Word Building: Prefixes and Suffixes.

**216UBBT03 – BUSINESS COMMUNICATION**

## **216UBBT04 - MANAGEMENT ACCOUNTING**

### **UNIT I**

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

### **UNIT II**

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools. methods – Comparative Statements, Common Size statement and Trend analysis.

### **UNIT III**

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios-Liquidity, Profitability, turnover, capital structure and Leverage.

### **UNIT IV**

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

### **UNIT V**

Investment decisions; brief introduction of cost of capital; methods of capital budgeting; Average Rate of Returns (ARR), Pay Back Period (PBP), Net present Value (NPV) and Internal Rate of returns (IRR), capital rationing (simple problems on capital budgeting methods).

### **Recommended Texts**

1. SN Maheswari, Management Accounting - Sultan Chand & Sons.
2. Jhamb, Fundamentals of Management Accounting – Ane Books India - New Delhi.
3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.
4. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Maegham Publication.

**216UBBT05 - Allied – II International Trade**

**NON MAJOR ELECTIVE For II Semester**

**216UBBT06**

**1. CONSUMER PROTECTION AND CONSUMER RIGHTS**

**UNIT - I**

Introduction of consumer protection act 1986 - other amendments - salient features

**UNIT - II**

Definitions of the terms - : consumer - appropriate laboratory - complainant - consumer dispute - complaint - restrictive trade practice.

**UNIT - III**

The various consumer rights: - right to safety, Right to information, Right to choose, - right to be heard - Right against exploitation - Right to consumer education

**UNIT - IV**

Consumer protection councils: - Central - State.

**UNIT - V**

Consumer disputes redressal agencies: - Direct forum - state commission - national commission

**REFERENCE BOOKS:**

1. LECTURES ON TORTS AND CONSUMER PROTECTION LAWS BY DR. REGA SURYA RAO -- ASIA LAW HOUSE. HYDRABAD.
2. CONSUMER PROTECTION LAWS -- BY PROF. RAKESH KHANNA -- CENTRAL LAW AGENCY.

## **2. BASICS OF BUSINESS INSURANCE**

### **Unit – I**

Introduction to Insurance – Type of Insurance – Principles of Insurance.

### **Unit – II**

Salient features of IRDA Act – Administration of IRDA Act – Regulatory measures of IRDA

### **Unit – III**

Life insurance products – Term, Whole life, Endowment.

### **Unit – IV**

Introduction to general Insurance – fire, marine and motor insurance.

### **Unit – V**

Government and insurance companies – LIC India- private players in Insurance in India.

### **Text Books Recommended:**

Dr.N.Premavathy – Elements of Insurance, Sri Vishnu Publications, Chennai. Dr.A.Murthy – Elements of Insurance, Margham Publications, Chennai  
M.N.Mishra – Insurance, Principles and practice, S.Chand & Co. Ltd., New Delhi

### **References**

Nalini Prava Tripathy, Prabir Paal – Insurance Theory & Practice, Prentice Hall of India  
Anand Ganguly – Insurance Management, New Age International Publishers.



### **3. FUNDAMENTALS OF DISASTER MANAGEMENT**

#### **Objectives**

1. To develop an understanding of the process of Disaster Management.
2. To understand the mitigation programmes of Disaster Management.
3. To develop an understanding of the Disaster Management poling and legislation.

#### **UNIT I**

Meaning, definition, basic aspects and types of disasters.

#### **UNIT II**

Stages IN Disaster - Pre, during and post disaster.

#### **UNIT III**

Disaster Mitigation – guiding principles of Mitigation. Formulation and implementation of Mitigation programmes.

#### **UNIT IV**

Disaster training – Utilisation of resources, training and public awareness.

#### **UNIT V**

Disaster Management policy and legislation; Disaster Management – Strategy in India.

#### **Books for Reference**

1. "Disaster Management" , I sundar, T. Sezhiyan 1<sup>st</sup> Edition, Sarup and Sons, New Delhi, 2007.
2. "Disaster Management" , A Disaster Manager's Hand boob; Carter.W, ASTAN Development Bank, Manila.
3. Natural Disaster Management, Destruction, Safety and Pre cautions, S. Prasad, Mangalam publishers and Distributors, New Delhi – 2007.
4. Challenge and Response; K.D.Gangrade, S.Dhadde, Delhi, Rachna publications, 1973.

