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DEPARTMENT OF BUSINESS ADMINISTRATION**THREE YEAR REGULAR DEGREE PROGRAMME****(For those who joined since 2019 -20)****PREAMBLE**

The Board of Studies of Bachelor of Business Administration revamped the syllabi for the following courses, Principles of Management, Financial Accounting, Executive Development, Principles & Practice of Insurance, Strategic Management, Industrial Relations, Organizational Behaviour, Investment Management, Business Law & Entrepreneurial Development. The title of the paper Operations Management has been changed in to Production and Operations Management with effect from 2019-20 onwards.

Programme Outcomes

PO 1: Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational and personal) from different perspectives.

PO 2: Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO 3: Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO 4: Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO 5: Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them

Programme Specific Outcomes

PSO1: Develop an understanding of international Business Environment.

PSO2: Provide a broad based management education with international perspective, focusing on a general understanding of various factors that affect international business opportunities, strategies, policies and practices.

PSO3: Develop students 'intellectual ability, executive personality and managerial skills through appropriate blending of business and general education.

PROGRAMME STRUCTURE

Sem	Part	Subject Code	Course	Subject title	Hou rs/ week	Credit	CIA Marks	ESE Marks	Total Marks
I	I	GBLT11/ GBLA11/ GBLH11	Language I	Tamil/ Basic Arabic/Intermediate Arabic /Hindi – I	6	6	40	60	100
	II	GBLF12/ GBLG12	Language II	Functional English – I/ General English – I	6	6	40	60	100
	III	GBBAC111	Core I	Principles of Management	5	4	40	60	100
	III	GBBAC121	Core II	Financial Accounting	5	4	40	60	100
	III	GBBAA131	First Allied I	Business Economics	6	5	40	60	100
	IV	GBBAE14P	Skill Based Elective I	PC Package (Lab)	2	2	-	50	50

				TOTAL	30	27	200	350	550
II	I	GBLT21/ GBLA21/ GBLH21	Language I	Tamil /Arabic / Hindi – II	6	6	40	60	100
	II	GBLF22/ GBLG22	Language II	Functional English – II/ General English – II	6	6	40	60	100
	III	GBBAC21	Core III	Business Communication	4	3	40	60	100
	III	GBBAC221	Core IV	Marketing Management	4	3	40	60	100
	III	GBBAA23	First Allied II	Business Statistics	6	5	40	60	100
	IV	GBBAE241	Skill Based Elective II	Customer Relationship Management	2	2	-	50	50
	IV	GBES2	General Interest Course I	Environmental Studies	2	2	-	50	50
		GBBAX2/ GBBAX2O	Extra Credit	Event Management / Online Certificate Course*		2	-	100	100
				TOTAL	30	27+2	200	400+100	600+100
III	III	GBBAC31	Core V	Cost Accounting	6	4	40	60	100
	III	GBBAC32P1	Core VI	Accounting Package Lab	6	4	40	60	100
	III	GBBAA331	Second Allied- I	Production & Operations Management	6	5	40	60	100
	IV	GBBAE341	Skill Based Elective III	Executive Development	3	2	-	50	50
	IV		Non Major Elective		4	2		50	50
	IV	GBHR3	General Interest Course II	Human Rights	3	2	-	50	50
	V	GBXTN3	Extension	NSS/CSS	2	2	100		100
		GBBAX31 GBBAX3O	Extra credit	Principles and Practices of Insurance/ Online Certificate Course*	-	2	-	100	100
				TOTAL	30	21+2	220	330+100	550+100
IV	III	GBBAC41	Core VII	Financial Markets and Services	5	4	40	60	100
	III	GBBAC42	Core VIII	Banking Law and Practice	5	4	40	60	100
	III	GBBAC43	Core IX	Business Mathematics	5	4	40	60	100
	III	GBBAA441	Second Allied- II	Strategic Management	6	5	40	60	100

	IV	GBBAE45	Skill Based Elective IV	Business Research Methods	3	2	-	50	50
	IV	GBVE4	General Interest Course III	Values and Ethics	2	2	-	50	50
			Non Major Elective		4	2	-	50	50
		GBBAX41/ GBBAX40	Extra Credit	Industrial Relations/ Online Certificate Course*	-	2	-	100	100
				TOTAL	30	23+2	160	390+ 100	550 + 100
V	III	GBBAC511	Core X	Organizational Behaviour	5	4	40	60	100
	III	GBBAC521	Core XI	Business Environment	4	3	40	60	100
	III	GBBAC531	Core XII	Investment Management	4	3	40	60	100
	III	GBBAE5A1	Core Elective I	International Marketing	5	5	40	60	100
		GBBAE5B		Company Law					
	III	GBBAE5C	Core Elective II	Accounting For Management	5	5	40	60	100
		GBBAE5D1		Financial Management					
	IV	GBBAE54	Skill Based Elective V	Salesmanship	3	2	-	50	50
	IV	GBWS5	General Interest Course IV	Women Studies	3	2	-	50	50
				Library	1	-	-	-	-
		GBBAX51/ GBBAX50 1	Extra Credit	Total Quality Management/ Online Certificate Course*	-	2	-	100	100
				TOTAL	30	24+2	200	400+ 100	600+ 100
VI	III	GBBAC61	Core XIII	Practical Auditing	5	3	40	60	100
	III	GBBAC621	Core XIV	Management Information System	5	4	40	60	100
	III	GBBAC631	Core XV	Human Resource Management	4	4	40	60	100
	III	GBBAC64P W	Core XVI	Project	6	5	40	60	100
	III	GBBAE6A1	Core Elective III	Business Law	5	5	40	60	100
		GBBAE6B		Services Marketing					
	III	GBBAE651	Skill Based Elective	Entrepreneurial	3	2	-	50	50

			VI	Development					
				Library/Browsing	2	-	-	-	-
	IV	GBSED6	Extra Credit	Skills for Employability Development	-	2	100	-	100
				TOTAL	30	23+2	200+100	350	550+100
				GRAND TOTAL	180	145+10	1180+100	2220+400	3400+500

*For online certificate courses credit alone will be assigned on submission of certificates obtained through appearing for online examination from EDX, Spoken Tutorial, NPTEL or Coursera

CORE I - PRINCIPLES OF MANAGEMENT
(For those who joined since 2019 -20)

Semester: I

Subject Code: GBBAC111 /GBCOC111

Hours/ week: 5

Credits: 4

Course Outcomes :

CO 1: Gain valuable insights into the working of business organizations.

CO 2: To understand the evolution of management thinking

CO 3: To have self-assessment for developing managerial skills

CO 4: To acquire adequate knowledge of the global environment in which business operate

CO 5: To gain knowledge about critical thinking and problem solving skills of business

CO 6: To correlate managerial process with business relation

UNIT I

[15 Hours]

Introduction to Management: Meaning – Definition – Importance – Characteristics –Contributions of Taylor, Fayol, Mayo, and Peter Drucker-Functions of Management- Management as an Art and Science – Management as a Profession – Approaches to Management –Role of Manager – Elements of System Approach – Evaluation of System Approach-Trends and Challenges of Management in Global Scenario

UNIT II

[15 Hours]

Planning: Meaning - Definition – Characteristics –Importance –Purpose of Planning-Steps in Planning – Kinds of Planning – Types of Plans – Advantages and Limitations of Planning-Concept of MBO

Decision Making: Characteristics of Decision Making - Elements of Decision Making-Process of Decision Making –Decision Making Techniques

UNIT III

[15 Hours]

Organising: Meaning –Definition- Principles of Organising – Types of Organization : Line and Staff Organisation, Functional, Project and Matrix Organisation - Methods of Matrix Organisation - Span of Management – Delegation and Decentralization-Advantages and Disadvantages-Distinction between Delegation and Decentralisation

UNIT IV

[15 Hours]

Staffing: Meaning – Objectives – Methods - Meaning and Sources of Recruitment-Internal & External- Selection –Meaning –Definition -Selection Procedure – Training –Importance –Objectives for Training- Need for Training – On the Job Training – Off the Job Training

UNIT V**[15 Hours]**

Directing: Meaning – Definition-Principles of Directing – Characteristics of a Good Order – Importance of Directing – Characteristics of Direction **Controlling:** Meaning-Definition-Characteristics – Types – Requirements for an Effective Control System - Controlling Techniques

Text Book

V.S.P.Rao &V.Harikrishna,|| Management Text&Cases,Excel Publication,New Delhi,Second Edition,2009.

References

1. L.M.Prasad, *–Principles of Management*”, Sultan Chand & Company Ltd, New Delhi, 7th Edition, 2007.
2. J.C.Sinha.V.N.MugaliP.C.Jain, *“Principles of Management”*,R.Chand & Co, New Delhi, 10th Edition, 2002.
3. Harold Koontz, Heinz Wehrich, *“Essentials of Management”*|| , McGraw-Hill Publications, New Delhi. 9th Edition, 2012.
4. T.Ramaswamy, *“Principles of Management”*|| , Himalaya Publication House, Mumbai, 5th Edition 2012.

