

FATIMA COLLEGE (AUTONOMOUS)



**Re-Accredited with “A” Grade by NAAC (3rd Cycle)
74th Rank in India Ranking 2020 (NIRF) by MHRD
Maryland, Madurai- 625 018, Tamil Nadu, India**

NAME OF THE DEPARTMENT : BUSINESS ADMINISTRATION

NAME OF THE PROGRAMME : BBA

PROGRAMME CODE : USBA

ACADEMIC YEAR : 2020 - 2021



FATIMA COLLEGE (AUTONOMOUS). MADURAI –

DEPARTMENT OF BUSINESS ADMINISTRATION

SYLLABUS FOR 2020 -2021

Sem	Sub Code	Title of the paper	H rs	Cr	Test	A	Q	Int	Ext	Total
I	19TSLC1/ 19DSLC1/ 19RSLC1	<u>Part I</u> Tamil/Hindi/French	5	3						
	19ELC1	<u>PartII</u> English	5	3	15	5	5	25	75	100
		<u>Core Subject</u>								
	19U1CC1	Business Correspondence	6	4	15	5	5	25	75	100
	19U1CC2	Fundamentals of Management	6	4	15	5	5	25	75	100
		<u>Allied Subject</u>								
	19U1AC1	Business Statistics	5	5	15	5	5	25	75	100
		<u>Non Major Elective</u>								
	19U1NME	Soft Skills Development	2	2				50		
	19G1VE1	Value Education	1	1						
		Total	30	22						
II	19TSLC1/ 19DSLC1/ 19RSLC1	<u>Part I</u> Tamil/Hindi/French	5	3	15	5	5	25	75	100
	19ELC2	<u>PartII</u> English	5	3	15	5	5	25	75	100
		<u>Core Subject</u>								
	19U2CC3	Financial Accounting	6	4	15	5	5	25	75	100
	19U2CC4	Managerial Economics	6	4	15	5	5	25	75	100
		<u>Allied Subject</u>								
	19U2AC2	Mathematics for Management	5	5	15	5	5	25	75	100
		<u>Non Major Elective</u>								
	19U2NME	Soft Skills Development	2	2				50		
	19G2VE1	Value Education	1	1						
		Total	30	22						

III	19U3CC5	Core Subject Organisational Behaviour	5	4	15	5	5	25	75	100
	19U3CC6	Marketing Management	6	4	15	5	5	25	75	100
	19U3CC7	Cost Accounting	6	4	15	5	5	25	75	100
			5	4	15	5	5	25	75	100
		Allied Subject Business Correspondence (offered to B.Com CA-Dept)	5	5	15	5	5	25	75	100
		Skill Based Subject Soft Skills Development- Campus to Corporate	2	2				50	50	100
	G3VE2	Environmental Awareness Value Education (Outside the curriculum)	1							
IV	19U4CC8	Core Subject Employee Management	5	4	15	5	5	25	75	100
	19U4CC9	Operations Management	6	4	15	5	5	25	75	100
	19U4CC10	Management Accounting	6	4	15	5	5	25	75	100
		Theory and Practice	5	3	15	5	5	25	75	100
	19K4ACU4	Allied Subject Principles of Marketing (Offered to B.Com with Comp. Appln. Dept)	5	5	15	5	5	25	75	100
	19U4SB2	Skill Based Subject Soft Skills Development- Interpersonal skills and Team Building	2	2				50	50	100
	19G4VE2	Environmental Awareness Value Education (Outside the curriculum)	1	2						
V	U5CC13	Core Subject Financial Management	5	4	15	5	5	25	75	100
	U5CC14	Tax Laws	5	4	15	5	5	25	75	100
	U5CC15	Case Analysis	5	4	15	5	5	25	75	100
	U5CC16	Business Law	5	4	15	5	5	25	75	100
		Major Elective International Business Management	5	5	15	5	5	25	75	100
		(OR)								
	U5ME2	Strategic Management								

		<u>Skill Based Subject</u>								
	U5SB3	Soft Skills Development-	2	2				50	50	100
	U5SB4	1. Leadership Skills	2	2				50	50	100
		2. Employability Skills-I								
	G5VE3	Value Education	1							
VI		<u>Core Subject</u>								
	U6CC17	Operations Research	6	4	15	5	5	25	75	100
	U6CC18	Entrepreneurship	5	4	15	5	5	25	75	100
	U6CC19	Environment of Business	5	4	15	5	5	25	75	100
		<u>Major Elective</u>								
	U6ME3	Retail Management								
		(OR)	5	5	15	5	5	25	75	100
	U6ME4	Consumer Behaviour								
	U6ME5	Industrial Relations								
		(OR)	5	5	15	5	5	25	75	100
	U6ME6	Training and Development								
		<u>Skill Based Subject</u>								
		Soft Skills Development-								
	U6SB5	1. Employability Skills-II	2	2				50	50	100
	U6SB6	2. Psychological Inputs for Self Development	2	2				50	50	100
	G5VE4	Value Education								
		Part V		1						
TOTAL				140						

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION
I SEMESTER

BUSINESS CORRESPONDENCE – 19U1CC1
(for the year 2020)

6 Hours/week

Credits:4

COURSE OBJECTIVE:

The aim of this paper is to make the students understand various aspects of Business Letters and help them to draft various letters and reports

COURSE OUTCOMES:

- To demonstrate the necessary of effectivecommunication.
- To design different kinds of businessletters
- To compile complaints and adjustmentletters
- To prepare letters for public authorities and otheragencies.
- To analyze and draft the different types of businessreport.