## 4. CONCEPT OF SELF HELP GROUPS

### Objectives of the course

1. To develop an understanding of the basic concepts of SHGS.
2. To enable the students Understand the operative mechanisms of SHGS
3. To Help the students to know about the various activities undertaken by SHGS
4. To help the students to understand the concept of women empowerment through SHGS
5. To develop an understanding of the role of govt. & NGO's for the development of SHGS.

### UNIT - I

Meaning, Concept and Functions of SHGS

### UNIT - II

Women empowerment through SHGS

### UNIT - III

Micro finance through SHGS

### UNIT - IV

Social Development through SHGS

### UNIT -V

Role of Govt. and NGO's in fostering SHGS

### Bibliography

1. "Clinical approach to promotion of entrepreneurship" ED.Setty, Anmol publications Pvt., Ltd, New Delhi 2004.
2. "India economic Empowerment of Women", V.S. Ganesamurthy, New Century publications, New Delhi, 1<sup>st</sup> published – May 2007.
3. "Readings in Microfinance", N. Lalitha Dominant publishers and Distributors, New Delhi, 1<sup>st</sup> Edition 2008.
4. "Rural Credit and Self Help Groups, Micro finance needs & concepts in India", K.G.Karmakar, Sage publications, New Delhi, 1999.
5. "Rural empowerment through, SHGS, NGO's & PRI's S.B.Verma, Y.T. Pavar, Deep & Deep publications, New Delhi 2005.
6. "Women's Own; the Self help movement of Tamil Nadu". C.K. Gariyali, S.K. Vettivel, Vetri publishers, New Delhi, 2003.

### Journals

1. Yoja na, A Development Monthly, Chief Editor Anurag Misra, Published by Ministry of information and Broad casting.
2. Kurukshetra, A Journal on Rural Development, Montly Journal, Editors; Kapil kumar, Lalitha Khurane published by Ministry of Rural Development.

## **216UCCP02 –SOFT SKILLS (COMMON TO ALL BRANCHES)**

### **Semester-II- Essentials of Language and Communication – Level – II**

#### **Unit-I**

Speaking Skills

Formal and Informal Conversation – Conversation in the work place – Interviews – Public Speech – Lectures.

#### **Unit – II**

Listening Skill

Comprehending – Retaining – Responding – Tactics – Barriers to Listening – Overcoming listening barriers – Misconception about listening.

#### **Unit – III**

Reading Skill

Acquiring reading – Reading Development – methods teaching – Reading difficulties.

#### **Unit – IV**

Writing skill

Note-making – CV's – Report writing, copy writing, Agenda – Minutes – Circular – Essay writing on any current issues – paragraph – Essay writing, Writing Research papers – Dissertation.

#### **Unit- V**

Business Correspondence

Meaning of Business correspondence – Importance of Business Correspondence essential qualities of a business letters. Different types of business letters – cover letter, thank you letters, message through email and Fax, Acceptance letters, rejection letters, and withdrawal letters.

#### **Recommended Texts:**

1. Minippally, Methukutty. M. 2001. Business Communication Strategies. 11<sup>th</sup> Reprint. Tata McGraw – Hill. New Delhi.
2. SasiKumar. V and P.V. Dharmija. 1993. Spoken English: A Self-Learning Guide Conversation Practice. 34<sup>th</sup> reprint. Tata McGraw – Hill. New Delhi.
3. Swets, Paul. W. 1983. The Art of Talking So That People Will Listen: Getting
4. Through to Family, Friends and Business Associates. Prentice Hall Press. New York.
5. John, Seely The Oxford guide to writing and speaking. Oxford U P, 1998, Delhi.
6. The Process of Writing: Planning and Research, Writing, Drafting and Revising.

**III Semester**

**316UBBT01 – FINANCIAL MANAGEMENT**







**Allied III**

**316UBBT05 – BUSINESS MATHEMATICS AND STATISTICS**



## 316UCCP03 – SOFT SKILLS (COMMON TO ALL UG BRANCHES)

### Semester- III- COMPUTING SKILLS – LEVEL - I

#### Objective:

The major objective in introducing the course is to impart hands on training to students in Microsoft Office essentials like MS Word, MS Excel and MS Access. The course is basic course offered at two levels exclusively meant for students who have no computer knowledge. Course is designed as a practical oriented course and not for chalk and board teaching.