CORE II -FINANCIAL ACCOUNTING**(For those who joined since 2019 -20)****Semester: I****Subject Code:GBBAC121****Hours/ week: 5****Credits: 4****Course Outcomes :**

CO 1: To recognize and understand ethical issues related to accounting profession

CO 2: To deploy critical thinking skills for analysing financial data as well as the significance of differing financial accounting methods

CO 3: To understand the current auditing standards and acceptable practices

CO 4: To apply cost accounting methods to evaluate and project performance

CO 5: To understand the significance of taxation of individual income

CO 6: To analyse and interpret the four financial statements

UNIT I**[15 Hours]**

Introduction to Financial Accounting: Meaning –Evolution of Accounting- Scope -Basic Accounting Concepts and Conventions-Objectives of Accounting-Limitations of Accounting-Accounting Standards-Accounting Transactions- Double Entry Book keeping-Journal-Ledger-Preparation of Trial Balance

UNIT II**[15 Hours]**

Subsidiary Books: Meaning –Purchase Book –Sales Book –Purchase Return Book - Sales Return Book – Bills Receivable Book-Bills Payable Book –Journal Proper - Cash Book :Single Column, Double Column, Triple Column- Petty Cash Book **Errors:** Classification of Errors: Errors of Principle, Omission, Commission, Duplication and Errors of Compensation or off setting Errors - Rectification of Errors

UNIT III**[15 Hours]**

Bank Reconciliation Statement: Reasons for Discrepancies – Cheque Deposited for Collection but not yet Collected – Cheque Issued but not Presented for Payment – Credit in the Pass Book Only – Debit in the Pass Book only- Omission of Entries – Overdraft – Adjustment of Cash Book

UNIT IV**[15 Hours]**

Final Accounts: Capital and Revenue Items – Preparation of Trading, Profit and Loss Account and Balance Sheet- Adjustment Entries

UNIT V**[15 Hours]**

Accounts of Non-Trading Concerns: Capital, Revenue, Deferred Revenue Expenditures- Preparation of Receipts and Payments Account, Income and Expenditure Account - Balance Sheet

Text Book

- 1 .S.N. Maheswari, “*Financial Accounting*|| , Vikas Publishing House Pvt. Ltd, New Delhi, 2012.

References

- 2 .R.L. Gupta, “*Advanced Accountancy*”, Sulthan Chand & Sons, New Delhi, 16th Edition, 2014.
3. S.P. Jain & K.L. Narang, —*Advanced Accountancy*|| , Kalyani Publishers, New Delhi, 17th Edition, 2012.
- 4.Dr. M.A. Arulanandam & K.S. Raman, || *Advanced Accountancy*|| Himalaya Publishing House, New Delhi Revised ,2012
- 5.T.S,Reddy &A. Murthy, “*Financial Accounting*”, Margham publishers, Chennai, 7th Edition, 2014.
- 6.M.C.Shukla, ‘*Financial Accounting*‘ S Chand Publication, New Delhi,2019

FIRST ALLIED I– BUSINESS ECONOMICS
(For those who joined since 2019 -20)

Semester: I**Hours/ week: 6****Subject Code:GBBAA131/GBCOA131****Credits: 5****Course Outcomes :**

- CO 1: To understand the significance the basic concepts of Business Economics
 CO 2: To understand the significance of Demand, Supply, Equilibrium and their determinants
 CO 3: To analyse the determinants of elasticity and production function
 CO 4: Understand the cost function and the difference between short-run and long-run cost function and price discrimination
 CO 5: To develop Knowledge on Monopolistic Competition and Oligopoly
 CO 6: To understand the implications of monetary policy

UNIT I**[18 Hours]**

Introduction to Managerial Economics: Meaning –Definition-Nature and Scope of Business-Types of Business Decisions-Objectives of Managerial Economics –Difference between Economics and Managerial Economics–Role and Responsibilities of Managerial Economist –Approaches to Consumer Behaviour -Law of Diminishing Marginal Utility-Concept of Consumer Surplus

UNIT II**[18 Hours]**

Law of Demand: Meaning -Characteristics--Demand Determinants – Demand Distinctions– Types of demand – Exceptions to the Law of Demand- Elasticity of Demand – Types – Measurement of Elasticity of Demand – Factors Determining Elasticity of Demand-Importance of Elasticity of Demand
Forecasting: Meaning – Factors Involved in Forecasting – Importance – Methods of Forecasting for an Established Product and a New Product

UNIT III**[18 Hours]**

Production Function: Meaning-Production Function with One Variable Output, Two Variable Output :Isoquants, Types of Isoquants ,Properties of Isoquants- Production Function with All Variable Inputs-Optimal Input Combination-Managerial Uses of Production Functions-Supply Analysis

UNIT IV**[18 Hours]**

Normal Profit: Meaning –Concept of Normal Profit-Theories of Profit-Uncertainty Theory - Dynamic Theory and Innovative Theory of Profit - Functions of Profit - Criticism-Gross Profit-Normal Profit-Abnormal Profit - Sales Maximization Principle – Perfect Competition - Imperfect Competition-- Monopolistic Competition – Monopoly- Oligopoly- Economics of Bulk Purchase.

UNIT V**[18 Hours]**

National Income: Definition-Concepts- Measurement and its Difficulties- Functions of Money – Role of Commercial Banks – Reserve Bank of India – Methods of Credit Control – Monetary Policy-Objectives-Instruments-Limitations-Fiscal Policy-Objectives-Tools of Fiscal Policy

Text Book

1. R.L.Varshney&K.N. Maheswari, “*Managerial Economics*”,Sulthan Chand & sons, New Delhi, 12th Edition, 2011

References

2. D.N.Dwivedi,|| *Essentials of Business Economics*|| ,Vikas Publishing House, First Edition,2009
3. Dr.A.Musthafa, “*Managerial Economics*”, AITBS Publishers, 1st Edition, 2010.
4. S.Sankaran, “*Managerial Economics*”,Margham Publishers, Chennai, 5th Edition, 2012.
5. D.M.Mithani, “*Managerial Economics*”,Himalaya Publication House, New Delhi, 7th Edition, 2015.

CORE III – MARKETING MANAGEMENT**(For those who joined since 2019 -20)****Semester: II****Subject Code: GBBAC221****Hours/ week: 4****Credits: 3****Course Outcomes :**

- CO 1: To familiarize the students with the marketing management concepts, principles and practices.
 CO 2: To understand the significance of marketing function in the overall managerial context
 CO3: To develop strategic thinking of students for effective marketing planning and decision making
 CO4: To analyze the reasons for the rapid growth of sales promotion
 CO5: To gain knowledge on different channels of distribution

UNIT I**[12 Hours]**

Introduction to Marketing: Meaning-Definition – Origin of Marketing-Nature-Scope-Importance of Marketing-Functions – Classification of Markets —Benefits of Marketing – Marketing Processes – Marketing Functions-Difference between Marketing and Selling-Marketing Mix: Product, Price, Place, Promotion, People Process and Physical Environment – Concepts and Components-Importance of Marketing Mix in Marketing Decisions

UNIT II**[12 Hours]**

Product: Meaning –Features of a Product- Classification –Product Plan and New Product Development- Product Mix and its Elements–Decisions Related to Product Mix- Product Life Cycle – Product Diversification – Causes for Failure of a New Product **Market Segmentation** : Need-Criteria for Market Segmentation - Bases for Segmentation –Benefits of Market Segmentation.

UNIT III**[12 Hours]**

Pricing :Meaning- Objectives of Pricing— Factors Influencing Pricing Decisions – Impact on Decion Making - Procedure for Price Determination – Pricing Under Different Types of Market Structure **Branding**: Definition- Types-Importance-Merits and Demerits of Branding-Difference between Branding and Labeling -Packaging and Labeling-Types of Labeling-Labeling Strategies.

UNIT IV**[12 Hours]**

Sales Promotion:Meaning- Definition – Objectives of Sales Promotion –Importance – Reasons for the Rapid Growth of Sales Promotion – Advantages – Limitations – Kinds of Sales Promotion- Effectiveness of Sales Promotion-Public Relations and Publicity Decisions

UNIT V**[12 Hours]**

Channels of Distribution: Meaning- Definition– Need - Importance of Channels of Distribution - Factors affecting Channels of Distribution- Types of Channels of Distribution: Direct Channel and Indirect Channel-Functions-Channel Marketing Systems

Text Book

1. R.S.N. Pillai & Bagavathi, “*Marketing Management*”, S. Chand and company Ltd, New Delhi, First Edition, 2012.

References

2. Dr. Rajan Nair, “*Marketing*”, S. Chand and company Ltd, New Delhi, 10th Edition, 2008.
3. Philip Kotler, “*Marketing Management*”, Prentice Hall, New Delhi 7th Edition 2003.
4. Dr.C.B.Memoria & R.L Joshi, “*Principles and Practice of Marketing*”, Oscar Publications, New Delhi, 2003.
5. S.A Sherlekar, “*Marketing Management in India*”, Himalaya Publishing House, New Delhi 14th Edition, 2008.
6. William J. Standon& Charles Futrell, “*Fundamentals of Marketing*”, McGraw-Hill Companies, New Delhi, 15th Edition 2000.

SKILL BASED ELECTIVE- CUSTOMER RELATIONSHIP MANAGEMENT
(For those who joined since 2019 -20)

Semester: II**Hours/ week: 2****Subject Code:GBBAE241****Credits: 2****Course Outcomes :**

- CO 1: To understand CRM concepts and the role of CRM in managing customers.
 CO 2: To understand Customer Life Cycle, key concepts and various stages of the Sales Cycle.
 CO 3: To understand the use of technology including Internet to support corporate CRM strategy.
 CO 4: To understand CRM in different sector such as Financial Services, Hospital, Telecom and Insurance, Airlines, and Hotels.