Unit -1. Introduction [20Hours]

Communication – Meaning & Definition – importance of effective communication – Objectives – Principles –Types of communication- Various Media of communication – Barriers to communication

Unit- 2. Business Letters-I [20Hours]

Need, functions and kinds of a Business letter- Essentials of an Effective Businessletter - Enquiries – types- Replies-Offers and Quotations – Important terms in offers & quotations (Specimen letters)
Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)

Unit -3. Business Letters–II [20Hours]

Complaints and Adjustments- Sources of mistakes giving rise to complaints- Adjustment policy- Collection letters-collection series. Sales letters- Advantages, Objectives, Three p's important for a sales correspondent.

Unit -4.Correspondence with public authorities &otheragencies: [15Hours]

Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the head office, with other banks. Import-Export correspondence. Letters to Editor

Unit- 5.ReportWriting [15Hours]

Report – meaning, importance- types of business reports – Oral and written reports- Characteristics of a good report -Drafting of Business Reports – Reports of Individuals – Report by Committees

Self Study:

Unit I: Various Media of communication

Unit II: Important terms in offers & quotations

Unit III: Sales letters - Advantages, Objectives

Unit IV: Letters to Editor

Unit V: Characteristics of a good report

Text Book

Essential of Business Communication - Rajendra Pal & T.S. Korlahalli, Sulthan Chand & Sons Publishers, New Delhi.-2014

References:

Communication skills by Dr.Nageshwar Rao &Dr.RajendraP.Das- HimalayaPublishing House-2011

E-Resources: <http://booksgoogle.co.in/businesscommunication>,
www.managementstudyguide.com/business_communication.htm,
study.com/academy/lesson/what-is-effective-business-communication

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESS ADMINISTRATION
I SEMESTER

FUNDAMENTALS OF MANAGEMENT – 19U1CC2

(for the year 2020)

6Hours/ Week

Credits :4

COURSE OBJECTIVE:

The aim of the paper is to know the basic management concepts so as run an organization.

COURSE OUTCOMES:

- To apply the management concept in functional areas.
- To demonstrate the need for planning and decision making for progressive existence of a firm.
- To compile the strengths of Departmentation.
- To analyse the different performance appraisal methods.
- To compare the difference between tall and flat span of management.

Unit 1. Introduction

(15Hours)

Management – definition of business administration and management – nature- **functions and functional areas of management** – emergence of management thought – Taylor, Henry Fayol, Elton Mayo.

Unit 2. Planning and Decision Making

(20Hours)

Forecasting – meaning – importance – methods – Planning – meaning and definition – features -importance – process of planning – types of planning (in brief) – MBO – Decision Making – meaning - process.

Unit 3. Organising

(20Hours)

Meaning and definition – objectives – steps in organizing – Departmentation – meaning – types – Delegation – meaning – obstacles in delegation process – guidelines to make delegation effective – Decentralization – meaning – factors determining the degree of decentralization – distinction between delegation and decentralization.

Unit 4. Staffing

(20Hours)

Meaning – process of staffing function – Recruitment – meaning – sources – Selection – meaning – **selection procedure** – Performance appraisal-Objectives-types.

Unit 5. Direction and Control

(15Hours)

Meaning – Scope – Supervision – definition – characteristics – **Span of management** – meaning – tall versus flat span – Control – meaning – process.

SELF-STUDY:

Unit-1: Functions of management

Unit-2: Types of planning (in brief)

Unit-3: Distinction between delegation and decentralization.

Unit-4: Performance appraisal-types

Unit-5: Supervision – definition – characteristics

Text Book

Principles of Management - P.D. Sharma, N.S. Bhalla, R.S. Gupta-.Kalyani Publishers, New Delhi-**2013**

References:

Principles of Management – L.M. Prasad. Sulthan Chand & Sons Publishers, New Delhi-2013

Essentials of Management –Harold Koontz Tata Mcgrawhill Publishers, New Delhi,2013

E-Resources:<https://www.studyblue.com/notes/b/fundamentals-of-management/10852/0>

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

I SEMESTER

FUNDAMENTALS OF STATISTICS–19U1AC1

(for the year 2020)

5Hours/Week

Credits:5

COURSE OBJECTIVES:

- The objective of this course is to familiarize the students with fundamental statistical tools which can help them in analyzing the businessdata.
- To provide learner the opportunity to expand their knowledge and skills of the Statistical Concepts and a personal development experience towards the needs of statistical dataanalysis.
- This course will provide students with hands-on experience to use statistical tools in order to make scientific decisions even in uncertain businessenvironment.

