



Sree Narayana Mangalam College Maliankara
(Affiliated to Mahatma Gandhi University, Kottayam)

SYLLABUS

FOR

UNDERGRADUATE PROGRAMME IN BUSINESS ADMINISTRATION

Sree Narayana Mangalam College
Maliankara P.O, Moothakunnam (Via),
Ernakulam (Dt), Kerala, Pin - 683516
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**MAHATMA GANDHI UNIVERSITY
KOTTAYAM- KERALA STATE-INDIA**

**CHOICE BASED CREDIT SEMESTER SYSTEM
AND GRADING SYLLABI**

For

Undergraduate Programme

In

BUSINESS ADMINISTRATION



Mahatma Gandhi University Kottayam

Revised syllabi of UG Programme in Business Administration w.e.f 2017 admissions

INTRODUCTION

The Bachelor of Business Administration course is a judicious mix of all functional elements of Business studies which provide participants with foundational knowledge on different aspects of the administration of a business concern. It include at one end the need to realize why an organization exist to the other were it shows the new frontiers to which it can be developed.

This course is designed to develop knowledge on the functional parkour of business administration. The disciplines it cover include, management, commerce, banking, economics, industrial psychology, law, mathematics, statistics, accounting, communication, computer application and accounting software.

At the under graduate level no other course provide the student a feel and basic understanding on such a variety of disciplines. These disciplines are not merely touched upon but are dealt taking the serious contributions it can provide to running business enterprises.

The course is designed in such a fashion to provide ample scope for practical exposure to the problems and opportunities of real business. The two project studies one theoretical (Minor) and other practical (Major) as well as the mandatory requirements of three industrial visit and resultant report presentation will provide a cutting edge to this under graduate programme over the other similar ones.

AIM AND OBJECTIVES

1. To train the students to be competent entry level management professionals.
2. To impart basic and operational knowledge on all functional areas of management.
3. To encourage young BBA'S to turn in to entrepreneurs.
4. To make young BBA'S a change agents in the society by fostering values which self-proclaim that “ *Turn to enterprising serve the society and the nation*”.

SEMESTER 1

SI No	Subject Name	Course	Subject Code
1	PRINCIPLES AND METHODOLOGY OF MANAGEMENT	Core	BA1CRT01
2	BUSINESS ACCOUNTING	Core	BA1CRT02
3	FUNDAMENTALS OF BUSINESS MATHEMATICS	Complementary	BA1CMT03
4	FUNDAMENTALS OF BUSINESS STATISTICS	Complementary	BA1CMT04
5	ENGLISH – FINE TUNE YOUR ENGLISH	Common	EN1CCT01

SEMESTER 2

SI No	Subject Name	Course	Subject Code
1	COST AND MANAGEMENT ACCOUNTING	Core	BA2CRT06
2	BUSINESS COMMUNICATION	Core	BA2CRT07
3	MATHEMATICS FOR MANAGEMENT	Complementary	BA2CMT08
4	STATISTICS FOR MANAGEMENT	Complementary	BA2CMT09
5	ENGLISH - ISSUES THAT MATTER	Common	EN2CC03

SEMESTER 3

SI No	Subject Name	Course	Subject Code
1	HUMAN RESOURCE MANAGEMENT	Core	BA3CRT11
2	MARKETING MANAGEMENT	Core	BA3CRT12
3	RESEARCH METHODOLOGY	Core	BA3CRT13
4	BUSINESS LAW	Complementary	BA3CMT14
5	PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS (MINOR PROJECT) (PRACTICAL)	Core	BA3PRP15

SEMESTER 4

SI No	Subject Name	Course	Subject Code
1	FINANCIAL MANAGEMENT	Core	BA4CRT16
2	MANAGERIAL ECONOMICS	Core	BA4CRT17
3	ENTREPRENEURSHIP	Core	BA4CRT18
4	BASIC INFORMATICS FOR MANAGEMENT	Complementary	BA4CMT19
5	CORPORATE LAW	Complementary	BA4CMT20

Semester 5

SI No	Subject Name	Course	Subject Code
1	ORGANISATIONAL BEHAVIOUR	Core	BA5CRT21
2	FUNDEMENTALS OF ECONOMICS	Open	EC5OPT01
3	ENVIRONMENT SCIENCE AND HUMAN RIGHTS	Core	BA5CRT23
4	INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAWS	Complementary	BA5CMT24
5	OPERATIONS MANAGEMENT	Core	BA5CRT25
6	INDUSTRIAL RELATIONS	Core	BA5CRT26

Semester 6

Sl No	Subject Name	Course	Subject Code
1	HEALTH CARE MANAGEMENT (OPTIONAL 1)	Optional (Core)	BA6OCT27
2	ADVERTISEMENT AND SALESMANSHIP(OPTIONAL 2)	Optional (Core)	BA6OCT28
3	STRATEGIC MANAGEMENT	Core	BA6CRT29
4	COMMUNICATION SKILLS & PERSONALITY DEVELOPMENT	Core	BA6CRT30
5	MANAGEMENT PROJECT	Core	BA6PRP31

BA1CRT01. PRINCIPLES AND METHODOLOGY OF MANAGEMENT

Aim of the course

Principles and Methodology of Management are the basic foundation for management studies. This course offers a methodological perspective about this subject.

Objective of the course

- Methodological Perspective of Management as a discipline
- Principles and functions of Management
- Process of decision making
- Modern trends in management process

MODULE I:

Nature and scope of management process, definition of management-management: a science, an art or profession?, scientific management, administrative management, human relations management. Contributions of Taylor, Fayol, Max Webber, Gilberth, Gantt, Chester Bernard, Elton Mayo, Peter Drucker

MODULE II: Planning

Definition, meaning, Importance, steps in planning, characteristics types of plans - objectives, strategies, policies, procedures, rules, programmes and Budgets, Relationship between planning and controlling, limitations of planning.

Decision making - definition, meaning, objectives, steps in rational decision making, Types of decisions, Difficulties in decision making

MODULE III: Organizing

Meaning importance, process of organizing, organizations structure, Types of organization structure - line organizations, line and staff organizations, Functional organization, committees.

Delegation of authority, significance of delegation, process of delegation. Centralisation& decentralisation of authority.

MODULE IV: Staffing

Meaning and importance only (This topic in covered in detail in HRM) Directing - Meaning, importance, elements of directing.