UNIT I [6 Hours]

Introduction to Customer Relationship Management: Meaning and Definition –Evolution of CRM- Importance – Benefits –Types of CRM-Operational-Analytical-Collaborative- Implementation of CRM Concept – Necessity for Adoption of CRM

UNIT II [6 Hours]

Role of CRM in Various Stages of Sales Cycle: Customer Life Cycle – Role of CRM in Pre-Purchase Stage – Purchase Stage-Usage Stage-Repurchase Stage-Role of CRM Managers

UNIT III [6 Hours]

A Journey from CRM to e-CRM: Concept of e-CRM– Benefits of e-CRM- Steps in e-CRM – Components of e-CRM--Difference between CRM and e-CRM – Challenges to e-CRM – Success Factors in e-CRM

UNIT IV [6 Hours]

Economics of Building Customer Relationship: Customer Life Time Value – Benefits of Choosing the Right Customer – Benefits of Customer Loyalty - Measuring the Equity in Customer Relationship – Customer Satisfaction- CRM and Customer Retention

UNIT V [6 Hours]

Scope of CRM in Different Sector: CRM in Financial Services – CRM in Hospital– CRM in Telecom –CRM in Insurance –CRM in Airlines – CRM in Hotels.

Text Book

1. P.P Singh & N. Jinender Kumar, “*Customer Relationship Management*|| , Deep and Deep Publication Pvt Ltd, New Delhi, 1st Edition, 2009.

References

2. Jilldyche, “*The CRM Hand book*”, Pearson Education Publication, New Delhi, 10thEdition, 2011.
3. Roger J. Baran, Robeet J. Galka, Danielistrent, “*Customer Relationship Management*”, China scientific press China, 5th Edition, 2011.

EXTRA CREDIT - EVENT MANAGEMENT

(For those who joined since 2019 -20)

Semester: II

Subject Code:GBBAX2

Credits: 2

Course Outcomes :

- CO 1: To understand the various event elements (food and beverage, design, entertainment, site selection, etc.) and how to cost-effectively employ them.
- CO 2: To understand the role of the planner on site at the event, and the mind-set necessary to oversee successful event coordination.
- CO 3: To prepare budget for an event
- CO 4: To plan conduct and evaluate an event.

UNIT I

Introduction: Defining an Event- Types of Events- Size of Events- Advantages Offered by Events - Importance and Scope of Events – Event as a Marketing Tool- Diverse Marketing Needs Addressed by events

UNIT II

Key Elements of Events: Event Infrastructure -Core Concept -Core People – Core Talent – Core Structure

UNIT III

Conceptualizing and Designing Events: 5 C's of Events - Activities in Event Management - Planning – Organizing –Staffing – Leading – Co-Ordination – Controlling

UNIT IV

Strategic Market Planning: Setting Objectives – Developing a Strategy – Marketing Plan Environmental Assessment – Competitive Assessment – Business Assessment - Problem Analysis – Opportunity and Resource Analysis

UNIT V

Choosing the Event Site: Managing the Events as a Project – The Organization Manager and the Team during the Event – Close Down, Evaluation and Legacies

Text Book

1. Sanjaya Singh Gaur & Sanjay V.Saggere, “*Event Marketing and Management*”, Oscar Publications, New Delhi, 4th reprint, 2008

References

2. Anton Shone and Bryn Parry, “*Successful Event Management*”, Emerald Group Publishing Limited, New Delhi, 1st Edition, 2013.
3. H.R.Appannaiah &H.R. Rahamath, “*Principles of Event Management*”, Himalaya Publication House, New Delhi, 1st Edition, 2016.
4. Hariharan & Annie Stephen, “*Event Management*”, Himalaya Publication House, New Delhi, 1st Edition, 2014.

CORE V – ACCOUNTING PACKAGE LAB

(For those who joined since 2019 -20)

Semester: III

Subject Code:GBBAC32P1

Hours/ week: 6

Credits: 4

Course Outcomes :

CO 1: To understand the Basic Accounting concepts

CO 2: To understand the power and potential of Tally Accounting Software from the business perspective

CO 3: To understand the Company Setup & Configurations

CO 4: To record Financial Transactions

CO 5: To prepare inventory report

CO 6: To prepare Financial Report Analysis & Charts of Inventory Setup

UNIT I:

Introduction to Tally ERP9: Installing Tally ERP9 License Server - Creating a Company - Data Path for Tally ERP9 Companies - Altering and Deleting Company - Gateway of Tally and User Interface

Masters Accounts: Ledgers: Creation, Alteration, Deletion in Single and Multiple Mode– Groups:

Creation, Alteration, Deletion in Single and Multiple Mode - Bill Wise Debtors and Creditors Ledgers

UNIT II:

Vouchers: Payment Voucher - Day Book - Receipt Voucher – Contra - Journal Voucher – Purchase and Sales Voucher.

UNIT III:

Masters Inventory: Stock Group - Godown and Locations - Stock Category - Units of Measure - Stock Items

UNIT IV:

Purchase Order - Sales Order - Batch Wise Details- Cost Centre & Cost Category – Bank Reconciliation Statement **Goods and Services Tax (GST)** : Activating Tally in GST - Setting Up GST (Company Level, Ledger Level or Inventory Level) - GST Taxes & Invoices - Understanding SGST, CGST & IGST - Creating GST Masters in Tally

UNIT V:

Financial Reports - Trial Balance - Profit and Loss Account - Balance Sheet - Working Capital - Cash Flow and Fund Flow Statement

Accounting Package Lab List

1. Company Creation
2. Company Alteration
3. Create an Account Group in Single Mode
4. Alter an Account Group in Single Mode
5. Delete an Account Group in Single Mode
6. Create an Account Group in Multiple Mode
7. Alter an Account Group in Multiple Mode
8. Create a Ledger Account in Single Mode
9. Alter a Ledger Account in Single Mode
10. Delete a Ledger Account in Single Mode
11. Create a Ledger Account in Multiple Mode
12. Create Receipt Voucher
13. Create Payment Voucher
14. Create Contra Voucher
15. Create Purchase Voucher
16. Create Sales Voucher
17. Create Journal Voucher(Journal, Credit Note, Debit Note)
18. Create Unit of Measure
19. Create Stock Group
20. Create Stock Item
21. Create Purchase Voucher Invoking Inventories(Invoice Mode)
22. Create Sales Voucher Invoking Inventories(Invoice Mode)
23. Preparation of Voucher Invoking Batch Wise Details
24. Preparation of Bank Reconciliation Statement
25. Preparation of Outstanding Bill Report(Receivables& Payables)
26. Create Purchase Order
27. Create Sales Order
28. Preparation of Cost Category and Cost Center
29. Preparation of Purchase voucher with GST
30. Preparation of Sales voucher with GST
31. Preparation of Trial Balance
32. Preparation of Profit & Loss

33. Preparation of Cash flow
34. Preparation of Fund flow
35. Preparation of Balance sheet

SECOND ALLIED I –PRODUCTION & OPERATIONS MANAGEMENT
(For those who joined since 2019 -20)

Semester: III

Subject Code:GBBAA331

Hours/ week: 6

Credits: 5

Course Outcomes :

CO1: To apply knowledge of fundamental concept of Production & Operations Management

CO 2: To gain Knowledge in operation and production process

CO 3: To know the measures for Sourcing & Supply Chain Management

CO 4: To find out alternative production planning

CO 5: To know the requirements for an effective control system

CO6: To apply logistics and purchasing concepts to improve supply chain operations

UNIT I

[18 Hours]

Introduction to Operations Management: Manufacturing Trends in India – Services as a Part of Operations Management – Operations Management A Systems Perspective –Functions – Product Solution and Design – Facilities Location – Facilities Layout and Material Handling – Production Planning – Inventory Control – Industrial Engineering – Production System Designing –Method Study – Capacity Planning –Production Control – Quality Control – Work Measurement - Challenges in Operations Management – Globalisation – Social Responsibilities – Technology – Knowledge Management – Environment Responsibilities

UNIT II

[18 Hours]

Process and Capacity Planning: Process as a Unit of Measurement – Process Flow Charting – Planning Premises and Process Implication –Make to Stock – Make to Order – Assemble to Order - Analysing Processes – Defining Capacity – Measures of Capacity – Capacity Planning Framework – Estimating the Total Requirements – Estimating Labour and Machine – Company Capacity Availability – Process Mapping and Capacity Analyse –Alteration for Capacity Augmentation .

UNIT III

[18 Hours]

Design of Manufacturing Process: Determinants of Process Characteristics in Operation – Types of Processes and Operations System – Process Product Matrix – Layout Planning – Types of Layouts: Process Layout, Product Layout, Group Technology Layout and Fixed Position Layout - Design of Process Layout.

UNIT IV

[18 Hours]

Sourcing and Supply Management: Importance- Quality Management Issues – Changing Cost Structure – Quick Response Requirements - Sourcing Strategies -Procurement Process- Need Recognition – Specific Needs – Source Option – Price and Terms – Purchase Orders – Delivery – Expending – Receipt and Inspection – Invoice Approval and Payment – Record Maintenance - Developing Reliable Vendors- Measures for Sourcing & Supply Chain Management- Business Process Outsourcing.

UNIT V

[18 Hours]

Aggregate Production Planning: Planning Hierarchies in Operation- Long-Range - Medium Range – short Range - Need- Pricing – Promotions – Back Ordering –New Demand Creation- Framework - Alternative for Managing Demand- Alternatives for Managing Supply- Strategies-Methods.

Text Book

1. B. Mahadevan, “*Operations Management Theory & Practice*”, Pearson, 2nd Edition, 2010.

References

2. S.N Chary, “*Production & Operations Management*”, Tata McGraw- Hill Publishing Company Limited, 5th Edition 2013.
3. R. Paneerselvam, “*Production and operation management*”, Cengage Learning, 1st Edition, 2009.