COURSE OUTCOMES:

On completion of this course the student will be able to:

1. Identify statistical tools needed to solve various businessproblems.
2. The student is able to collect, organize, and represent data, and be able to recognize and Describe relationships.
2. The student is able to understand and use the basic measure of central tendency which helps to identify behaviour of data. It acts as a representative figure for the entire mass of data.
3. Compute measures of dispersion to know the extent of variability in central values and measure the spread or dispersion, understand it, and identify its causes to provide a basis for action.
4. Recognize the basic concepts of correlation and regression. Perform a regression analysis, and compute and interpret the coefficient ofcorrelation.
5. Identify the changes in economic activity and predict future events using index numbers. Spot out the underlying forces leading to a particular trend using timeseries.

6. Develop the skill of performing the calculations needed for various methods of analysis.
7. Choose a statistical method for solving practical problems

Unit 1. Introduction

(15 Hours)

Definition–Characteristics–Functions–Uses–Limitations of statistics. Data–Primary and Secondary data–Methods of collecting primary data – Drafting the questionnaire. Classification – meaning – types – formulation of frequency distribution–Tabulation–Diagrammatic representation- Bar charts- Pie diagram – Histograms – Frequency polygon–Ogives.

Unit 2. Measures of central value

(15 Hours)

Averages – Definition- Objectives- Types- Mean- Median – Mode – Geometric mean – Harmonic mean- Relationship – Limitations.

Unit 3. Measures of Dispersion

(15 Hours)

Meaning – objectives- Absolute and relative measures of variation – Range- Quartile deviation- Mean deviation- Standard deviation – Co-efficient of variation.

Unit 4. Correlation and Regression Analysis

(15 Hours)

Types- Methods of studying simple correlation - Karl Pearson's coefficient – Method of least squares- Rank correlation.

Regression Analysis – definition – Regression equations. **(simple regression only)**

Unit 5. Index Numbers and Time series

(15 Hours)

Index numbers – Meaning – Uses- Calculation of price index and quantity index using Laspeyres method, Paasche method and Fisher's ideal method - Time reversal test – Factor reversal test.

Time series- Definition –Components – Estimation of trends by the Moving average method and Method of least squares **(Exponential trends, growth curves, second degree parabola are excluded)**

Self study:

Unit-1-Tabulation, Diagrammatic representation- Bar Chart and Pie diagram

Unit-2- Relationship between various measures of central value, Limitation

Unit-3- Calculation of mean deviation from median and relationship between various measures of dispersion

Unit-4- Difference between Correlation and Regression

Unit-5- Calculation of quantity index using above methods

Text Book: Statistical Methods -S.P Gupta. -Sulthan Chand & Sons Publishers, New Delhi.- 2016

- References** 1. Quantitative technique for managerial decisions-U.KSrivastava,G.V.
Shenoy&S.C.Sharma Prentice Hall India Publishers, New Delhi -2016
2. Statistics-R.S.N. Pillai &BhagawathiSulthan Chand & Sons Publishers, New
Delhi.2016
- E-Resources** :www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

I SEMESTER

SOFT SKILLS DEVELOPMENT-19U1NME
(for the year 2020)

2hours/week

credits:2

COURSE OBJECTIVES:

- This course is aimed at introducing the students to the nuances of developing the basic skills that required of an educated youth.
- To develop all round personality of the students by mastering inter-personal skills, creative skills and public-speaking.
- To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.
- To identify & describe several theories of leadership.

COURSE OUTCOMES::

On successful completion of the Soft Skills Development , the learner will be able to,

CO—1: Learn to have an increased awareness of leadership skills within the context of their daily life.

CO—2: Acquire thorough knowledge and understanding of multiple facts of team management.

CO—3: To give the learners extensive practices to develop the LS (Listening and Speaking) skill-set.

CO—4: To identify some of the essential soft skills needed for effective management.

UNIT-1: INTERPERSONAL SKILLS:

(6Hours)

Concept, Transactional Analysis-Definition, ego states, types of transaction, Elements of interpersonal skills, importance of interpersonal skills. Working in team- characteristics of an effective team member.

UNIT-2: LEADERSHIP SKILLS

(6 Hours)

Concept, Distinction between leaders and managers, Types of leaders, qualities of leadership, Functions of Leadership- planning, co-coordinating, decision making, motivating, time management, mentoring, negotiating, confidence building, interacting.

UNIT-3: CREATIVE SKILLS

(6 Hours)

Concept, Dimensions of creativity, relationship between intelligence and creativity, Characteristics of a creative person, creative methods, Techniques enhancing creativity-Brainstorming, Inquiry training, synectics, Role-playing.

UNIT-4 PUBLIC SPEAKING

(6 Hours)

Listening- concept, importance, process of listening-bottom up processing, top down processing, types of listening, skills and sub skills of listening. Speaking skills- introduction, skills and sub skills of speaking, activities to develop speaking skills.

(Role-play, group discussion, presentation, addressing, seminar, conference).