MODULE V: Controlling

Co-ordination, need for co-ordination, meaning and importance of controls, control process, budgetary and non-budgetary controls

Reference Books:

SI No.	Title	Author	Publishing & Year
1	Principles of management	P.C. TRIPATHI &P.N. Reddy	Tata McGraw Hill publishing co.
2	Essentials of management	Harold Koontz &Weihrich	Tata McGraw Hill Publishing co. 2015
3	Fundamentals of Management Essential concepts and applications	Stephen P Robbins, Sangamitra Bhattacharya & et al.	Pearson 8 th edition 2015
4	Management Global Perspectives	Harold Koontz &Weihrich	Tata McGraw Hill Publishing co. 2015
5	Principles and Practice of Management	L M Prasad	Sultan Chand And Sons 8th Edition

BA1CRT02: BUSINESS ACCOUNTING

Aim of the course

To impart basic knowledge about the system of accounting

Objective of the course

On completion of this course students should be able

- To understand the basics of accounting
- To identify the basics principles of accounting
- To understand the systems /process for recording transactions
- To prepare the final accounts of sole trader
- To give a general awareness about depreciation accounting
- To know about the concept of bill of exchange in business

MODULE I

Introduction of accounting •Origin •meaning, definition-need importance-functions - limitations-accounting principles-Generally accepted accounting principles-accounting equation- double entry system.

MODULE II

Recording transactions •journal-ledger-trial balance-cash book (single column bank column, and with discount column) - bank reconciliation statement

MODULE III

Accounting for depreciation-meaning-importance-methods of providing depreciation (Straight line, diminishing, annuity)-reserves and provisions

MODULE IV

Final accounts of sole trader- manufacturing, trading, and profit and loss account and balance sheet

MODULE V

Bill of exchange • meaning, definition- importance promissory note-recording bill transaction (honouring, dishonouring, discounting)

Core text:

Business accounting- Jain and Narang

Reference text

Advanced accounting -Jain and Narang

Advanced Accountancy, MA Arulanandam and KS Raman, Himalaya Publications, Mumbai

BA1CMT03 FUNDAMENTALS OF BUSINESS MATHEMATICS

Aim of the course

To develop analytical and critical thinking skills in students to prepare them to logically analyse and critically evaluate problem situation through basic mathematics.

Objectives of the course

- Develop scientific ability
- Critically evaluate mathematical problems
- To have fundamental touch with industrial and commercial problems
- To know about modern trends in mathematics
- To prepare them for management studies.

Course outline

MODULE-I: Set theory

Modern theory in mathematics, Definition, elements and types of sets, operations on sets and Cartesian product of two sets.

MODULE-II: Algebra-1

Number system-Natural numbers, prime numbers, integers, rational and irrational numbers, Ratio, proportion and variation Sequences - Arithmetic progression ,nth term and sum to n terms of A.P.

- Geometric progression, nth term, sum to n terms and sum to infinity of G.P

MODULE-III: Algebra-2

Permutations and combinations, Logarithm, Compound interest and depreciation.

MODULE-IV: Matrices

Matrices, matrix operations, Determinant of a square matrix (expansions only) and Rank of a matrix.

MODULE-V: System of linear equations

Inverse of square matrix (problems only). Solution of system of linear equations using matrices.

Ref.Texts:

- 1) Business Mathematics - S.Saha
- 2) Business mathematics -D.C. Sanchet& V.K Kapoor (Sultan Chand & Sons)

BA1CMT04 FUNDAMENTALS OF BUSINESS STATISTICS**Aim of the course**

To provide a reasonable idea of basic statistical methods needed for a statistical investigation and forecasting.

Objective of the course

On completion of the course, student should be able

- To present a broad overview of statistics as a subject.
- To organize a statistical survey.
- To understand the importance of summary measures to describe the characteristics of data set.
- To analyse the relationship between two variables.
- To use various forecasting techniques.

Course Outline

MODULE I: Introduction

Origin, Meaning, Scope and limitations of statistics. Relationship with business and industry.

MODULE II: Collection of data

Collection, classification and tabulation of statistical data. Pie diagrams. Graphic representation.

MODULE III: Measures of central tendency and dispersion

Mean, Median and Mode. Measures of dispersion- standard deviation. Coefficient of variation.

MODULE IV: Simple correlation and Regression.

Meaning, Karl Pearson's Correlation, Rank correlation, Computations. Uses, Regression equations - Forecasting.

MODULE V: Time series analysis:

Components of time series - Definition, Computation of Trend. Computation of seasonal variation (Simple average method only)

Texts:-

1. Statistical methods: - S.P. Gupta
 2. Fundamental of Mathematical statistics - S.C. Gupta & V.K. Kapoor
 3. Basic Statistics: B.L. Agarwal.
 4. An introduction to statistical methods: - C.B. Gupta.
 5. Gupta, S.C., Fundamentals of Statistics, *Himalaya Publishing House*.
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SECOND SEMESTER

BA2CRT06. COST AND MANAGEMENT ACCOUNTING

MODULE I

Cost Accounting- Meaning, Definition, Scope, Objectives- Distinction between Cost and Financial Accounting- Preparation of Cost Sheets.

MODULE II

Material Cost- Purchasing Procedure- Stores Control- E.O.Q, Stock Levels- Pricing of Material Issues- Labour Cost- Labour Turnover- Methods of Wage Payment.

MODULE III

Overhead Cost- Allocation and Apportionment- Reconciliation of Cost and Financial Accounts

MODULE IV

Management Accounting- Meaning, Definition, Scope, Objectives-Management Accounting as distinct from Cost Accounting and Financial Accounting- Budgetary Control- Classification of Budgets(Emphasis on theory).

MODULE V

Cost- Volume- Profit Analysis- Standard Costing- Analysis of Material and Labour Variances.

Reference

SI No.	Title	Author	Publishing & Year
1	Cost and Management Accounting	Debarshi Bhattacharyya(Ratul)	Pearson
2	Advanced Management Accounting	J Madegowda	Himalaya Publishing House, Mumbai

BA2CRT07 BUSINESS COMMUNICATION

Aim of Course

To understand the nuances of business communication

This course should be taught by providing group discussion and seminars.

MODULE- I Basis of communication

Meaning, importance & process, Need & objectives of communication, 7c's of communication, Barriers of communication, How to overcome communication Barrier. (Practical exercises in communication)

MODULE- II

Means /Media of communication - verbal & Non-verbal communication channel of communication formal & informal communication.