SKILL BASED ELECTIVE – EXECUTIVE DEVELOPMENT
(For those who joined since 2019-20)

Semester: III**Subject Code: GBBAE341/GBCOE341/GBCCE341****Hours/ week: 3****Credits: 2****Course Outcomes:**

- CO 1: To construct a career development plan (roadmap) that outlines a path for a chosen career by delineating the skills required for the type of job
- CO 2: To improve presentation and delivery skills
- CO 3: To recognizing individual skills strengths and gaps, and identify activities that can be used to acquire the skills associated with the gaps
- CO 4: To understand basic personality traits

UNIT I**[9 Hours]**

Personality Development: Introduction – Benefits –Types- Developing Positive Attitude – Obstacles in Developing Positive Attitude – Exaggerating – Over Generalizing –Personalizing –Thinking – Jumping to Conclusions –Ignoring the Positive – Avoid Perfections –Helpful Approach –Focus on the Future.

UNIT II**[9 Hours]**

Stress Management: Meaning- Kinds of Stress: Good, Bad, Acute and Chronic - Sources of Stress- Signs and Symptoms of Stress – Interpretation –Causes of Teenage Stress - Tips for Stress Management.

UNIT III**[9 Hours]**

Interview Skills: Preparing Resume – Bio-data – Curriculum Vitae (CV) -- Types of Interview: Behavioural, Situational, Unstructured and Panel Interview - Types of Question: Direct, Indirect, Hypothetical and Descriptive Questions - Reasons for Selecting and Rejecting a Candidate – Common Mistakes made in Interview.

UNIT IV**[9 Hours]**

Non-Verbal Communication: Introduction – Forms of Body Language – Parts of Body Language – Facial Expression –Gestures – Paralinguistic –Proxemics – Eye Gaze – Eye Contact –Appearance – Haptic - Uses of Body Language — Types of Body Language -Reasons to Study Body Language.

UNIT V**[9 Hours]**

Time Management: Meaning – Types – Secrets of Time Management – Value of Time –Time Budgeting – Concentration - Time Matrix **Group Discussion:** Meaning-Objectives-Types-Importance of Group Discussion

Text Book

1. Dr. K. Alex, “*Soft Skill*”, S. Chand Group Publications, Second Revised Edition, 2011.

References

- 2 .E.Suresh Kumar, P.Shreehari, J.Savithri, “*Communication Skills and Soft Skill*”, Pearson 6th impression, 2015.
- 3 .www.mindtools.com
- 4 .www.placement.freshersworld.com
5. www.personalitydevelopment.org

EXT RA CREDIT - PRINCIPLES AND PRACTICE OF INSURANCE
(For those who joined since 2019 -20)

Semester: III**Credits: 2****Subject Code:GBBAX31/GBCCX31****Course Outcomes :**

- CO 1: To know the historical evolution of the general insurance markets in India
 CO 2: To understand the role of all players in the insurance markets
 CO 3: To understand the working of the Tariff Advisory Committee
 CO 4: To evaluate the implications of DE tariff regulations of IRDA

UNIT I

Principles of Insurance- Origin of Insurance – Types of Insurance Organizations – Main Forms of Insurance – Essentials of Sound Insurance Plan - Fundamental Principles of Insurance – Functions and Importance of Insurance-Role of an Insurance Company Manager

UNIT II

IRDA Procedure-Brief History of IRDA-Mission Statement of the Authority-.Grievance Redressal Procedure-Complaints Entertained by the Insurance Ombudsman-Integrated Grievance Management System (IGMS)

UNIT III

Life Insurance: Nature of Life Insurance-Classification of Policies-Selection of Risk-Kinds of Risk-Measurement of Risk-Surrender Value-Valuation of Surplus-Management of LIC of India

UNIT IV

Fire Insurance: Nature and Uses of Fire Insurance –Fire Insurance Contract-Kinds of Fire Insurance-Policy Conditions-Payment of Claim-Re-insurance

UNIT V

Marine Insurance-Nature of Marine Insurance Contract – Marine Insurance Policies – Conditions – Premium Calculation-Marine Losses-Payment of Claim-Progress of Marine Insurance Business in India

Text Book

1. M.N. Mishra “*Insurance Principles and Practice*”, S. Chand Publication, New Delhi 18th Edition, 2008.

Reference

2. Gosh & Agarwal, “*Principles Practice and Law of Insurance*”, Sultan Chand Co Ltd Publishers, New Delhi.

SECOND ALLIED II – STRATEGIC MANAGEMENT**(For those who joined since 2019 -20)****Semester: IV****Subject Code:GBBAA441****Hours/ week: 6****Credits: 5****Course Outcomes :**

- CO 1: To acquire the basic Knowledge of Strategic Management
 CO 2: To understand the concept of Strategic Analysis
 CO 3: To understand Portfolio and Analytical Models
 CO 4: To gain knowledge on issues of Management Information System
 CO 5: To Identify the Resource Allocation for Strategic Control
 CO 6: To frame strategy for a firm

UNIT I**[18 Hours]**

Strategy and Process: Meaning of Strategic Management-Conceptual Framework for Strategic Management- Fundamentals of Strategy –Merits and Demerits of Strategic Management- Strategy Formation Process – Stakeholders in Business – Vision, Mission and Purpose – Business Definition- Difference between Objectives and Goals of Business - Corporate Governance and Social Responsibility-Core Competencies of Business .

UNIT II**[18 Hours]**

Competitive Advantage: External Environment - Porter’s Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive Advantage Resources- Capabilities and Competencies–Core Competencies- Low Cost and Differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities Durability of Competitive Advantage- Avoiding Failures and Sustaining Competitive Advantage.

UNIT III**[18 Hours]**

Strategies: The Generic Strategic Alternatives – Stability, Expansion, Retrenchment and Combination Strategies - Business Level Strategy- Strategy in the Global Environment-Corporate Strategy Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the Corporation- Strategic Analysis and Choice of Strategies- - Balance Score Card.

UNIT IV**[18 Hours]**

Strategy Implementation: Stages of Strategy Implementation- Analysing Strategic Change- Managing Strategic Change - Issues in Strategy Implementation - Organisational Structure - Approaches to Organisation Structure - Matching Structure and Control to Strategy - Assessment of Organisational Structure - Perspectives on the Methods of Organising.

UNIT V**[18 Hours]**

Strategic Evaluation and Control: Introduction - Process of Strategic Control - Reluctance to use Strategic Control - Strategic Control and Environmental Factors - Information for Strategic Control - Implementing Strategic Control - Successful Maintenance of Strategic Control-Types of Control- Difference between Strategic Control and Operational Control

Text Book

1. Thomas L. Wheelen, J.David Hunger and KrishRangarajan, Strategic Management and Business policy, Pearson Education., 2006.

References

2. Fred R. David, Strategic Management, PHI Learning Limited, New Delhi, 13th Edition, 2012
3. P.Subba Rao, —Business Policy and Strategic Management|| , Himalaya Publishing House, 2nd Edition, 2016
4. V.S.P. Rap & V Harikrishna –Strategic Management|| Excel Publication, New Delhi 2009.

EXTRA CREDIT - INDUSTRIAL RELATIONS
(For those who joined since 2019 -20)

Semester: IV**Credits: 2****Subject Code:GBBAX41****Course Outcomes :**

- CO 1: To understand the basic concept of Industrial Relations
 CO 2: To study the field of labour relation with an interdisciplinary perspective
 CO 3: To understand the procedure concerning worker participation
 CO 4: To gain knowledge of quality circles and suggestions schemes

UNIT I

Introduction to IR Concept: Meaning and Definition - Industrial Disputes- Meaning and Cause-Importance of Good Labour Management Relations - Industrial Dispute Act 1947- Dispute Settlement Machineries, Awards and Settlements, Strike and Lockout, Lay-Off and Retrenchment - Role of ILO in Industrial Relations.

UNIT II

Origin and Growth of Trade Union: Meaning-characteristics- Purpose and Functions – Trade Union and Economic Development – Pitfalls and Suggestions to Improve - Trade Union Act, 1926-Trade Union Movement

UNIT III

Collective Bargaining: Meaning-History of Collective Bargaining- Nature- Types- Process and Importance - Status of Collective Bargaining in India - Suggestions to Improve Collective Bargaining.

UNIT IV

Grievance Handling Machinery; Definition-Grievance System-Principles and Procedures – Discipline in Industrial Relations – Principles and Procedures - Industrial Employment Standing Order Act 1946.

UNIT V

Workers Participation in Management: Concept –Features of Grievances-Causes-Effects-Principles of handling Grievances-different steps in handling Grievances

Text Book

1. C.B. Memoria, “*Personnel Management*”, Himalaya Publishing House, New Delhi, 10th Edition, 2013.

References

2. P. C. Tripathi, “*Personnel Management and Industrial Relations*”, Sultan Chand & sons, New Delhi, 1st Edition 2013.
3. ArunManoppa, “*Industrial Relations*”, Himalaya Publishing House, New Delhi, 2nd Edition 2014.