UNIT-5 ETIQUETTES

(6 Hours)

Etiquettes- concept, prerequisites of proper etiquette, types of etiquettes.

Text Book:

1.Soft skills by Dr. K.Alex-2014

2.Personality Development and Communicative English By Dr.S.R. Pandya

Dr.Pratima Dave Shastri,Himalaya Publishing House, Mumbai.2018

Reference:

The Essence of Effective Communication - Ludlow,Ron, Panton, Fergus Prentice Hall India Publishers, New Delhi HR Review November -Role of communication & Etiquette in the class room 1993

E-Resources: www.basic-learning.com/ecommerce/soft-skills-training-materials.asp

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION
II SEMESTER

INTRODUCTION TO FINANCIAL ACCOUNTING –
19U2CC3

(for the year 2020)

6 Hours/ Week

Credits:4

COURSE OBJECTIVES:

- Understand the basic accounting concepts and their application in business.
- Apply the dual-entry recording framework to a series of transactions that results in a balance sheet.
- Gain knowledge on the preparation of financial statements.
- Develop the skills needed to analyze financial statements effectively, and
- Students will be exposed to take decisions on depreciation method to be adopted

COURSE OUTCOMES:

On completion of this course the student will be able to:

1. Identify the underlying principles, characteristics and objectives of a set of financial statements.
2. Explain and apply accounting concepts, principles and conventions;
2. Prepare ledger accounts using double entry bookkeeping and record journal entries

Accordingly

3. Enable the students to understand the need for making adjustments while preparing final accounts
4. Facilitate students to convert incomplete records into systematic accounting
5. Identify the methods of calculating depreciation charges.
6. Have knowledge about non profits organisation able to prepare accounts for such organizations

Unit1:Introduction**[15Hours]**

Definition of Accounts – Concepts – Convention – Books of Accounts – Double Entry System of Book Keeping – Journal and Ledger.- Difference between journal and ledger and advantages and limitations of accounting.

Unit 2: BRS and Rectification of Errors**[25 Hours]**

Trial Balance- Merits of trial balance and types of errors, Rectification of Errors, Bank Reconciliation Statement- meaning, causes for difference between cash book and pass book, method of preparation of BRS, problems.

Unit 3: Final Account with adjustments**[20Hours]**

Format of Trading, Profit and Loss Account and Balance Sheet.
Closing stock, outstanding expenses, prepaid or unexpired expenses, accrued income, income received in advance, depreciation, bad debts, interest on capital, interest on drawings, provision for doubtful debts, reserve for discount on creditors, deferred revenue expenditure

Unit4:Depreciation**[15Hours]**

Depreciation – Methods – Straight Line Method, Annuity method and Diminishing Balance Method Only. With Provision for depreciation, Difference between straight line and written down value method.

Unit 5: Accounts of Non – Trading Concerns**[15Hours]**

Accounts of Non – Trading Concerns – Receipts and Payments Account – Income and Expenditure Account and Balance Sheet, Difference between income and expenditure account and receipts and payments account.

Self Study:

Unit I: Difference between journal and ledger and advantages and limitations of accounting.

Unit II: Merits of trial balance and types of errors.

Unit III: Treatment of reserve for discount on creditors and deferred revenue expenditure

Unit IV: Difference between straight line and written down value method

Unit V: Difference between income and expenditure account and receipts and payments account.

Text Book :

Financial Accounting -Jain &Narang. .Kalyani Publishers, New Delhi-2018

Reference :

Advanced Accounting -Jain &Narang. Kalyani Publishers New Delhi-2014

E-Resources: www.investopedia.com/Financial accounting

,[www.accountingcoach.com/ financial](http://www.accountingcoach.com/financial)accounting

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

II SEMESTER
MANAGERIAL ECONOMICS – 19U2CC4
(for the year 2020)

6 Hours/Week

Credits:4

COURSE OBJECTIVE: The objective is to introduce the basic concepts in economics which can be applied in managing the affairs of a firm.

COURSE OUTCOMES:

- To predict the economic goal of the firm to access the importance of decisionmaking.
- To analyse demand and supply condition and access the position of the company.
- To compare and contrast basic market types and mechanism of competition and their business implications.
- To formulate and estimate the production function.
- To identify the computation of National Income and business cycle.

Unit 1: Introduction and Basic Principles of Managerial Economics

Definition of economics and managerial economics – Nature – Scope – Is Managerial Economics positive or normative – Area of Study – Profits; The Central Concept in Managerial Economics – Optimisation – relationship of managerial economics with other disciplines - Economics and Managerial Economics distinction – objectives of a firm.

Fundamental concepts – Decision Making – The Incremental concept – The concept of Time Perspective – The Discounting Principle – The Concept of Opportunity cost – The Equi-Marginal Principle.

Unit 2 : Utility, Supply and Demand

Law of Diminishing Marginal Utility – Illustration – Assumption – Exception – Importance- different version of the Law - The Law of Equi-Marginal Utility or the Law of Maximum Satisfaction.