Types of communication. Downward, upward, Horizontal or lateral, Diagonal or cross

MODULE- III **Listening as a communication Tool**

Importance types of listening, Barriers to effective Listening. How to make listening effective.

MODULE- IV **Groups**

Business Letter Writing: - Need, Functions and kinds, Letters, Request Letters, Sales Letters, Complaints and adjustments, Departmental Communication: Meaning, Need and Types, Interview Letters, Promotion Letters, Resignation Letters, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders.

MODULE-V. **New Trends in Business communication.**

E mail, Teleconferencing, video conferencing, SMS.

References

Sl No.	Title	Author	Publishing & Year
1	Business communication	R.C. Bhatia.	Ane Books Pvt. Ltd.
2	Business communication	R.K. Madhukar	Vikas Publishing House Pvt Ltd
3	Effective Technical communication	<u>Ashraf Rizvi</u>	McGraw Hill Education (India) Private Limited
4	Business communication essentials	Courtland Bovée And John Thill	Pearson, 2015
5	Fundamentals of business communication	P D Chaturvedi, Mukesh Chaturvedi	Pearson, 2012

BA2CMT08 MATHEMATICS FOR MANAGEMENT

Aim of the course

To develop analytical and critical thinking skills and to analyse managerial problems in the light of mathematics and solving in such situations.

Objectives of the course

- To develop scientific ability
- To know about modern trends in mathematics
- To know about problems in industry and management and to learn how to solve the problem
- To have research in Managerial Sciences.

Course outline

MODULE I: Plane Analytic Geometry -1

This module consists of Cartesian coordinate system, Length of line segment, Section formulae, area of a triangle and collinearity of three points.

MODULE II: Plane Analytic Geometry -2

Gradient of a straight line, different equations of straight lines, parallelism and perpendicularity and concurrency of three lines.
(All derivations in analytic geometry excluded)

MODULE III:

Arithmetic Progression, sum of the series in AP

MODULE IV:

Geometric Progression, Sum of series in GP

MODULE V:

Calculation of interests and discounts, Present value and annuities, Computing present value of money, Computing present value of annuities.

Ref. Texts:

1. Business Mathematics -S.Saha
2. Business Mathematics -D.C. Sanchet & V.K Kapoor (Sultan Chand & Sons)
3. Business Mathematics –Lloyd D Brooks, AITBS Publishers and distributors, New Delhi

BA2CMT09 STATISTICS FOR MANAGEMENT

(Use of Statistical Tables & Scientific calculators are permitted)

Aim of the course

To provide a general outlook of certain statistical test which are useful to researchers in various fields.

Objective of the course

On completion of the course, a student should be able

- To have some idea about probability and probability distributions
- To develop the concept of a sampling distributions.
- To formulate hypothesis about various population parameters.
- To conduct various statistical tests.

Course Outline

MODULE I: Probability Theory

Basic concepts in probability, Addition theorem and Multiplication theorem (Two events), conditional probability, Baye's Theorem (without proof)

MODULE II: Random variables and Theoretical distributions

Random variables, Discrete and continuous random variables (Definition), Binomial, Poisson and Normal Distributions- Definition-Mean and variance (without derivation), Properties.

MODULE III: Sampling

Introduction, Methods of sampling, Statistics and Parameters. Sampling distribution, standard error, central limit theorem (statement only)

MODULE IV: Large sample tests

Introduction, procedure of testing Hypothesis, Test of significance for attributes. Test of significance for mean. (Single sample only)

MODULE V: Chi - square Test & Goodness of fit.

Introduction, Definition, chi-square test of goodness of fit (Fitting of distributions is excluded), chi-square test of independence. Uses, limitations.

References:

1. Statistical methods: - S.P. Gupta- Sultan Chand & sons, Revised edition 1995
2. Basic Statistics:- B.L Agarwal
3. Fundamentals of mathematical Statistics: - S.P. Gupta and V.K. Kapoor, Sultan Chand & sons, Revised edition 1989
4. Statistics for Management, Sharma Ananad, *Himalaya Publishing House, Mumbai*
5. Statistics for management: - Richard Levin and David S Rubin

THIRD SEMESTER

BA3CRT11 HUMAN RESOURCE MANAGEMENT

MODULE- I

Definition, Nature, scope, role, objective of Personnel management, level of management, Organisation of Personnel Dept. its functions, Ergonounics, Challenger and relevance of HRM. Manpower planning.

MODULE- II

Recruitment - Sources of recruitment, Selection- Selection process, Training - Definition. Types of training Executive Development.

MODULE- III

Performance Appraisal, techniques Promotion, Career Planning.

MODULE- IV

Job analysis, Job Design, Job Evaluation Wage. Definition, Factors affecting wage policy, Wage Boards Fringe Benefits, Prerequisites, Incentives, Bonus, Profit sharing, VRS, Maintenance of service files pension.

MODULE- V

Drafting charge sheets, Model standing orders, code of conduct, Bond of service, wage & salary records, E.S.I, P.F. Gratuity, pension and bonus records.

Reference text:

Sl No.	Title	Author	Publishing & Year
1	Human Resource Management	Pravin Durai	Pearson
2	Personnel management	Edwin Philipo	
3	Personnel management	Mammoria&Mammoria	<i>Himalaya Publishing House, Mumbai</i>
4	A frame work for human resource management	Gary Desseler	
5	Human resource and personnel management	K. Aswathappa	
6	Personnel HRM	Subba Rao	<i>Himalaya Publishing House, Mumbai</i>

BA3CRT12 MARKETING MANAGEMENT**Aim of the course**

The aim of this course is to provide the students with a conceptual base on marketing management and also to equip them with the necessary skills for employment in the middle level cadre.

Objective of the course

On completion of the course students should be able:

- To have an awareness on market , market segments and consumer behaviour
- To know the meaning and importance of product mix.
- To understand pricing policies and the applicability of different pricing strategies
- To know the scope of advertising and sales promotion
- To identify and develop salesmanship in them

Course Outline

MODULE I

Introduction

Meaning and definition of different marketing concepts ♦ functions of marketing - environmental factors - market segmentation - buying motive and process ♦ consumer and customer - factors affecting consumer behaviour - marketing plan

MODULE II

Marketing mix

Marketing mix: meaning - product, product mix- - product life cycle - importance of branding -packaging and labelling

MODULE III

Pricing

Pricing policies ♦ objectives ♦ factors influencing pricing decisions - different pricing strategies: skimming- penetration
Market structure ♦channel of distribution and its importance

MODULE IV

Promotion

Advertising ♦ objectives and functions - types of advertising - personal selling and direct marketing - sales promotion

MODULE V

Marketing research ♦ definition, scope and process.
Marketing risk and marketing audit.