CORE X– ORGANISATIONAL BEHAVIOUR

(For those who joined since 2019 -20)

Semester: V

Subject Code: GBBAC511

Hours/ week: 5

Credits: 4

Course Outcomes :

- CO 1: To understand the evolution and growth of Organizational Behavior
 CO 2: To understand the challenges and opportunities of Organizational Behavior
 CO 3: To understand the ingredients of individual behavior
 CO 4: To gain knowledge of classical theories and their limitations
 CO 5: To understand groups and teams: Functions models, structures & norms
 CO 6: To understand the impact of organizational culture

UNIT I

[15 Hours]

Introduction to Organisational Behaviour: Definition –Evolution of Organizational Behaviour- Approaches to Organizational Behaviour – Features of Organisational Behaviour – Individual Behaviour -Types –Group Behaviour –Types-Distinction between Individual Behaviour and Group Behaviour-

UNIT II

[15 Hours]

Personality: Meaning – Definition-Personality Determinants –Personality Traits –Personality Attributes Organizational Behaviour **Perception :** Meaning – Importance of Perception- – Factors Influencing Perception- Perception in Individual Decision Making-Meaning and Techniques of Group Decision Making

UNIT III

[15 Hours]

Leadership: Meaning – Types– Need – Importance of Leadership – Leadership Styles - Theories of Leadership **Communication-**Meaning-Functions-Process of Communication

UNIT IV

[15 Hours]

Group Dynamics: Meaning-Nature – The Dynamics of Group Formation – Types of Group— Committee Organization – Nature and Functions – Positive and Negative Attributes of Committee. **Conflict-**Meaning-Types of Conflict

UNIT V

[15 Hours]

Organisational Change: Meaning-Definition - Need –Importance- External and Internal Forces- Change Process – Resistance to Change – Change Implementation – Planned Change
Organisational Development: Objectives-Assumptions-Organisational Interventions.

Text Book

1. K. Aswathappa, “*Organisational Behaviour*”, Himalaya Publishing House, New Delhi, 12th Edition, 2016.

References

2. Richard Pettinger, “*Introduction to Organisational Behaviour Education*”, MacMillan Kolkata, 4th Edition, 2006.
3. Fred Luthans, “*Organisational Behaviour*”, McGraw Hill Inc, New Delhi, 11th Edition 2007.
4. V.S.P. Rao & P.S. Narayanan, “*Organisational Behaviour*”, Konark Publishers Pvt Ltd New Delhi 3rd Edition, 2012.
5. Stephen P. Robbins, —Organisational Behaviour|| Pearson Publication, New Delhi, 2013

CORE XI - BUSINESS ENVIRONMENT (For those who joined since 2019 -20)

Semester: V

Subject Code: GBBAC521

Hours/ week:4

Credits: 3

Course Outcomes

- CO 1: To gain knowledge on the effects of government policy on the economic environment
 CO 2: To analyse the challenges of globalisation to Indian industries
 CO 3: To understand the legal framework of multinational corporations in India
 CO 4: To understand the human relationships involved in an organization

UNIT I

[12 Hours]

Business and its Environment: Characteristics of Modern Business Concept - Nature of Business Environment – Need and Significance - Micro and Macro Environment- Impact of Business Environment on Business Decision- Process of Environment Analysis for Business Decisions.

UNIT II

[12 Hours]

Economic Environment: Economic Systems and their Impact on Business – Population – Per Capita Income –Low Income Economics - Middle Income Economics -- High Income Economics - Standard of Living – Role of Public Sector Units in Indian Economy – FDI– Globalisation – Multi National Corporations – Merits and Demerits – Fiscal Policy

UNIT III

[12 Hours]

Political Environment: Role of Government Policies in Business Development in India – State Control on Business and Liberal Policies **Technological Environment:** Concept and Types of Technology – Import of Technology- Merits and Demerits – Appropriate Technology– Impact of Technology on Business Economy and Society

UNIT IV

[12 Hours]

Legal Environment: Industries Development and Regulations Act, 1951 – Consumer Protection Act 1986-Council -- Foreign Exchange Management Act, 1951 – Patents Act, 1970 – Trade Marks Act, 1999 – Right to Information Act 2005

UNIT V**[12 Hours]**

Socio-Cultural Environment: Social Attitudes –Components- Religious, Caste and Lingual Groups – Joint Family System – Social Responsibilities of Business – Business Ethics – Importance of Values in Business –Nature of Culture – Cultural Heritage – Impact of Foreign Culture.

Text Book

1. Francis Cherunilam, “*Business Environment Text and Cases*”, Himalaya Publishing House, New Delhi, 18th Edition. 2008.

References

2. C.B. Gupta, “*Business Environment*”, Sulthan Chand Publishers, New Delhi, 1st Edition, 2012.
- 3.K. Chidambaram & V. Alagappan, “*Business Environment*”, Vikas Publishing House, New Delhi, 2011.
4. K. Aswathappa, “*Essentials of Business Environment*”, Himalaya Publishing House, New Delhi, 7th Edition, 2012.

CORE XII - INVESTMENT MANAGEMENT
(For those who joined since 2019 -20)

Semester: V**Hours/ week: 4****Subject Code: GBBAC531****Credits: 3****Course Outcomes :**

- CO 1: To understand the different investment avenues/ alternatives
 CO 2: To understand the characteristics of different financial assets
 CO34: To gain knowledge of the various strategies followed by investment practitioners
 CO 4: To measure risk and return and understand their trade-off

UNIT I**[12 Hours]**

Introduction to Investment : Meaning –Definition-Nature and Scope of Investment, Speculation and Gambling – Objectives of Investment – Investment Process- Features of an Investment Programme – Investment Avenues / Alternatives.

UNIT II**[12 Hours]**

Types of Market: Primary Market – Role and Methods of Issuing New Shares- Parties involved in the New Issue – Secondary Market- Functions – Listing and its Procedures - SEBI Guidelines on New Issue Market and Secondary Market-Recent Trends in Stock Market and New Issue Market

UNIT III**[12 Hours]**

Security Analysis:Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis – Earnings of the Company – Financial Analysis – Growth in Earnings –Technical Analysis- Assumptions –History-Dow Theory

UNIT IV**[12 Hours]**

Efficient Market Theory: Basic Concepts – The Random Walk Theory –The Essence of the Theory –Weak Form of Efficient Market Theory-Predictability of Stock Return--Market Inefficiencies

UNIT V**[12 Hours]**

Portfolio Management: Risk – Types of Risk –Risk and Return Analysis- Types of Portfolio - Portfolio Risk – Markowitz Model –Sharpe Model--Capital Asset Pricing Model—Arbitrage Pricing Theory-Assumptions-Importance

Text book

1. Dr. L. Natarajan, “*Investment Management*”, Margham Publications, Chennai 2nd Edition, 2009.

References

2. Preeti Singh, “*Investment Management*”, Himalaya Publishing House, Mumbai, 16th Edition, 2008.
3. R.P.Rustogi, “*Investment Analysis and Portfolio Mangement*”, Sulthan Chand & Sons, New Delhi, 4th Edition, 2012.
4. Punithavathy Pandian, “*Security Analysis and Portfolio Management*”, Hutchinson Education Ltd, UK, 13th Edition, 2011.
5. V.K. Bhalla and S.K.Tuteja, “*Investment Management*”, Vikas Publications, New Delhi, 16th Edition, 2010.

CORE ELECTIVE I - INTERNATIONAL MARKETING
(For those who joined since 2019 -20)

Semester: V

Subject Code: GBBAE5A1

Hours/ week: 5

Credits: 5

Course Outcomes :

- CO1: To understand the nuances and challenges of doing business in different cultural environments
 CO 2: To evaluate and design sustainable pricing strategies
 CO 3: To apply relevant distribution logistics
 CO 4: To gain knowledge on terms of international payment
 CO 5: To understand India’s_ recent export import policies
 CO 6: To identify, analyze, and evaluate data, information, and evidence related to international business opportunities and threats

UNIT I

[15 Hours]

International Marketing: Definition – Objectives of International Business – International Orientations: Ethnocentric, Polycentric, Regiocentric, & Geocentric – International Marketing Decision- International Business, Market Selection, Entry & Operating, Marketing Mix, International Organisation Decision – Problems in International Marketing - International Marketing vs. Domestic Marketing - Barriers to International Marketing.

UNIT II

[15 Hours]

Product Planning: Definition of Product- - Stages of Product Life Cycle: Introduction, Growth, Maturity, Saturation and Decline – Product Life Cycle and International Marketing - Product Communication Strategy – Globalisation vs. Localisation – Pricing Strategy- Pricing Objectives – Factors affecting Pricing – Pricing Methods – Promotion- Factors Influences Promotion Strategy – Promotion Mix – Export Promotion Organisations – Trade Fair and Exhibition – Personal Selling.

UNIT III

[15 Hours]

International Channels of Distribution: Channels between Nations – Home Country Production – Indirect Exporting - Marketing Middlemen - Merchants – Agents / Brokers – Cooperative

Organisations – Direct Exporting- Type of Foreign Intermediates – Overseas Production – Marketing Environment and Internal Distribution – Factors influencing Channel Selection.

UNIT IV**[15 Hours]**

Export Finance: Institutional Finance for Export- Pre Shipment for Credit – Post Shipment Finance – Short Term Finance – Medium & Long Term Finance – Exim Bank – Export Credit Risk Insurance – Export Credit Guarantee Corporation- Quality Control and Pre Shipment Inspection – Foreign Exchange Management Act (FEMA)

UNIT V**[15 Hours]**

Export Documentation: Preliminaries- IEC Number – Membership cum Registration – Inquiry and Offer- Confirmation of Order – Export Licence – Finance – Production / Procurement of Goods – Shipping Space – Packing and Marking – Quality Control and Pre - Shipping Inspection – Excise – Clearance – Custom Formalities – Exchange Control Formalities – Insurance – Shipping the Goods – Negotiation of Documents – Export Incentives – Export Document – Standardised and Aligned Pre – Shipment Documents

Text Book

1. Francis Cherunilam, “*International Trade and Export Management*”, Himalaya Publishing House, New Delhi, 19th Edition, 2015.