Demand Analysis – demand schedules and demand curves – why does the demand curve slope downwards? – Exception to the Law of Demand
Elasticity of Demand – Price Elasticity of Demand – factors – practical importance – elasticity of demand and revenue relationship – Income Elasticity of Demand – role of income elasticity in business decisions - Cross Elasticity of Demand – demand function.

Unit 3: Types of Competition

Market - **Classification of Market** – Competition - Perfect Competition - Definition - Features of Perfect Competition – Monopoly – Definition - Features of Monopoly - Monopoly Power - Difference between Perfect Competition and Monopoly -Imperfect Competition - Features of Monopolistic Competition - Oligopoly - Different Types of Oligopoly - Characteristics of Oligopoly.

Unit 4: Cost and Production Function:

Production function- Assumption – Laws of Production – Laws of variable proportions – Laws of Returns to Scale- three phases of returns to scale.

Unit 5: National Income:

Concepts and Definition of National Income – Computation of National Income – Difficulties in the measurement of National Income- factors, uses.
Business Cycle –characteristics –phases – **boom – recession** – depression – recovery – inflation and deflation.

Self Study:

Unit I- Relationship of Managerial Economics with Other Disciplines.

Unit II- Role Of Income Elasticity In Business Decisions

Unit III- Difference between Perfect Competition and Monopoly

Unit IV – Three phases of returns to scale

Unit V- Uses of National Income

Text Book:

Managerial Economics -S. SankaranMargham Publications, Chennai- 2014

Economic Analysis by S .Sankaran, Seventh Edition, Margham Publications, Chennai- 2014

Ref. Books:

Managerial Economics-P.L. Mehta Sulthan Chand & Sons Publishers, New Delhi- 2016

Managerial Economics-DuttRuddar and K.P.M. Sundaram.Sulthan Chand & Sons Publishers-2016

E-Resources: www.managementstudyguide.com/managerial-economics.htm, www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf

II SEMESTER
MATHEMATICS FOR MANAGEMENT– 19U2AC2
(for the year 2020)

5 HOURS/Week

Credits :5

COURSE OBJECTIVES:

- The purpose of having Mathematics in this course is to make the students understand and appreciate how Mathematics can be used as a tool or aid indecision-making.
- To understand applications of matrices inbusiness.

COURSE OUTCOMES:

On successful completion of the Mathematics For Management ,the learner will be able to,

CO – 1: Identify the axioms of a system of set theory.

CO – 2: Solve systems of linear equations by use of the matrix.

CO – 3: Discern effects of various types and methods of simple and compound interest account.

CO – 4: Introduce the students how to use Variables For Formulating differential equations.

CO –5:Learn the applications of break even analysis.

Unit 1: SetTheory

[15Hours]

Introduction - Set , Elements of a set, Methods of describing a set, Types of set, Venn Diagram .Operation on Set- Intersection of set, Union of set, Complement of set, De-Morgan's Law, Difference of two set, Symmetric Difference. Relation of Sets, Functions and its Business Applications .

Unit2:CommercialArithmetic

[15Hours]

Percentages, Simple Interest, Compound Interest, Arithmetic progression- Definition,Sum of the Series in A.P, n th Term of an A.P and Geometric Progression- Definition,nthTerm of an G.P,Sum of the Series in G.P –Annuity.

UNIT 3 :DifferentialCalculus

[15Hours]

Limit , Changes in related Variables- Derivative of a function (Trigonometrical functions are excluded) – Differentiation Rules – Sum Rule, Product rule, quotient rule and function of a function Rule, Higher Order Derivative ,Marginal cost –Marginal revenue- Criteria for maxima and minima (single Variable only) – Simple application problems in maxima – minima - fencing problems container dimension ,Simple Marketing Model only(Advertising Budget model, Simple Inventory model, Determination of Optimum warehouse Territory and Equipments Maintenance and Replacement Problems are excluded)

Unit 4:Matrices

(15Hours)

Matrices – Definition and Notation – Addition of Matrices – Multiplication of Matrices – Matric Inversion -Solving systems of linear equations using Matric inversions , Cramer's

Rule and Guass Jordan Elimination Method(Checking the Consistency of Linear Equations using Rank and Guass Jordan method are excluded).

Unit 5: Analytical Geometry

(15Hours)

Analytical Geometry – Distance between two points, Slope of a straight line, Point of intersection of two lines, interpretation Cost-output- Demand and supply curves- Breakeven analysis

Self Study:

Unit I: De-Morgan's Law

Unit II: Percentages

Unit III: Marginal Cost and Marginal Revenues

Unit IV: Solving systems of linear equations using Cramer's Rule

Unit V: Point of Intersection of two lines.