Reference Books:

Sl. No	Title	Author	Publisher
1	Marketing Management:	Philip Kotler, Jha & Koshy	Pearson Education, New Delhi
2	Marketing-Planning implementation and control	Philip Kotler	Prentice Hall
3	Marketing Management Text and Cases	SHH Kazmi	Excel Books, New Delhi
4	Marketing Management	V. S Ramaswami S. Namakumary	MacMillan Publishers, New Delhi
5	Marketing Management	Cranfield	Ane Books, New Delhi
6	Marketing Research	D. D Sharma	Sultan Chand And Sons
7	A Framework for Marketing management	Philip Kotler & Kevin Keller	Pearson, 5 th edition
8	Marketing management	Biplab S Bose	Himalaya Publishing House, Mumbai

BA3CRT13 RESEARCH METHODOLOGY

MODULE I

Research methodology- meaning. Research, meaning, objectives, significance.
Research process- different steps, criteria for good research. Types of research- descriptive, analytical, applied, fundamental, quantitative, qualitative, empirical and conceptual.

MODULE II

Selection of research problem-sources-technique involved in defining a problem.

MODULE III

Research design-meaning-need, concepts-elements Sampling design-steps- criteria of selecting a sampling procedure-sampling process

MODULE IV

Types of data-primary data -meaning-advantages-disadvantages-methods of collecting primary data-sources. Secondary data- meaning, advantages-disadvantages-sources.

MODULE V

Interpretation-meaning-techniques-of interpretation. Report writing-significance-types of reports; (technical and popular) steps-layout-oral presentation.

References:-

Research methodology, OR Krishnamoorthi, Himalaya publishing house, Mumbai

SI No.	Title	Author	Publishing & Year
1	Research Methodology	Ranjith Kumar	Pearson, 2 nd edition
2	Research Methods for management	Dr S.Shajahan	Jaico Publishing House
3	Research Methodology. methods and techniques	C.R.Kothari	New Age International publishers
4	Research Methods	Ram Ahuja	Rawat publications
5	Research Methodology	K.R.Sharma	National Publishing House

BA3CMT14 BUSINESS LAWS

Aim of the course

To build a general awareness about the principles behind contract law and to introduce various types of special contracts

Objective of the course

On completion of the course, student should be able

- To identify the principles behind law of contract
- To equip students to identify the validity of contracts
- To create awareness about various special contracts

MODULE I: General principles of law of contract

Law of contracts; Definition-essentials of a valid contract-kinds of contracts-Offer and acceptance- revocation-communication-consideration. Doctrine of privity of contract-capacity to contract-coercion-undue influence-misrepresentation-fraud-mistake-performance-discharge of contract-breach of contract-remedies for breach of contract.

MODULE II: Contracts of indemnity and guarantee

Definition of indemnity–essential elements-rights of parties-definition of guarantee –essential elements- rights of surety-nature of surety’s liability-discharge of guarantee

MODULE III: Contract of bailment and pledge

Definition –essential elements- rights and duties of bailor and bailee-termination of bailment- finder of goods-Pledge-definition-rights and duties of pawnor and pawnee.

MODULE IV: Contract of agency

Definition- essentials-types of agency-mercantile agents-extent of agent’s authority-delegation of authority- personal liability of agent- liability of agent to third parties- termination of agency.

MODULE V: Contract of sale of goods

Sale of goods Act; Contract of sale and agreement to sell-conditions and warranties- transfer of property title of goods-rights and duties of seller and buyer- rights of an unpaid seller.

References

1. Aswathappa, K., Business Laws, *Himalaya Publishing House, Bengaluru.*
2. Kapoor, N.D., Business Laws, *Sultan Chand publications New Delhi.*
3. Sharma, S.C., Business Law, *International Publishers, Bengaluru*
4. Tulsian, Business Law, *McGraw-Hill Education Mumbai.*

BA3PRP15 PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS **(Minor Project)**

Objectives:

The students will have the opportunity to explore current management literature so as to develop an individual style and sharpen his skills in the area of leadership, communication, decision making, motivation and conflict management.

Minor Project and Presentation

Minor projects are taken that added to the knowledge of the students. A topic shall give each student in the beginning of the semester in various areas of management. The presentation Project either comprises of either the following.

Project Presentation

FOURTH SEMESTER

BA4CRT16 FINANCIAL MANAGEMENT

MODULE- I

Finance Functions - Definition and scope of finance functions - Profit maximization v/s wealth maximization goal - Organisation of Finance Function.

MODULE- II

Sources of finance - short term - Bank sources - Long term - shares - debentures, preferred stock – debt

MODULE – III

Working capital management - concept - Determinants - cash management - Receivables management (Basic problems only).

Module - IV

Financing Decisions. Cost of Capital - cost of specific source of capital - Equity - preferred stock - debt - reserves - weighted average cost of capital. Capital structure - factors influencing capital structure capital optimum capital structure - Theories of capital structure – Leverage, meaning and types (Basic problems only).

MODULE V

Dividend decision - meaning and significance of dividend decision - Modigliani and Miller Approach - theory of relevance – Walter's model – Gordon's model - Corporate Dividend practice in India (Avoid problems).

References:

1. Pandey, I. M., Financial Management, Vikas publishing House Pvt. Ltd. New Delhi.
2. Khan, M.Y. & Jain, P.K., Financial Management, McGraw Hill (India) Private limited; New Delhi.
3. OP Agarwal, Financial Management, Himalaya Publishing House, Mumbai

BA4CRT17 MANAGERIAL ECONOMICS

MODULE -I

Introduction, Definition, Scope and uses of Managerial Economics. Role of a managerial economist. Difference between managerial economics and pure economics.

MODULE -II

Business cycles- Phases of a business cycle. Economic systems- Capitalist, Socialist, Mixed economy. Inflation: Definition, Courses of inflation, Control of inflation. Banking: Functions of Central Banks, Functions of Commercial Banks. Monetary Policy, Fiscal Policy.

MODULE - III

Demand Analysis, Meaning of demand, the law of Demand, Determinants of demand, Types of demand, Law of Diminishing Marginal Utility, Consumer Surplus. Elasticity of demand, Price elasticity of demand, Income elasticity of demand, cross elasticity of demand.