References

2. Francis Cherunilam, “*A Concise Text Book on International Trade*”, Himalaya Publishing, House, New Delhi, 1st Edition, 2005.
3. Prof. RimiMoitra, Dr. Khushpat S. Jain, “*International Marketing*”, Himalaya Publishing, House, New Delhi, 2nd Edition, 2014.
4. B.S. Rathor& B.M Jani, “*International Marketing*”, Himalaya Publishing House, New Delhi, 4th Edition 2014.

CORE ELECTIVE II - FINANCIAL MANAGEMENT**Semester: V****Hours/ week: 5****Subject CODE: GBBAE5D1/GBCOE5D1/GBCCE5D1****Credits: 5****Course Outcomes :**

- CO 1: To understand both the theoretical and practical aspects of financial management in business organisation
- CO 2: To access financial information from a wide variety of sources and use this information to research and assess corporations
- CO 3: To analyse the finances of individual corporations both in terms of their performance and capital requirements
- CO 4: To compute cost of capital for various sources
- CO 5: To determine capital structure of a firm
- CO 6: To understand financial structure of a firm

UNIT I**[15 Hours]**

Financial Management: Meaning, Definition– Nature and Scope of Financial Management— Objectives of Financial Management: Profit Maximization, Shareholders Wealth Maximization (SWM) -Functions – Limitations – Responsibilities of Financial Manager.

UNIT II**[15 Hours]**

Sources of Finance: Short Term Sources of Finance: Trade Credit - Accrued Expenses and Deferred Income, Bank Finance for Working Capital – Long Term Source and Medium Term Finance: Shares, Debentures, Term Loans, Convertible Securities and Warrants, Lease Financing, Venture Capital Financing.

UNIT III**[15 Hours]**

Capital Structure–Meaning–Essentials–Principles -Factors Determining Capital Structure- Theories: Net Income Approach, Net Operating Income Approach, Traditional View, The Modigliani Miller Hypothesis – Leverage: Meaning– Types: Operating Leverage and Financial Leverage.

UNIT IV**[15 Hours]**

Cost of Capital: Meaning and Definition – Various Sources of Computing Cost of Capital - Cost of Equity Share Capital – Cost of Preference Share Capital - Cost of Debentures – Cost of Retained Earnings - Weighted Average Capital-Importance of Working Capital

UNIT V**[15 Hours]**

Capital Budgeting: Meaning- Importance – Factors Affecting Capital Investment Proposals – Capital Budgeting Appraisal Methods –Payback Period– Accounting Rate of Return – Net Present Value Method– Internal Rate of Return Methods

Text Book

1. B. S. Raman, “*Financial Management*”, United Publishers, Bangalore, 1st Edition, 2008.

References

2. I.M Pandey, „*Financial Management*“, Vikas Publishing House, New Delhi, 9th Edition, 2009.
3. Prasanna Chandra, „*Financial Management*“, Mc Graw Hill Education (India) Pvt. Ltd, New Delhi, 6th Edition, 2011.
4. M.Y. Khan & P.K. Jain, “*Financial Management*”, Tata Mc Graw Hill Publishing Co. Ltd, New Delhi, 5th Edition, 2008.

(Note : Questions must be 60% of problems and 40% of theory parts)

EXTRA CREDIT PAPER - TOTAL QUALITY MANAGEMENT**(For those who joined since 2019 -20)****Semester: V****Subject Code: GBBAX51/GBCOX51****Credits: 2****Course Outcomes :**

- CO 1: To understand the quality norms of organizations
 CO 2: To know the importance of quality management
 CO 3: To be conversant with SWOT analysis
 CO 4: To understand the benchmark for quality management
 CO 5: To understand the ISO certification process
 CO 6: To study the challenges facing of Total Quality Management

Unit I

Introduction to Total Quality Management : Meaning and Definition– Scope of TQM – Guiding Principles of TQM – Evolution of TQM – Preparing for TQM – Stages in TQM Implementation – TQM Models.

Unit II

SWOT Analysis: Strategic Planning –Organisational Culture- Customer Focus – Types of Customers –Customer Satisfaction Model – Customer Retention Model –Quality Function Deployment- Customer Satisfaction- Measurement.

Unit III

Continuous Improvement Strategies: Deming Wheel – Zero Defect Concept –Benchmarking – Six Sigma-Preventive Techniques

Unit IV

Quality Certification: ISO 9000 Series Certification – ISO 9001: 2000 Certification – ISO 14000 Series Certification – QS 9000 Certification – Quality Auditing - Quality Indicators – ISO – BSI - Quality Awards.

Unit V

TQM Road Map: Quality & Cost-Characteristics of Quality-Micro Analysis of Quality Cost-Measurement of Quality – TQM Implementation Strategy – Failure of TQM.

Text Book

1. L.Suganthi & Anand A. Samuel, “*Total Quality Management*”, PHI Learning Pvt Ltd, New Delhi, 9th Edition, 2012.

References

2. Shailendra Nigam, “*Total Quality Management -An integrated approach*”, Excel Books Publishers, New Delhi, 2005.
3. Konarkchowdhary, “*Total Quality Management*”, Omega Publications, New Delhi, 2006.

CORE XIV- MANAGEMENT INFORMATION SYSTEM
(For those who joined since 2019 -20)

Semester: VI**SUBJECT CODE: GBBAC621****Hours/ week: 5****Credits: 4****Course Outcomes :**

- CO 1: To know the ingredients of Management Information System
 CO 2: To appreciate the application of MIS in promoting managerial effectiveness
 CO 3: Understand the dimension of information system
 CO 4: Understand the recruitment and analysis
 CO 5: Ability to know the product based information system.
 CO 6: Know the system based evaluation

UNIT I**[15 Hours]**

Introduction to MS: Meaning- MIS Concept – Definition – Management Functions – MIS Characteristics – Importance –Data Capturing – Processing of Data Storage of Information – Retrieval of Information- Dissemination of Information Structure- Physical Component Information system - Processing Functions - Decision Support - Levels of Management Activities Organisation Function
 MIS Classification: Operation support system, Management Support System

UNIT II**[15 Hours]**

Information and System Concept: Definition of Information- Information Processing System – Types: Strategic, Tactical and Operational Information – Information Quality- Dimensions of Information: Economic , Business, Technical Dimension- System: Definition- kinds of System: Open

and Closed, Abstract and Physical, Deterministic and Probabilistic , Concept Boundary Interface and Black System, Decomposition Integration of Sub Systems, Box Elements of a system, Human as an Information Processing System

UNIT III**[15 Hours]**

Decision Support System: Concepts -Simon's Model of Decision Making -Type of Decisions-Purpose of Decision Making- Level of Programmability - Knowledge of Outcomes - Methods for Choosing Among Alternatives - Decision Theory or Decision Analysis – Utility - Decision Tree Optimisation Techniques - Decision Making and MIS Information- Support for Decision Making Process -Techniques used in Decision Making

UNIT IV**[15 Hours]**

Information System Planning: Planning Terminology - Mission –Objectives- Strategies- Policies Nolan Four Stage Model of Planning-Initiation Expansion or Contagion Stage- Formalisation or Control Stage - Maturity or Integration Stage -- Dada Administration Maturity Information Requirement and Analysis --- Resource Allocation --Return on Investment Charge out --Portfolio Approach -- Steering Committees - Project Planning- Milestone -Critical Path Method -Gantt Chart -- Selective Methodology --Information Resource Management --Organisation Structure and Location of MIS

UNIT V**[15 Hours]**

Evaluation of MIS: Evaluation Approaches - Quality assurance Review - Compliance Audit- Budget Performance Review - MIS Personnel Productivity Measurement - Computer Performance Evaluation -Service Level Monitoring - User Attitude Survey - Post Installation Review Cost / Benefits Analysis –Classes- Product Based Evaluation - Model Structure- Model Implementation -Effectiveness Norm – Cost – Capital cost - Annual Operating Cost - Identification of Cost and Benefits- System Maintenance - Corrective - Adaptive - Perfective Maintenance

Text Book

1. D.P Goyal, “*Management Information System*”, Mac Millian Publishers India ltd, New Delhi, 3rd Edition, 2010.

References

2. Kenneth c. Laudon, “*Management Information Systems*”, Prentice Hall, 12th Edition, 2011.
3. S. Sadagopan, “*Management Information Systems*”, PHI Learning, 2nd edition, 2014.
4. Efraim Turban, Kelly R. Rainer, Jr., Richard E. Potter, —Introduction to Information Systems, John Wiley & Sons, Incorporated, 1st edition, 2006.