Text Book:

Business Mathematics - Sundaresan & Jeyaseelan S. Chand Publishing-2018

References:

Business Mathematics- Sanchethi & Kapoor Sulthan Chand & Sons Publishers, New Delhi, 2016

Business Mathematics - P.R. Vittal Margham Publications, Chennai

,2015 E-Resources:

<http://ibgwww.colorado.edu/~carey/p7291dir/handouts/matrix.algebra.pdf>

www.math.upenn.edu/~siegelch/Notes/logic.pdf

www.math.cmu.edu/~wn0g/noll/2ch6a.pdf

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

II SEMESTER

SOFT SKILLS DEVELOPMENT-19U2NME

(for the year 2020)

2hours/week

credits:2

COURSE OBJECTIVES:

- This course is aimed at introducing the students to the nuances of developing the basic skills that required of an educated youth.
- To develop all round personality of the students by mastering inter-personal skills, creative skills and public-speaking.
- To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.
- To identify & describe several theories of leadership.

COURSE OUTCOMES:

On successful completion of the Soft Skills Development , the learner will be able to,

CO—1: Learn to have an increased awareness of leadership skills within the context of their daily life.

CO—2: Acquire thorough knowledge and understanding of multiple facts of team management.

CO—3: To give the learners extensive practices to develop the LS (Listening and Speaking) skill-set.

CO—4: To identify some of the essential soft skills needed for effective management.

UNIT-1: INTERPERSONAL SKILLS:

(6Hours)

Concept, Transactional Analysis-Definition, ego states, types of transaction, Elements of interpersonal skills, importance of interpersonal skills. Working in team- characteristics of an effective team member.

UNIT-2: LEADERSHIP SKILLS

(6 Hours)

Concept, Distinction between leaders and managers, Types of leaders, qualities of leadership, Functions of Leadership- planning, co-coordinating, decision making, motivating, time management, mentoring, negotiating, confidence building, interacting.

UNIT-3: CREATIVE SKILLS

(6 Hours)

Concept, Dimensions of creativity, relationship between intelligence and creativity,

Characteristics of a creative person, creative methods, Techniques enhancing creativity-Brainstorming, Inquiry training, synectics, Role-playing.

UNIT-4 PUBLIC SPEAKING

(6 Hours)

Listening- concept, importance, process of listening-bottom up processing, top down processing, types of listening, skills and sub skills of listening. Speaking skills- introduction, skills and sub skills of speaking, activities to develop speaking skills.

(Role-play, group discussion, presentation, addressing, seminar, conference).

UNIT-5 ETIQUETTES

(6 Hours)

Etiquettes- concept, prerequisites of proper etiquette, types of etiquettes.

Text Book:

1.Soft skills by Dr. K.Alex-2014

2.Personality Development and Communicative English By Dr.S.R. Pandya
Dr.Pratima Dave Shastri,Himalaya Publishing House,Mumbai.2018

Reference:

The Essence of Effective Communication - Ludlow,Ron, Panton, Fergus Prentice Hall India Publishers, New Delhi HR Review November -Role of communication & Etiquette in the class room 1993

E-Resources: www.basic-learning.com/ecommerce/soft-skills-training-materials.asp

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESS ADMINISTRATION

II SEMESTER

ORGANISATIONAL BEHAVIOUR– 19U3CC5
(for the year 2020)

6 HOURS/Week

Credits :4

COURSE OBJECTIVE:

1. The aim of this course is to help the students understand, predict and control human behaviour in an organization i.e., individuals, groups and their relationships.
2. Students develop a basic understanding of individual behaviour and explore issues of motivation, communication, leadership, decision-making, careers, power and organisational change. The paper is based on a foundation of theory but incorporates a strong practical emphasis.

COURSE OUTCOMES :

At the completion of this paper students should be able to:

1. Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour.
2. Assess the potential effects of organisational-level factors (such as structure, culture and change) on organisational behaviour.
3. Identify the various leadership styles and the role of leaders in a decision making process.
4. Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts.
5. Explain group dynamics and demonstrate skills required for working in groups (Team Building)

Unit1. Introduction

(15Hours)

Organisational Behaviour – Concept – Nature – Determinants of O.B – Models of O.B. Values – Meaning, Types of Values – Sources of Values. Attitudes – Meaning – Features of Attitudes – Sources of attitudes- Formation of Attitudes. Learning – Meaning – Theories of Learning.

Unit 2. Perception and Personality

(15Hours)

Perception – Meaning – Process – Factors affecting Perception – Perceptual errors and Distortion – Attribution theory – Johari Window. Personality – Meaning – Personality determinants – Development of personality (Erickson Stages, Chris Argyris' theory) – Personality Traits – Personality Traits influencing OB.

Unit3 Motivation (15Hours)

Motivation - Concept – Needs, Wants and Motives – Theories of Motivation – Hierarchy of Needs theory, Motivation – Hygiene theory, Theory X and Theory Y, Mclelland theory of Needs, Equity Theory, Vroom's Expectancy theory and Porter & Lawler theory – Types of Incentives.

Morale – Concept – Nature – Measurement – Morale and Productivity – Building of High Morale.

Unit 4 Group Dynamicsand Conflict (15Hours)

Group – Concept – Nature – Types of Groups – Theories of Group Formation – Group Behaviour – Norms – Group Cohesiveness.

Conflict – Nature – Dysfunction – Levels of Conflict – Individual, Group and Organisation – Conflict Handling Strategies.