**Pre- requisite :** NIL

**Unit 1 :** Introduction to computers – classification of computers; Computers inside – Hardware (processing, memory i/o, storage etc), Software ( Systems, application); Operating Systems – DOS, LINUX, UNIX, Windows ; Programming – Overview, need and skills; Networking Basics; Virus; Hacking

**Unit 2 :** Word processing - Operating of word documents like open, close, save, print ; Editing Text – tools, formatting , bullets, layout ; Navigating word – Keyword, mouse, document formatting ; paragraph alignment - indentation, headers, footers, numbering; printing – preview, options

**Unit 3 :** File Management – Importance of file management, backing of files, files and folders- editing, deleting, retrieving, renaming, subfolders; Manipulating windows – minimize, maximize; power point basics- terminology- templates, viewing

**Unit 4 :** Spreadsheets – MS Excel – opening, entering text and data, formatting, navigating; Formulas- entering, handling and copying; charts- creating, formatting and printing, header and footer, centering of data; printing

**Unit 5 :** Networking - Internet explorer; www – working, browsing, searching, saving; bookmark – features, favorite, create, delete ; printing webpage; email – creating, receiving, reading and sending messages

*Note – Unit 2 -5 are to be taught as practical with hands on experience*

#### References :

1. Introduction to Computers – Peter Norton, Tata McGraw-Hill, India
2. Microsoft 2003 – Jennifer Ackerman Kettel et al., Tata Mc-Graw Hill, India
3. Working In Microsoft office 2006– Ron Mansfield , Tata Mc-Graw Hill, India

#### Examinations :

1. Sessional tests could be based on Theory and practical
2. End semester is based on practical examination only
- 3.

**IV Semester**

**416UBBT01 – HUMAN RESOURCES MANAGEMENT**



**416UBBT03 – FINANCIAL SERVICES**



**Allied IV**

**416UBBT05 – OPERATION RESEARCH**

**416UEST01 – Environmental Studies  
(Common TO all UG Branches)**

**CORE MODULE SYLLABUS FOR ENVIRONMENTAL STUDIES  
FOR UNDER GRADUATE COURSES OF ALL BRANCHES  
OF HIGHER EDUCATION**

**Vision**

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, loss of forest, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. The United Nations Conference on Environment and Development held in Rio de Janeiro in 1992 and world Summit on Sustainable Development at Johannesburg in 2002 have drawn the attention of people around the globe to the deteriorating condition of our environment. It is clear that no citizen of the earth can afford to be ignorant of environment issues. Environmental management has captured the attention of health care managers. Managing environmental hazards has become very important.

Human beings have been interested in ecology since the beginning of civilization. Even our ancient scriptures have emphasized about practices and values of environmental conservation. It is now even more critical than ever before for mankind as a whole to have a clear understanding of environmental concerns and to follow sustainable development practices. India is rich in biodiversity, which provides various resources for people. It is also basis for biotechnology. Only about 1.7 million living organisms have been described and named globally. Still many more remain to be identified and described. Attempts are made to conserve them in ex-situ and in-situ situations. Intellectual property rights (IPRs) have become important in a biodiversity-rich country like India to protect microbes, plants and animals that have useful genetic properties. Destruction of habitats, over-use of energy resource and environmental pollution have been found to be responsible for the loss of a large number of life-forms. It is feared that a large proportion of life on earth may get wiped out in the near future.

In spite of the deteriorating status of the environment, study of environment has so far not received adequate attention in our academic programmes. Recognizing this, the Hon'ble Supreme Court directed the UGC to introduce a basic course on environment at every level in college education. Accordingly, the matter was considered by UGC and it was decided that a six months compulsory core module course in environmental studies may be prepared and compulsorily implemented in all the University/Colleges of India. The experts committee appointed by the UGC has looked into all the pertinent questions, issues and other relevant matters. This was followed by framing of the core module syllabus for environmental studies for undergraduate courses of all branches of Higher Education. We are deeply conscious that there are bound to be gaps between the ideal and real. Genuine endeavour is required to minimize the gaps by intellectual and material inputs. The success of this course will depend on the initiative and drive of the teachers and the receptive students.

**SYLLABUS**

**Unit 1 : Multidisciplinary nature of environmental studies**

Definition, scope and importance, need for public awareness. (2 lectures)

**Unit 2 : Natural Resources :**

**Renewable and non-renewable resources :**

Natural resources and associated problems.

- (a) Forest resources : Use and over-exploitation, deforestation, case studies.  
Timber extraction, mining, dams and their effects on forest and tribal people.
- (b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources : World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

- (e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- (f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles. (8 lectures)

### **Unit 3 : Ecosystems**

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystems :-
  - (a) Forest ecosystem
  - (b) Grassland ecosystem
  - (c) Desert ecosystem
  - (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) (6 lectures)

### **Unit 4 : Biodiversity and its conservation (8 lectures)**

- Introduction – Definition : genetic, species and ecosystem diversity.
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

### **Unit 5 : Environmental Pollution (8 lectures)**

#### Definition

- Cause, effects and control measures of :-
  - a. Air pollution
  - b. Water pollution
  - c. Soil pollution
  - d. Marine pollution
  - e. Noise pollution
  - f. Thermal pollution
  - g. Nuclear hazards
- Solid waste Management : Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management : floods, earthquake, cyclone and landslides.