CORE XV - HUMAN RESOURCE MANAGEMENT**(For those who joined since 2019 -20)****Semester: VI****Subject Code: GBBAC631****Hours/ week: 4****Credits: 4****Course Outcomes:**

- CO 1: To understand the evolution of HRM
 CO 2: To understand the role of human resources policies and practices
 CO 3: To understand the various operative functions of HRM
 CO 4: To study the challenges of human resource management
 CO 5: To understand e-HRM practices
 CO6: To integrate teamwork, leadership and motivational skill to organizational scenarios

UNIT I [12Hours]

Human Resource Management: Definition-Characteristics of a Personnel Manager- Importance-Objectives – Scope-Functions of Human Resource Management- Managerial Functions: Planning, Organising, Directing, Coordinating and Controlling -- Operative Functions – Difference between Personnel Management and Human Resource Management-Role of Human Resource Manager

UNIT II [12Hours]

Human Resource Planning: Definition-Need for Human Resource Planning- Benefits- Recruitment: Sources of Recruitment-Methods or Techniques of Recruitment: Direct Methods, Indirect Method, Third Party Method -Selection: Steps in Selection Procedure-Interviews-Types-Guidelines for Conducting an Interview

UNIT III [12Hours]

Training and Development: Need -Importance- Responsibility for Training - Steps in Training Programmes-Training Policy-Training Methods: On –the-Job-Training (OJT), Job Instruction Training (JIT) Vestibule Training, Off –the-Job Methods

UNIT IV [12 Hours]

Establishing Pay Plans: Basis of Compensation-Factors Determining Pay Rate-Job Evaluation-Incentives-Statutory Benefits-Non Statutory (Voluntary) Benefits-Insurance Benefits-Retirement Benefits and other Welfare Measures to Build Employee Commitment

UNIT V [12 Hours]

Performance Appraisal: Meaning- Purpose-Importance-Approaches to Performance Appraisal-Methods of Performance Appraisal: Traditional Methods, Modern Methods –Promotion-Purpose-Types of Promotion-Demotion-Causes of Demotion-Transfer-Purpose of Transfer-Separation

Text Book

1. C.B. Memoria, “*Personnel Management*”, Himalaya Publishing House New Delhi, 23rd Edition, 2003.

References

2. P. SubbaRao, “*Human Resource Management and Industrial Relations*”, Himalaya Publishing House, New Delhi. 1st Edition, 2003.
3. Dr. T.P. Renuka Murthy, Santosh B.R, “*Human Resource Management*”, Himalaya Publishing House, 1st Edition, 2013.
4. V.P. Michal, “*Human Resource Management and Human Relations*”, Oxford University, 7th Edition, 2007.
5. Arul Jyothi, S.K. Podder, “*Human Resource Management*”, Himalaya Publishing House, 1st Edition, 2013.

**CORE XV- HUMAN RESOURCE MANAGEMENT
(For those who joined since 2019 -20)**

Semester: VI**Subject Code: GBCOC631/GBCCC631****Hours/ week: 5****Credits: 4****Course Outcomes:**

- CO 1: To understand the evolution of HRM
 CO 2: To understand the role of human resources policies and practices
 CO 3: To understand the various operative functions of HRM
 CO 4: To study the challenges of human resource management
 CO 5: To understand e-HRM practices

CO6: To integrate teamwork, leadership and motivational skill to organizational scenarios

UNIT I **[15Hours]**

Human Resource Management: Definition-Characteristics of a Personnel Manager- Importance- Objectives – Scope-Functions of Human Resource Management- Managerial Functions: Planning, Organising, Directing, Coordinating and Controlling -- Operative Functions – Difference between Personnel Management and Human Resource Management-Characteristics and Qualities of a Personnel Manager-Role of Human Resource Manager

UNIT II **[15Hours]**

Human Resource Planning: Definition-Need for Human Resource Planning- Benefits- Recruitment: Theories –Recruitment Policy-Sources of Recruitment-Methods or Techniques of Recruitment: Direct Methods Indirect Method, Third Party Method-Selection: Steps in Selection Procedure-Interviews-Types-Guidelines for Conducting an Interview

UNIT III **[15Hours]**

Training and Development: Need –Purpose of Training--Importance- Responsibility for Training – Steps in Training Programmes-Training Policy-Training Period-Training for Different Employees- Training Methods: On –the-Job-Training (OJT), Job Instruction Training (JIT) Vestibule Training, Off –the-Job Methods -

UNIT IV **[15 Hours]**

Establishing Pay Plans: Wages and Salary Administration-Nature and Purpose- Basis of Compensation-Factors Determining Pay Rate-Job Evaluation-Incentives-Statutory Benefits-Non Statutory (Voluntary) Benefits-Insurance Benefits-Retirement Benefits and other Welfare Measures to Build Employee Commitment-

UNIT V **[15 Hours]**

Performance Appraisal: Meaning- Purpose-Importance-Approaches to Performance Appraisal-Methods for Performance Appraisal: Traditional Methods - Modern Methods –Promotion-Purpose-Types of Promotion-Demotion-Causes of Demotion-Transfer-Purpose of Transfer-Career Planning-Need-Process of Career Planning-Separation

Text Book

- 1 . C.B. Memoria, “*Personnel Management*”, Himalaya Publishing House New Delhi, 23rd Edition, 2003.

References

- 2 .P. SubbaRao, “*Human Resource Management and Industrial Relations*”, Himalaya Publishing House, New Delhi. 1st Edition, 2003.
3. Dr. T.P. Renuka Murthy, Santosh B.R, “*Human Resource Management*”, Himalaya Publishing House, 1st Edition, 2013.
4. V.P. Michal,-*Human Resource Management and Human Relations*”, Oxford University, 7th Edition, 2007.
5. Arul Jyothi, S.K. Podder, “*Human Resource Management*”, Himalaya Publishing House, 1st Edition, 2013.

CORE XVI Project

Semester: VI

Subject Code: GBBAC64PW

Course Outcomes :

Hours/ week: 6

Credits: 5

- CO1: To plan, implement and control activities related to the project
 CO2: To demonstrate specialized knowledge and competencies in areas of concentration
 CO3: To demonstrate effective analytical and critical –thinking skills in an organizational context
 CO4: To equip the students to face the challenges in the field
 CO5: To develop a balanced and diverse approach to solve problems on their own

CORE ELECTIVE III - BUSINESS LAW
(For those who joined since 2019 -20)

Semester: VI

Subject Code: GBBAE6A1

Hours/ week: 5

Credits: 5

Course Outcomes :

- CO 1: To understand the principles and concepts of Business Law
 CO 2: To understand the legal performance of contract
 CO 3: To understand special contracts for bailment and pledge
 CO 4: To gain knowledge in the methods of creation of agency
 CO 5: To know about the rights and duties of the seller and buyer
 CO6: To study the transfer of ownership

UNIT I

[15 Hours]

Indian Contract Act 1872: Essentials of a Valid Contract- Void Agreement- Types of Contract – Contingent Contract- Meaning- Types –Quasi Contract-Meaning and its Kinds- Performance of Contract-Discharge-Breach –Remedies of Breach of Contract

UNIT II

[15 Hours]

Bailment and Pledge: Meaning-Essentials-Duties and Rights of Bailor and Bailee - Law relating to Lien- Finder of Goods- Pledge- Rights and Duties of Pawnor and Pawnee- Pledge by Non-Owners

UNIT III

Sale of Goods Act 1930: Introduction – Contract of Sale – Sale and Agreement to Sell – Implied Conditions and Warranties – Transfer of Ownership – Delivery of Contract of Sale – Rules Regarding Rights and Duties of the Seller and Buyer – Rights of an Unpaid Seller – Sale by Auction.

UNIT IV

[15 Hours]

Companies Act 1956: Nature of Company-Kinds-Formation-Memorandum of Association-Articles of Association-Prospectus-Membership in a Company-Share Capital-Shares-Company Management

UNIT V

[15 Hours]

Law of Agency: Definition of Agent and Principal-Creation of Agency-Classification of Agents- Relations of Principal and Agent-Delegation of Authority-Relations of Principal with Third Parties- Personnel Liability of Agent-Termination of Agency

Text Book

1. N.D. Kapoor, “*Elements of Mercantile Law*”, Sultan Chand and Sons, New Delhi, 32nd Edition, 2010.

References

2. M.C. Kuchal, “*Mercantile Law*”, Vikas Publishing House Pvt Limited, Noida, 3rd Edition, 2010.

3. M.C. Shukla, “*Mercantile Law*” Sulthan Chand & Sons Pvt Ltd, New Delhi, 1st Edition, 2009.
4. S.N.Maheshwari&S.K.Maheshwari —Principles of Business Law|| Himalaya Publishing House, 2nd Edition, 2015.

SKILL BASED ELECTIVE - ENTREPRENEURIAL DEVELOPMENT
(For those who joined since 2019 -20)

Semester: VI

Hours/ week: 3

SUBJECT CODE: GBBAE651

Credits: 2

Course Outcomes :

- CO 1.To discern distinct entrepreneurial traits
 CO 2. To know the parameters to assess opportunities and constraints for new business ideas
 CO 3.To understand the process involved in selecting and screening a business idea
 CO4: To design strategies for successful implementation of business ideas
 CO5: To write a Business plans
 CO6: To gain knowledge about financial opportunities available for an entrepreneur

UNIT I

[9 Hours]

Introduction to Entrepreneur: Meaning-Definition- Characteristics – Functions- Importance-Factors Influencing Entrepreneurial Growth – Qualities of Entrepreneurs- Types of Entrepreneurs

UNIT II

[9 Hours]

Entrepreneurship Development Programme: Meaning- Importance- Objectives- Causes- Phases- Institutions for Entrepreneurship Development

UNIT II

[9 Hours]

Women Entrepreneurs: Concept – Functions – Role – Types - Challenges – Financial Assistance – Marketing Assistance-Trend in the Development of Women Entrepreneurship

UNIT IV

[9 Hours]

Institutional Support to Entrepreneurs: National Small Industries Corporation – District Industries Centre- Small Industries Development Corporation-NAYE--National Institute for Micro, Small, and Medium Enterprises (NI-MSME) –Start-Ups –Objectives &Procedures