MODULE-IV

Production function, Managerial use of Production function, Law of diminishing returns, Law of returns to scale, Economies of scale, Diseconomies of scale Isoquants, Isocost curve, Optimum combination of inputs. Pricing, Pricing policy and Practises, Cost plus pricing, rate of return pricing, pricing of competing firms, pricing of new products, price leadership, price discrimination.

MODULE-V

Market structure, Perfect competition, Monopoly, Monopolistic competition and oligopoly.

Reference texts

1. Dean, Joel Managerial economics- Prentice Hall of India
2. Varshney, R.L., & Maheshwari, K.L., Managerial Economics, Sultan Chand & Sons Private Ltd., New Delhi
3. Kasi Reddy M., & Saraswathi, S., Managerial Economics and Financial Accounting, PHI Learning, New Delhi.,
4. DM Mithani, Managerial economics, Himalaya Publishing House Mumbai.
5. Mehta, P. L., Managerial Economics, Sultan & Chand, New Delhi

6. Trivedi, M.L., Managerial Economics Theory and Applications, McGraw Hill Education Private Ltd, New Delhi.
7. Dwivedi, D. N., Managerial Economics, Vikas Publishing House Private Limited, New Delhi.
8. Gopalkrishna, Managerial Economics, Himalaya Publishing House, Mumbai
Craig H Petersen, W Cris Lewis & Sudhir K Jain, Managerial Economics, Pearson, 4th edition

BA4CRT18 ENTREPRENEURSHIP

MODULE I

To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneur in Entrepreneurs in India.

MODULE- II

Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

MODULE- III

General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

MODULE- IV

To identify different Discuss opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SIDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd. (NSIC) NIESBUD (National Institute for Entrepreneurship and small Business Development) Sickness in small business enterprise causes and remedies.

MODULE V

To understand about a project report relating to a small business. Project formulation - Meaning of a project report significance contents formulation planning, commission's guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs case studies of entrepreneurs.

Reference texts:

Sl No.	Title	Author	Publishing & Year
1.	Entrepreneurship Development	Dorden and Natarajan	Himalaya Publishing House, Mumbai
2.	Entrepreneurship Development and Small Business Enterprises	Poornima M.Charantimath	Pearson, 2 nd edition

BA4CMT19 BASIC INFORMATICS FORMANAGEMENT

AIM OF THE COURSE

To make a student competent to handle and scientifically analyse the various aspects of his business while he commence a business.

COURSE OBJECTIVE:-

- To have through knowledge in Excel.
- To get adequate knowledge in Excel to use it in their Research Work.
- To become Computer proficient.
- To get enough knowledge in Computerized Accounting.
- Should be able to scientifically analyse the financial position of a firm.

MODULE - I: EXCEL BASICS (Based on XP)

OBJECTIVES:-

- Understand the basics of Excel.
- To learn Formatting Techniques in Excel

Introduction ♦ Components of Excel Window ♦ Cell ♦ Cell Address ♦ Frame - Worksheet - Work Book ♦ Formatting Techniques (Cell, Page, Printing).

MODULE II: FORMULAS AND FUNCTIONS AND CHARTS IN EXCEL

OBJECTIVES:-

- Create Formulae
- Work with different Addressing Modes.
- Work with different Functions.

Inserting a formula ♦ Addressing Modes ♦ Relative ♦ Absolute ♦ Mixed ♦ Inter Sheet Referencing. Functions ♦ Financial Functions (NPV, PMT) ♦ Mathematical Functions (SUM, ROUND, FACTORIAL) ♦ Statistical Functions (AVERAGE, COUNT, MEDIAN, MODE, STDDEV) ♦ Logical Functions (IF, AND, FALSE, NOT, OR, TRUE).
Macros ♦ Goal Seek - Charts - Types of Charts ♦ Preparing Charts.

MODULE III: COMPUTERIZED ACCOUNTING - TALLY

OBJECTIVES:-

- Understand the features of computerized accounting
- Understand the basic and advanced features of Tally.

Introduction - Features of Computerized Accounting ❖ Advantages of Computerized Accounting ❖ Limitations of Computerized Accounting - Features of Tally ❖ Need for Tally - Technological Advantages.

MODULE IV: TALLY FUNDAMENTALS AND PROCESSING TRANSACTIONS

OBJECTIVES:-

- Identify the key components of Tally.
- Create a Company
- Define Various Fields
- Determine the Valid Inputs
- Understand F11 : Features
- Understand F12: Configure.
- Create Ledgers
- Record Transactions using Accounting Vouchers

Getting functional with Tally ❖ Tally Start-up ❖ Tally screen components ❖ Mouse /Keyboard Conventions ❖ The Tally clock ❖ Switching between Screen Areas ❖ Quitting Tally. Creation / Setting up of a Company in Tally ❖ Creation of a Company. F11: Features - F12: Configure ❖ Master Configuration ❖ Voucher Configuration.

Processing Transactions in Tally ❖ Ledgers and Groups ❖ Accounting Vouchers ❖ Contra Voucher ❖ Payment Voucher ❖ Receipt Voucher ❖ Journal Voucher ❖ Sales Invoice. Recording Transactions of Sample Data (Transactions for April ❖ Trial Balance ❖ Backup ❖ Transactions for May ❖ Transactions for June).

MODULE V: GENERATING AND PRINTING OF ACCOUNTING REPORTS

OBJECTIVES:-

- Generate Accounting Records and Statement of Accounts.
- Print Accounting Records and Statement of Accounts.

Introduction ❖ Financial Reports in Tally ❖ Balance Sheet ❖ Profit and Loss Account
❖ Account Books ❖ Group Summary ❖ Group Vouchers ❖ List of Accounts.

COURSE WORK

(PRACTICALS):-

MODULE I

- Draw the Excel Screen and Identify its Components.
- Make a presentation based on the use of frame.
- Make a presentation based on Cell formatting.
- Prepare a sample SGPA Card and take a Printout.
- Make a presentation based on Page Formatting.
- Use of mail merge, preparation of a sample mail merge.