**Unit 6 : Social Issues and the Environment** (7 lectures)

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmental ethics : Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

**Unit 7 : Human Population and the Environment** (6 lectures)

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- VII
- Environment and human health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies.

**Unit 8 : Field Work**

- Visit to a local area to document environmental assets rivers/forest/grassland/hill/mountain.
- Visit to a local polluted site – urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond,river,hill slopes,ect. (Field work Equal to 5 lecture hours)

## 416UCCP04 – SOFT SKILLS (COMMON TO ALL UG BRANCHES)

### Semester- IV- COMPUTING SKILLS – LEVEL II

#### **Objective:**

The major objective in introducing the course is to impart hands on training to students in Microsoft Office essentials like MS Word, MS Excel and MS Access. The course is basic course offered at two levels exclusively meant for students with no computer knowledge. Course is designed as a practical oriented course and not for chalk and board teaching.

**Pre- requisite :** Essentials of Microsoft office as given in Level I

**Unit 1 :** Word processing - Auto formatting; Paragraph and character styles – creating , modifying and using styles; Templates – modifying, attaching and controlling; Tables and columns - creating, manipulating and formulating; mail merge; labels-creating

**Unit 2 :** Data Management – MS Access - Introduction, concepts and terms; database and tables- creating, data types, editing fields, renaming, resizing of fields, finding, sorting and displaying of data –printing

**Unit 3 :** Spreadsheets – MS Excel – Worksheets – moving, copying, sorting, inserting of cells, rows, columns; Charts – creating, editing, adding, rotating, printing, deleting and controlling; graphics- creating and placing, drawing lines and shapes; using multiple worksheets ; printing

**Unit 4 :** Presentations – Power point- starting, browsing and saving, creating, editing, formatting of text and paragraphs, inserting tables and charts; Presentation through slides, handouts and printing.

**Unit 5 :** Graphics and Multimedia - Clip art – create and insert; shapes- draw, insert and copy; create a flow

*Note – Unit 1 -5 are to be taught as practical with hands on experience*

#### **References :**

1. Introduction to Computers – Peter Norton, Tata McGraw-Hill, India
2. Microsoft 2003 – Jennifer Ackerman Kettel et al., Tata Mc-Graw Hill, India
3. Working In Microsoft office 2006– Ron Mansfield , Tata Mc-Graw Hill, India

#### **Examinations :**

1. Sessional tests could be based on Theory and practical
2. End semester is based on practical examination only

## **V Semester**

### **516UBBT01 – ADVERTISING MANAGEMENT AND SALES PROMOTION**

#### **UNIT I**

Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development

#### **UNIT II**

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning.

#### **UNIT III**

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

#### **UNIT IV**

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.

#### **UNIT V**

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.

#### **ReferenceBooks**

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2nd Edition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2<sup>nd</sup> Edition, Sage Publications, 2010.
3. Jefkins, F., Advertising, 4<sup>th</sup> Edition, Pearson, 2002.
4. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7<sup>th</sup> Edition, Pearson, 2007.

## **516UBBT02 – RESEARCH METHODOLOGY**

### **UNIT-I**

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing .

### **UNIT -II**

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.

### **UNIT -III**

Sources and Collection of Data- : Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation . Data.

### **UNIT -IV**

Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation -Regression .

### **UNIT -V**

Presenting results and writing the report: - The written research Report.

### **REFERENCE**

1. Donald R Cooper, Business Research Methods 7<sup>th</sup> Ed, McGraw Hill, 2001
2. Krishnaswami OR, M.Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R. Kothari

## **516UBBT03 – OPERATION MANAGEMENT**

### **UNIT – I**

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

### **UNIT – II**

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

### **UNIT – III**

Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

### **UNIT – IV**

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

### **UNIT – V**

Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

### **ReferenceBooks**

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8<sup>th</sup> Edition, Wiley, 2007.
2. Chary, S.N., Production and Operations Management, 5<sup>th</sup> Edition, Tata McGraw-Hill, 2012.
3. B.Mahadevan, Operations Management, 2<sup>nd</sup> Edition, Pearson, 2010.
4. Lee Krajewski, Larry P Ritzman., Manoj K Malhotra & Samir K Srivastava, Operations Management, 9<sup>th</sup> Edition, Pearson, 2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9<sup>th</sup> Edition, Pearson, 2009.
6. Panneerselvam, R., Production and Operations Management, 3<sup>rd</sup> Edition, PHI Learning, 2012.
7. Srinivasan, G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd.