UNIT V

[9 Hours]

Project Identification: Project- Meaning- Objectives-Project Classification-Project Life Cycle- Project Identification-Project Report-Contents- Specimen Form of Project Report

Text Book

1. E.Gordon &K .Natarajan, “*Entrepreneurship Development*”, Himalaya Publishing House, New Delhi, 4th Edition, 2013.

References

2. Sundrapandian, “*Entrepreneurship Development*”, Himalaya Publishing House, New Delhi, 2009.
3. Vasant Desai, “*Entrepreneurship and Small Scale Industries*”, Himalaya Publishing House, New Delhi, 1st Edition, 2011

NON MAJOR ELECTIVE PAPERS OFFERED TO OTHER MAJOR STUDENTS

(Other than B Com, B Com CA & BBA)

Sem	Part	Subject Code	Course	Subject Title	Hours/Week	Credits	CIA Marks	ESE Marks	Total Marks
III	IV	GBNM3BA1	NME	Advertisement Management	4	2	-	50	50
IV	IV	GBNM4BA1	NME	Basics of Investment	4	2	-	50	50

**NON MAJOR ELECTIVE - ADVERTISEMENT MANAGEMENT
(For those who joined since 2019 -20)**

Semester: III

Subject Code: GBNM3BA1

Hours/ week: 4

Credits: 2

Course Outcomes :

- CO1: To understand the concept, need, importance, utility of Advertising, sales promotion and sales management
- CO2: To understand the role of media in service sector
- CO3: To use critical marketing factors that influence advertising decisions
- CO4: Develop an advertising campaign plan that reflects an integrated marketing communications (IMC) perspective

UNIT I

[12 Hours]

Introduction to Advertising Management: Meaning and Definition of Advertisement and Advertising - Advertising and Publicity-Advertising and Sales Promotion-Evolution of Advertising – Advertising Objectives-Advertising Goals and Models-Functions - Importance- Advantages of Advertising.

UNIT II

[12 Hours]

Types of Advertising: Factors - Kinds of Advertising Media: Indoor Advertising, Outdoor Advertising, Direct Advertising, promotional Advertising and its Merits and Demerits-Selection of Advertising Media

UNIT III

[12 Hours]

Advertising Copy: Qualities of a Good Advertising Copy-Elements- Types of Advertising Copy: Scientific, Descriptive, Topical, Narrative, Personality, Questioning, Suggestive, Reason Why Copy and Fear Copy- Advertising Budget and its Methods – Advertising Effectiveness.

UNIT IV

[12 Hours]

Advertising Agency: Meaning-Overview of Advertising Agency-Departments of an Advertising Agency: Creative Department, Media, Client Servicing Department, Marketing Research Department, Ancillary Services-Functions-Advantages-Selection of an Advertising Agency-

UNIT V

[12 Hours]

Campaign Planning: Definition -Steps in Planning an Advertisement Campaign-Objectives- Types of Campaign Planning- Phases of Campaign Creation – Strategy Development Phase-Advertising Brief

to the Creative –The Creative Phase- Advertising and Brand Positioning -Advertising and the Creative Matrix.

Text Books

1. R.S.N Pillai & Bhagavathi, “*Modern Marketing*”, S. Chand & Company Ltd, New Delhi, 4th edition, Reprint 2012.
2. S.A. Chunawalla, K.C. Sethu, “*Advertising Management*”, Himalaya Publishing House, 2011.

References

3. Manendra Mohan, “*Advertising Management*”, Tata McGraw Hill Publishing Company Limited, New Delhi, 32, Reprint, 2011.
4. Saroj Pareek, “*Advertising Management*”, DND Publications Jaipur, First Edition, 2011.

NON MAJOR ELECTIVE - BASICS OF INVESTMENT (For those who joined since 2019 -20)

Semester: IV

Subject Code: GBNM4BA1

Hours/ week: 4

Credits: 2

Course Outcomes :

CO 1: To understand the different investment avenues/ alternatives

CO 2: To understand the characteristics of different financial assets

CO 3: To gain knowledge of the various strategies followed by investment practitioners

CO 4: To measure risk and return and understand the trade-off between them

UNIT I

[12 Hours]

Introduction to Investment: Meaning – Definition – Elements – Nature-Need for Investment- Objectives of Investment- Factors Influencing Investment — Meaning of Speculation and Gambling – Difference Between Speculation and Gambling-Investment Alternatives –Negotiable Securities-Non-Negotiable Securities- Investment Process

UNIT II

[12 Hours]

Risk: Meaning – Risk in Investment – Causes of Risk – Classification of Risk – Various Methods of Risk Management – Different Methods in Measurement of Risk- Return – Meaning – Types – Factors Determining the Return on Investment- Measurement of Return.

UNIT III

[12 Hours]

Sources of Investment Information: Modes of Investment- Meaning and Definition of Shares – Features of Equity Shares-Preference Shares-Sweat Equity-Right Shares-Bonus Shares-Advantages-Importance –Difference between Shares and Stock

UNIT IV

[12 Hours]

Debentures: Definition- Features of Debentures-Types- Bond-Features of Bond-Types- Reasons for Issuing Bond- Warrants-Advantages –Investment Information

UNIT V

[12 Hours]

Stock Exchange: History of Stock Exchanges in India-Functions of Stock Exchange-Regulatory Frame work-Members of Stock Exchange- -Important Stock Exchanges in India- Types of orders-Online Trading

Text Book

1. Punithavathi Pandian, “*Security Analysis and Portfolio Management*”, Vikas Publication, New Delhi, 2012.

References

2. Dr. Preethi Singh, “*Investment Management*” Himalaya Publishing House, New Delhi, 2010.
3. V. Gangadhar & G. Ramesh Babu, “*Investment Management*”, Anmol Publication Pvt Ltd. 1st Edition, 2003.
4. Dr.L.Natarajan, “*Investment Management*”, Margham Publication, Chennai, 2009.

CERTIFICATE COURSE**OBJECTIVE:**

- To enable the students serve as an effective event manager.

Programme Structure

Subject code	Subject Title	Hours	Credit	Marks
FCEM1	Event Management – Theory	30	5	100
FCEM2P	Event Management Activities - Practical	50	5	100
TOTAL		80	10	200

CERTIFICATE COURSE - EVENT MANAGEMENT – THEORY
(For those who joined since 2019 -20)

Hours: 30
Credits: 5

Course Outcomes

- CO 1: To understand how to create an event generation that achieves specific objectives for the host/client.
- CO2: To design a planning process that incorporates budgeting, project management, communication and evaluation tools
- CO 3: To Understand the various event elements (food and beverage, design, entertainment, site selection, etc.) and how to cost-effectively employ them.
- CO 4: To Understand the role of the planner on site at the event, and the mind-set necessary to oversee successful event coordination.
- CO 5 : To prepare budget for an event
- CO 6: To plan, conduct and evaluate an event.

UNIT I**[6 Hours]**

Introduction to Event Management: Meaning and Definition - Advantages and Importance of Event Management – Size of Events – Types of Events – Limitations of Event Management - Future Prospects of Event Management

UNIT II**[6 Hours]**

Framework of Event Hierarchy: Eligible Criteria for Nominating Core People – Core Structure- Event Infrastructure - Core Talent

UNIT III**[6 Hours]**

Conceptualizing and Designing Events: 5 C's in Event Management - Planning- Organizing – Staffing - Directing – Co-ordinating – Controlling

UNIT IV**[6 Hours]**

Setting of Objectives: Competitive Assessment – Resource Analysis

UNIT V**[6 Hours]**

Choosing Event Site: Managing Events –Event Manager and the Team During the Event – Close Down of an Event - Evaluation and Legacies

Text Book

1. Sanjayasingh Gaur & Sanjay V.Saggere, “*Event Marketing and Management*”, Oscar Publications, New Delhi, 4th reprint, 2008.

References

2. Anton Shone and Bryn Parry, “*Successful Event Management*”, Emerald Group Publishing Limited, New Delhi, 1st Edition, 2013.
3. H.R.Appannaiah&H.R. Rahamath, “*Principles of Event Management*”, Himalaya Publication House, New Delhi, 1st Edition, 2016.
4. Hariharan&Annie Stephen, “*Event Management*”, Himalaya Publication House, New Delhi, 1st Edition, 2014.

CERTIFICATE COURSE - EVENT MANAGEMENT ACTIVITIES – PRACTICAL
(For those who joined since 2019 -20)

Hours: 50**Credits: 5****Course Outcomes**

- CO 1: To Demonstrate knowledge of the issues and impacts of funding mechanisms, financial resources, budgeting and its application to events management;
- CO2 To Apply knowledge of marketing and infrastructural requirements for an event; Resource Guide in Principles and Practices of Event Management
- CO 3: To Reflect upon their ability to operate in an individual and team based environment and evaluate individual and team performance in running the event
- CO 4: To Implement event management principles in a practical scenario and show competence in the techniques employed
- CO 5: To Identify the appropriate legislation and regulations pertaining to the event industry, especially with regard to risk, health & safety, and its impact upon event management
- CO 6: To Conduct an event successfully

- Planning of activities for an event
- Budget Preparation
- Look for Sponsors
- Selection of Event Member Council
- Duties allocated to Event Managers
- Drafting an Agenda
- Invitation
- Choosing the right venue, date and time
- Inviting the Resource Person
- Organizing events
- Event Schedule (Timing of each program in the Event)

- Check list form
- Prize Distribution
- Feedback Forms and Report of the Event
- Post -event duties

XV ACADEMIC COUNCIL