MODULE - II

- Give a problem to compare & differentiate various Addressing Modes.
- Give problems based on NPV and PMT (Financial Functions).
- Give problems based on SUM, ROUND and Factorial (Mathematical Functions).
- Give problems based on AVERAGE, COUNT, MEDIAN, MODE, STDDEV (Statistical Functions).
- Give problems based on Logical Functions. Prepare an Electricity Bill.
- Create a Macro to set all the margins of a page to 1 inch.
- Write the procedure for creating a Macro.
- Apply Goal seek to set the value of a cell by changing the value of other cells.
- Give data to prepare different charts.
- Draw and differentiate types of charts.
- Write the steps for creating a chart with appropriate screen shots.

MODULE - III

- Use OHP foils or LCD projector to take sessions.
- Make a note on computerized accounting.

MODULE IV

- Identify the screen components by drawing diagram.
- Explain the procedure of creating a company with appropriate screens.
- Create a company
- Explain the procedure for voucher entry with appropriate screen.

MODULE V

- Create Financial Reports in Tally.
- Give 5 sample Problems to prepare various Financial Reports.

REFERENCE BOOKS

Sl. NO	Title	Author	Publisher & Year
1	Learning MS-Office XP	Weixel	BPB 1st Edition
2	Office XP Simply Visual	Sybex	BPB 1st Edition
3	MS-Office XP 8 in 1	Habraken	Tech Media
4	Simply Tally 9.0	Ashok K. Nandhani	BPB 1st Edition
5	Tally 9 Training Guide	Ashok K. Nandhani	BPB 1st Edition
6	Computerized Accounting	Basheet	BPB 1st Edition

BA4CMT20 CORPORATE LAWS

Aim of the course

To build a general awareness about the principles behind, companies and partnerships.

Objective of the course:

On completion of the course, the student should be able

- To identify the various steps in the formation of a company
- To specify the basic principles of corporate laws
- To clarify the basic principles of partnership law
- To understand the basic features of limited liability partnership

MODULE I: Formation and incorporation of a company (The Companies Act, 2013)

Formation and incorporation of a company; characteristics and types of companies; Promoters; corporate veil; pre-incorporation and preliminary contracts. Memorandum of association – articles of association- doctrine of ultra vires- doctrine of

constructive notice- indoor management-prospectus and statement in lieu of prospectus-deemed prospectus-shelf prospectus-abridged prospectus- red-herring prospectus and information memorandum- liability for misstatement of prospectus.

MODULE II: Management of companies and Company meetings

Qualification and appointment of directors; powers, duties and liabilities of directors; kinds of company meetings; requisites of a valid meeting; Chairman- agenda-minutes-quorum; Motions and resolutions –proxy-ascertaining the sense of a meeting.

MODULE III: Winding up of companies:

Modes of winding up; compulsory winding up- grounds and procedure; voluntary winding up-types-procedure-effects of winding up-liquidator-powers and functions- contributories; defunct companies.

MODULE IV: The Law Relating to Partnership and limited liability

partnership Nature, test and types of partnership- partnership deed- rights and liabilities of partners- relations of partners to one another and to third parties- incoming and outgoing partners- Retirement- Registration and dissolution of partnership- limited liability partnerships.

MODULE V: Pollution control Act

Definitions- Air- water and sound pollution- pollution control measures.

References

1. Shukla, M.C., & Gulshan, Principles of Company Law, *S.Chand, New Delhi.*
2. Venkataramana, K., Corporate Administration, *Seven Hills Books Publications.*
3. Kapoor, N.D., Company Law and Secretarial Practice, Sultan Chand, *New Delhi.*
4. Elements of corporate Law, SN Maheswari and SK Maheswari, Himalaya Publications, Mumbai.
4. Bansa, I.C.L., Business and Corporate Law, *Vikas Publishers, New Delhi.*

FIFTH SEMESTER

BA5CRT21 ORGANISATIONAL BEHAVIOUR

Course Objectives

- Understand the implications of individual and group behaviour in organisational context.
- Understand the concept of organisational behaviour, social organisation and the diverse environment alongside with the management of groups and teams
- Appreciate the culture of organisational culture

Learning Outcome

- Manage conflict amongst groups in business environment
- Comprehend and apply motivational theories in the workplace
- Identify changes within organisations and power and politics in organisations

MODULE- I:

Introduction to Organisational Behaviour- Various discipline contributing to OB- Hawthorne experiment- foundation of individual behaviour- need and importance of organisational behaviour-nature and scope- framework of organisational behaviour

MODULE- II:

Personality-types-factors affecting personality-perception-importance-factors influencing perception-learning-types of learning styles-the learning process

MODULE- III:

Motivation-theories-importance –types –values and attributes-characteristics- components-formation and measurement-group dynamics group behaviour- formation-types of groups-stages of group development-conflict management-nature of conflict-types of conflict

MODULE-IV:

Leadership-meaning-importance-leadership styles-leaders Vs. managers-power and politics-sources of power

MODULE-V:

Organisational structure and design-organisational climate- factors affecting organisational climate- organisational development-organisational culture- organisational change- current trend in OB.

Core texts

SI No.	Title	Author	Publishing & Year
1	Essentials of Organisational Behaviour	Stephen P Robbins, Timothy A. Judge & Seema Sanghi	Pearson, 10 th edition
2	Organizational behaviour	Bhattacharya	Oxford university Press
3	Organization behaviour	LM Prasad	Sultan Chand & Sons 2005

BA5CMT24 INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAWS

Aim of the course

To build a general awareness about the principles behind, intellectual property legislations and three important industrial laws.

Objective of the course:

On completion of the course, student should be able

- ☐ To appreciate the concepts of patent and trademark protection.
- ☐ To specify the various legal provisions in the Factories Act and
- ☐ Industrial Disputes Act. To identify the benefits offered by ESI Act.

MODULE - I Introduction to Intellectual property Rights

Concept; patents; term and registration of patents; Rights of patent holder; infringement of patents; Trademark: Meaning; procedure for registration; infringement of registered trademark; Collective marks - certification trademarks-well known trade mark.

MODULE - II: Law relating to factories

Approval, licensing and registration of factories; provisions regarding health, safety and welfare of workers; working hours; employment of

women and young persons. Annual leave with wages.

MODULE -III: Law relating to Industrial Disputes

Meaning of industry; machinery for the prevention and settlement of industrial disputes. Provisions relating to strikes, lay off, retrenchment, lock out, closure and transfer of undertakings.

MODULE - IV: Law relating to employees' state insurance

Applicability of the Act- administration of the scheme- ESI corporation- standing committee and medical benefit council- inspectors- contributions-benefits under the Act
– adjudication of disputes.