Unit5 Leadership (15Hours)

Leadership – Concept – Styles of leadership – Theories of Leadership – Trait Theory, Michigan Studies, Ohio State studies, Managerial Grid, Hersey and Blanchard's Situational Theory, Path-Goal Theory – Recent approaches to Leadership – Attribution Theory of Leadership, Charismatic Leadership theory, Transactional vs. Transformational Leadership.

TOPICS FOR SELF-STUDY:

Unit-1: Types of Values & Sources of Values

Unit-2: Personality Traits – Personality Traits influencing OB

Unit-3: Types of Incentives

Unit-4: Conflict Handling Strategies

Unit-5: Charismatic Leadership, Transactional vs. Transformational Leadership.

Text Book:

Organisation Theory and Behaviour -B.P.Singh&T.N.Chabra, DhanpatRai&Sons Delhi-2014

Reference:

1. OrganisationBehaviour - Stephen P.Robbinson 15, Edition Prentice Hall India Publishers, New Delhi-2015

2. OrganisationBehaviour-Fred Luthans,2010

3. Industrial Psychology -P.K.Ghosh&M.B.Ghorpade,Himalaya PublishingHouse, Mumbai.

E-Resources: www.usergwdgde/mcgraw_hill, www.bpadfiles.wordpress.com

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

III SEMESTE

MARKETING MANAGEMENT–19

U3CC6

(for the year 2020)

5 Hours/ Week

Credits :3

COURSE OBJECTIVES:

- To have an insight into the importance and role of marketing in businessworld.
- To study and critically analyse the basic concepts in marketing to cater the needs of marketingindustries.
- To enable the students to understand the elements of the complex world ofmarketing.

COURSE OUTCOMES:

On successful completion of the Marketing Management, the learner will be able to,

CO – 1: Identify core concepts of marketing and the role of marketing in business and society.

CO – 2: Ability to develop marketing strategies based on product, price, place and promotion objectives.

CO – 3: Understand the procedure for price determination of marketing firms.

CO – 4: Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.

CO – 5: Demonstrate the critical thinking skills and analyze Modern marketing in the Indian context.

Unit I Introduction

(15 Hours)

Marketing – Definition – Market and Marketing – Importance and Characteristics – Science or Art – Marketing mix – Concepts – Composition.

Unit 2.Product

(15Hours)

Concept- Classification of products, Layers of product, Product Mix strategy, structure of product mix, product line strategies, Product life cycle. New product-concept, categories, Diffusion of new products, Adoption Process-New product planning process.

Branding- concept, branding policy, importance, characteristics. Packaging –concept, functions.

Unit 3. Pricing

(15 Hours)

Meaning- Objectives, factors influencing pricing decisions, Procedure for price determination, Types of pricing, Price administration- types-RPM -Concept.

Unit 4. Place

(15 Hours)

Definition – Objectives- Components of Physical Distribution – Channels of Distribution – Definition-Types of channels-Middlemen-meaning- Classification –Wholesaling-Meaning- Classification – Retailing- Meaning- Classification.

Unit 5. Promotion

(15 Hours)

Definition – Difference between Selling and Promotion – Need for Promotional Activities – Objectives of Promotion – Promotional Mix- Sales Promotional Activities- Advertising- Definition, Features, Types, benefits, Designing an advertising campaign – Personal Selling- Meaning-Features-objectives, types, Personal Selling Process.

TOPICS FOR SELF-STUDY:

Unit-1: Marketing – Importance and Characteristics

Unit-2: Classification of products

Unit-3: Types of pricing

Unit-4: Types of channels

Unit-5: Features & Types of Advertising

Text Book :

Marketing Management - C.B.Mamoria ,SathishMamoria&R.K.SuriKitabMahal Agencies, Allahabad ,2016

Reference :

Advertising Management - Manendra Mohan Tata Mcgrawhill Publishers, New Delhi, 2017

Marketing Management - Philip Kotler Prentice Hall India Publishers, New Delhi,2017

E:Resources:

newagepublishers.com/samplechapter/001233.pdf

[www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-](http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf)

105.pdfthedavismarketinggroup.com/Marketing Mix.pdf

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

III SEMESTER
COST ACCOUNTING– 19U3CC7
(for the year 2020)

6Hours/ Week

Credits :4

COURSE OBJECTIVE:

The objective of this study is to make the students understand the accounting principles, methods and practices and to make them to prepare various accounts.

COURSE OUTCOMES:

1. To critique financial accounting and to outline the need of costaccounting.
2. To demonstrate the types and elements of costing and costsheet.
3. To evaluate reorder level, EOQ, minimum level, maximum level, average level and the methods of material issues such as LIFO, FIFO, and simple average and weighted averagemethod.
4. To critique the methods of remuneration such as time wage system, piece wage system, halsey plan, rowan plan, taylor's differential piece rate system, merrickmultiple piece rate system, gantt's task and bonus plan, and group bonusscheme.
5. To apply the different methods of absorption of overheads such as machine hour rate method, direct material cost method, direct labour cost method, and directlabour hourmethod.
6. To prepare reconciliation statement relating to cost and financialaccounts.