## **516UBBT04 – MATERIAL MANAGEMENT**

**Elective - I**

**516UBBT05**

**1. ENTREPRENEURIAL DEVELOPMENT**

## **2. Logistics Management**

### **Unit I-**

Logistics Management: Origin and Definition – Types of Logistics – Logistics Management - Concepts in Logistics and Physical Distribution.

### **Unit II**

Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management.

### **Unit III**

Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain.

### **Unit IV**

Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement.

### **Unit V**

Aligning the Supply Chain with Business Strategy --Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships.

### **Reference Book:**

1. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan.
2. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
3. Janat Shah, Supply Chain Management: Text and Cases, 1st Edition, Pearson.
4. V.V.Sople, Logistics Management, 4 th Edition Pearson.
5. Sunil Chopra, Peter Meindl & D.V.Kalra, Supply Chain Management, 5 th Edition, Perason.
6. L.Natarajan, Logistics & Supply Chain Management, Margham Publications, Chennai, 2014.



## **516UVET01 – VALUE EDUCATION (COMMON TO ALL UG BRANCHES)**

### **PART- IV VALUE EDUCATION - III YEAR – FIFTH SEMESTER CREDITS : 2**

**Objective :** Values are socially accepted norms to evaluate objects, persons, and situations that form part and parcel of sociality. A value system is a set of consistent values and measures. Knowledge of the values are inculcated through education. It contributes in forming true human being, who are able to face life and make it meaningful. There are different kinds of values like, ethical or moral values, doctrinal or ideological values, social values and aesthetic values. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be. There are representative values like, "Equal rights for all", "Excellence deserves admiration". "People should be treated with respect and dignity". Values tend to influence attitudes and behavior and help to solve common human problems. Values are related to the norms of a culture.

**Unit I:** Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.

**Unit II :** Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.

**Unit III :** Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam's ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.

**Unit IV:** Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

**Unit V :** Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women- How to tackle them.

#### **Books for Reference:**

1. M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003

**VI Semester**

**616UBBT01 - BUSINESS ENVIRONMENT**

**616UBBT02 - SERVICES MARKETING**

**616UBBT03 - BUSINESS TAXATION**

**Elective –II**

**616UBBT04**

**1. CUSTOMER RELATIONSHIP MANAGEMENT**

## **2. E-Business**

### **UNIT I**

Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business

### **UNIT II**

Web based tools for e - business - e - business software - overview of packages.

### **UNIT III**

Security threats to e - business - implementing security for e - commerce and electronic payment systems.

### **UNIT IV**

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals.

### **UNIT V**

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

### **REFERENCE BOOKS:**

1. Bajaj, K.K. and Nag, D., E-Commerce, 2nd Edition, Tata McGraw-Hill Education, 2005
2. Diwan, P. and Sharma, S., E-Commerce: A Manager's Guide to E-Business, Vanity Books International, 2002.
3. Kalakota, R. and Whinston, A., Frontiers of Electronic Commerce, Pearson, 2011.
4. Laudon, K.C., and Traver, C.G., E-Commerce: Business, Technology, Society, 4th Edition, Pearson, 2008.
5. Schneider, G.P., Electronic Commerce, Cengage Learning, 10th Edition, 2012.
6. Turban, E., Lee, J., King, D., Liang, T.P. and Turban, D., Electronic Commerce 2010, 6<sup>th</sup> Edition, Pearson, 2012.

## 616UBBP01- Project Work (Group)

**616UAET01 – Extension Activity  
(Common to all UG Branches)**

A candidate shall be awarded a maximum of 1 Credits for Complusory Extension Service.

All the Students shall have to enrol for NSS /NCC/ NSO (Sports & Games) Rotract/ Youth Red cross or any other service organizations in the college and shall have to put in Complusory minimum attendance of 40 hours which shall be duly certified by the Principal of the college before 31<sup>st</sup> March in a year. If a student LACKS 40 HOURS ATTENDANCE in the First year, he/she shall have to compensate the same during the subsequent years.

Students those who complete minimum attendance of 40 hours in One year will get HALF A CREDIT and those who complete the attendance of 80 or more hours in Two Years will ONE CREDIT.

Literacy and population Education Field Work shall be compulsory components in the above extension service activities.