MODULE -V: Consumer Protection Act

Definitions- Consumer Protection Councils- central and state consumer protection councils-objects-consumer disputes redressal agencies- composition of the District Forum-Jurisdiction of the District Forum- procedure for filing complaints- composition and jurisdiction of State Commission-composition ,jurisdiction and powers of the National Commission-procedure applicable to state and national commission- Appeal-Dismissal of frivolous or vexatious complaints-penalties.

REFERENCES

1. Bharucha Erach, Text Book of Environmental Studies for undergraduate Courses.University Press, IInd Edition 2013 (TB)
2. Clark.R.S., Marine Pollution, Clanderson Press Oxford (Ref)
3. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001 EnvironmentalEncyclopedia, Jaico Publ. House. Mumbai. 1196p .(Ref)
4. Dc A.K.Enviormental Chemistry, Wiley Eastern Ltd.(Ref)
5. Down to Earth, Centre for Science and Environment (Ref)
6. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment, CambridgeUniversity Press 1140pb (Ref)
7. Jadhav.H & Bhosale.V.M. 1995. Environmental Protection and Laws. Himalaya Pub.House, Delhi 284p (Ref)
8. Mekinney, M.L & Schock.R.M. 1996 Environmental Science Systems & Solutions.Web enhanced edition 639p (Ref)
9. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB)

10. Odum.E.P 1971. Fundamentals of Ecology. W.B. Saunders Co. USA 574p (Ref)
11. Rao.M.N & Datta.A.K. 1987 Waste Water treatment Oxford & IBII
PublicationCo.Pvt.Ltd.345p (Ref)
12. Rajagopalan. R, Environmental Studies from crisis and cure, Oxford
University Press,Published: 2016 (TB)
13. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut (Ref)
14. Townsend C., Harper J, and Michael Begon, Essentials of
Ecology, BlackwellScience (Ref)
15. Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines,
Compliances andStandards, Vol I and II, Enviro Media (Ref)
16. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-
Science Publication(Ref)
17. Wanger K.D., 1998 Environmental Management. W.B. Saunders
Co. Philadelphia,USA 499p (Ref)
18. (M) Magazine (R) Reference (TB) Textbook

Human Rights

1. Amartya Sen, The Idea Justice, New Delhi: Penguin Books, 2009.
2. Chatrath, K. J.S., (ed.), Education for Human Rights and Democracy
(Shimla: IndianInstitute of Advanced Studies, 1998)
3. Law Relating to Human Rights, Asia Law House,2001.
4. Shireesh Pal Singh, Human Rights Education in 21st Century,
Discovery PublishingHouse Pvt.Ltd, New Delhi,
5. S.K.Khanna, Children And The Human Rights, Common Wealth
Publishers,1998.2011.
6. Sudhir Kapoor, Human Rights in 21st Century,Mangal Deep Publications,
Jaipur,2001.
7. United Nations Development Programme, Human Development Report
2004: CulturalLiberty in Today's Diverse World, New Delhi: Oxford
University Press, 2004.

BA5CRT25 OPERATION MANAGEMENT

MODULE I

Production/ operation function- Production system- Objectives of production in management- the five P's of production- Types of production- production systems-Job shop- Batch continuous and cellular.

MODULE II

Production planning and control- Functions of production planning and control – characteristics- steps involved- objectives of production-objectives of production planning-Importance-prerequisites of production planning and control- production control- objective and control-objectives and advantages.

MODULE III

Materials management- Scope and important methods of purchasing-Inventorystock control- objectives, functions and importance.

MODULE IV

Work improvement- and work measurement- motion study- work place lay out- plant lay out- types of lay out- factors influencing plant lay out-fundamentals of time study.

MODULE V

Quality control – Importance and objectives.

Reference:

SI No.	Title	Author	Publishing & Year
1	Production and Operations Management	Alan Muhlemann, John Oakland et al.	Pearson, 6 th edition
2	Operations Management, Theory and practice	B Mahadevan	Pearson, 2 nd edition
3	Operations Management	KS Chandrasekar	<i>Himalaya Publishing House, Mumbai</i>

BA5CRT26 INDUSTRIAL RELATIONS

Aim of the course:

To make an awareness about relations between labour and management in an industry.

Objectives of the course:

Is to enable the student

- To have a basic idea regarding industrial relations.
- To understand various prospect of workers and employers
- To understand more about the employees performance and their carrier planning.
- To know how the.... are made in industries between workers and management.
- To know how the workers are participating in daws making programmes.
- To understand various welfare facilities of education programmes provided byemployers to their employees.

MODULE I: Introduction

Nature of Industrial relations- meaning and importance- Industrial labour in India,- an overview of industrial growth- Private and Public Sector Employment trends- Industrial Labour force.

MODULE II: Bargaining agents

Workers Organization: Role of Trade Union in Industries- Multiplicity of trade unions- inside and outside leadership. Employers Organization-Role of Employers Organization in maintaining industrial relations, Recognition of trade Unions.

MODULE III: Industrial Unrest

Concepts- Causes- Problems- handling techniques and procedures relating to –go-slow-work –stoppage-gherao-retrenchment-lay –off.

MODULE IV: Settlement of Industrial Disputes

State Policy- need and nature of state labour policy and intervention-ILO StatutoryMeasures: Holding Negotiations- bipartite-tripartite negotiations-mediation- conciliation-arbitration- adjudication.

MODULE V: Promotion of Industrial Peace

Collective bargaining-works participation in management-works education-workerswelfare-Industrial truce.

Reference text:

1. Industrial relations, trade unions and labour registration

-P.R.N. Sinha &
InduBala Sinha &
SeemaPriyadarshi
ni Shekhar

2. Industrial relations

-C.B. Matoria

SIXTH SEMESTER

BA6CRT29 STRATEGIC MANAGEMENT

MODULE I

Introduction to Strategic Management, Concept of Corporate Strategy, Strategic Management Process, The 7-S Framework, Corporate Policy and Planning in India.

MODULE II

Environmental Scanning, Industry Analysis, The synthesis of External Factors, External Factors Analysis Summary (EFAS), Internal Scanning, Value Chain Analysis, Synthesis of Internal Factors, Internal Factors Analysis Summary (IFAS)

MODULE III

Strategy Formulation, Strategic Factors Analysis Summary (SFAS), Business Strategy, Corporate Strategy, Functional Strategy, Strategic Choice.

MODULE IV

Strategy Implementation, Organization Structure, Corporate Culture, Diversification, Mergers and Acquisitions, Turnaround strategies, Portfolio strategy (concepts only)

MODULE V

Evaluation and control of strategies-strategic control-standard-benchmarking-costbenefit analysis-performance gap analysis-responsibility centres.

Other Strategic Issues, Small and Medium Enterprises, Non- Profit Organizations.

REFERENCES

- Robert A Pitts and David Lei, Strategic Management, 4th Edition Cengage Learning, 2006.
- Francis Chunilam, Strategic Management, Himalaya publications, Mumbai.
K.Govindabhat, Strategic Management, Himalaya Publications, Mumbai.

BA6CRT30 COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT

MODULE I: Speeches & Presentation

Speeches - Characteristics of a good speech, How to make speech effective

Presentation - Planning, preparation, organising, rehearsing & Delivery. How to make Presentation, The various presentation tools along with guidelines of effective presentation, Boredom factors of presentation and How to overcome them, Interactive Presentation and Presentation as a part of job Interview.

MODULE II: Brief business messages

Crafting messages for electronic media, choosing media for brief messages- email, instant messaging, text messaging, blogs, and wikis. creating effective email messages, instant messages, text messages, business blogs.

MODULE III: Employment messages and Job interviews

Resume Writing skills, Guide lines for good Resume, Writing application letters and other employment messages, application follow-ups, understanding the interviewing process, common types of interviews, preparing for a job interview, stages of every interview-warm-up, question answer session and close. Follow-up after an interview.

MODULE IV: Group Discussion

GD Leadership, GD protocol, Guidelines for GD participants, debate and extempore.

MODULE V

Audio video recording and Dialogue session on current topics- economy-education system- environment-politics.

References

SI No.	Title	Author	Publishing & Year
1	Business communication essentials	Courtland Bovée And John Thill	Pearson, 2015
2	Fundamentals of business communication	P D Chaturvedi, Mukesh Chaturvedi	Pearson, 2012
3	Basic Managerial Skills for All	<u>McGrath E.H. S.J.</u>	PHI; 9 edition (2011)

4	Essentials of Business Communication	<u>Rajendra Pal , J. S. Korlahalli</u>	Sultan Chand And Sons
5	Basic Managerial Skills for All	McGraw, S. J	8th edition, Prentice Hall of India.

BA6PRP31 Management Project

OPTIONALS

OPTIONAL I

BA6OCT27 (a) HEALTH CARE MANAGEMENT

Aim

The aim of this subject is to create awareness among the students and equip them with the necessary skills for employment in the middle level cadre.

Objectives

- ☐ To orient students in health care
- ☐ To enhance knowledge in the health care industry
- ☐ To familiarize the students about the various services
- ☐ To familiarize the students with office management

MODULE I

Role of Hospitals in Health Care
 Role of Hospitals in development of society
 Types of Hospital ♦ Ownership (Private, Government),
 Specialization (Nursing Homes,
 Diabetic clinic, General Hospital) and Service (Homeopathy, Ayurveda)

MODULE II

Management of Hospitals ♦ Importance of HRM and
 Staffing Financial Management ♦ Budget Allocation

MODULE III

In patient and out patient
 A study on Private and Government health care units
 Role of Government in health care sectors

MODULE IV

Hospital Services ♦ Clinical Services ♦ X-ray department, Lab
 Services. Department in Hospitals ♦ Paediatric, Orthopaedic,
 Pathology etc.

MODULE V

Maintenance of different types of records.
New avenues of Health Care management – tourism.

OPTIONAL II

BA6OCT28. (a) ADVERTISING AND SALESMANSHIP

Aim

The aim of this subject is to create awareness among the students and equip them with the necessary skills for employment in the middle level cadre.

Objectives

To orient students in Marketing Management. To encourage entrepreneurial skills.
To meet the demand of the various industrial sectors.

MODULE I

Advertising ♦ definition, objectives. Types of Advertising ♦
Newspaper, Magazines, Journals. Outdoor Ads, Theatre Ads. Radio, TV
Advertisement. Product placement

MODULE II

Ad Agencies ♦ Its Types and functions. Ethics in
Advertisement. Advertisement Budget

MODULE III

Element of Advertisement ♦ Copy Writing. Advertisement lay out,
Proof reading, Typography, Lithography. Use of Symbols, Slogans
Caption Catch Phrase.

MODULE IV

Salesmanship ♦ Importance of Salesman, Steps in selling. Direct
Marketing. Different Salesman ♦ retailer, wholesaler etc. Negotiation

MODULE V

Knowledge, Skills and Qualities required in
salesmanship. Training and supervising the salesman.
Motivating the salesman ♦ perks, commission,
incentives, remuneration, awards and rewards

REFERENCE BOOKS:

SI No.	Title	Author	Publishing & Year
1	Advertising Management	Rajeev Batra, John G Myers, David A Aaker	Pearson, 5 th edition
2	Salesmanship and Advertisement	Dawar S.R	
3	Sales Promotion	Cummins. J	Kogan Page; 5 edition
4	New patterns in Sales Management	Birth and Boyd	
5	Marketing	Debbie Gilliland	

Activities

The programme envisages the following activities.

1. **Minor project (Group)** in the third semester (details given along with the syllabus) the viva-voce examination and dissertation valuation shall be done internally for 50 marks each.

2. **Management Projects individually** in the sixth semester. This is a one month implant training and project study to be conducted in the month of December. Each individual student has to undergo one month implant training plus project study in a reputed organization (with established functional departments). 30 day implant training certificate is mandatory with the project report. Project study on a selected management topics need to be conducted during this period in the contest of the organization. Project dissertation and report writing (minimum 40 pages) at the conclusion of the study. The project report should satisfy all the requisite of the research methodology theory. There will be two examinations one internal (20 marks) and another external (80 marks) based on the report.

3. **Evaluation of Project , assignment, seminar, viva, internal assessment, test paper.**

4.INDUSTRIAL VISIT

The programme makes it mandatory in three semesters namely third, fourth and fifth to organise an industrial visit each. Preferably one to a manufacturing unit, another to a service sector and still another to a start-up village. Individual reports including photographs and illustration of the visit certified by the faculty in charge need to be prepared and submitted. These three reports are submitted to the external examiner for the sixth semester project viva-voce for the successful completion of the programme. The student who fail to submit satisfactory report will be consider as not completed the programme successfully.