Unit1.Introduction

(25Hours)

Cost Accounting – Meaning – Scope – Objectives – Functions – Importance — cost accounting and financial accounting - Difference between Cost Accounting and Financial Accounting and Types of Costing- Cost Accounting and Management Accounting — Elements of Cost – **Preparation of Cost Sheet with tenders and Quotations.**

Unit2.InventoryControl

(25Hours)

Requisitioning for stores – Reorder Level – EOQ – Minimum Level , Danger Level- Stores Ledger- LIFO, FIFO, Simple Average and Weighted Average methods- advantages and disadvantages – Bin Card – Perpetual Inventory System – ABC Analysis – **Methods ofvaluing material issues.**

Unit3.Labour:

(20Hours)

Remuneration and incentives – Time Wage System, Piece Rate System – Halsay and Rowan plan–

Taylor's differential Piece rate system, Merrick's multiple piece rate system, Gantt's Task

and Bonus Plan, Group Bonus Schemes- merits and drawbacks of all wage payment.

Unit 4. Overheads: (20 Hours)

Absorption of overheads – Meaning – difference between allocation and absorption- Methods of Absorption – Machine Hour Rate Methods, Direct Labour (or Production) Hour Method, Direct Material Cost Method, Direct Labour Cost Method.

Unit 5: Reconciliation of cost and financial accounts:

(15 Hours)

Reasons for reconciliation of cost and financial accounts-Reconciliation of Cost and Financial Accounts

Unit 6: Dynamics:

Read the newspapers and submit cost components of various companies within India.

2. Study the labour remuneration and incentives of companies/business and comment.

Self Study:

Unit I: Difference between Cost Accounting and Financial Accounting and Types of Costing

Unit II: Advantages and disadvantages of all levels of inventory control

Unit III: Merits and drawbacks of various wage systems

Unit IV: Difference between allocations of absorption of overheads

Unit V: Reasons for reconciliation of cost and financial accounts

Text Book:

Cost Accounting - S.P.Jain&K.L.Narang.Kalyani Publishers, New Delhi.2016

Cost Accounting – Dr. A. Murthy and Dr. S. Gurusamy Tata Mc Graw Hill Publishing Company Limited New Delhi.2014

References:

1. Cost Accounting - S.P.Iyengar, Sultan Chand and Sons, New Delhi-2005

2. Cost Accounting -Das Gupta, Primer Book Company, New Delhi.-2007

3. Cost & Management Accounting - S.N.Maheswari Sulthan Chand & Sons Publishers, New Delhi.2016

4. Cost Accounting – Dr. M. Willson Himalaya Publishing House, Chennai.2011

5. Cost Accounting by Dr. T. Ramasamy. Gold Books Publishing House, Srivilliputhur.2010

E- Resource:

www.universityofcalicut.info/SDE/BComCoreCostAccounting...

Reference.com/Accounting Systems

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

SEMESTER III

BUSINESS CORRESPONDENCE –19 K3ACU3
(for the year 2020)

ALLIED SUBJECT (Offered to B.Com(CA), by BBA Department)

5 Hours/week

Credits:5

COURSE OBJECTIVE:

The aim of this paper is to make the students understand various aspects of Business Letters and help them to draft various letters and reports

COURSE OUTCOMES:

- To demonstrate the necessary of effectivecommunication.
- To design different kinds of businessletters
- To compile complaints and adjustmentletters
- To prepare letters for public authorities and otheragencies.
- To analyze and draft the different types of businessreport.

Unit -1. Introduction

[20Hours]

Communication – Meaning & Definition – importance of effective communication - Objectives – Principles – **Types of communication**- Various Media of communication – Barriers to communication

Unit- 2. Business Letters-I

[20Hours]

Need, functions and kinds of a Business letter– **Essentials of an Effective Businessletter** - Enquiries – types- Replies-Offers and Quotations – Important terms in offers & quotations (Specimen letters)
Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)

Unit -3. Business Letters–II

[20Hours]

Complaints and Adjustments- Sources of mistakes giving rise to complaints- Adjustment policy- **Collection letters**-collection series. Sales letters- Advantages, Objectives, Three p's important for a sales correspondent.

Unit -4.Correspondence with public authorities &otheragencies:

[15Hours]

Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the head office, with other banks. Import-Export correspondence. Letters to Editor

Unit- 5.ReportWriting**[15Hours]**

Report – meaning, importance- types of business reports – Oral and written reports- Characteristics of a good report -**Drafting of Business Reports** – Reports of Individuals – Report by Committees

Self Study:

Unit I: Various Media of communication

Unit II: Important terms in offers & quotations

Unit III: Sales letters - Advantages, Objectives

Unit IV: Letters to Editor

Unit V: Characteristics of a good report

Text Book

Essential of Business Communication - Rajendra Pal & T.S. Korlahalli, Sulthan Chand & Sons Publishers, New Delhi.-2014

References:

Communication skills by Dr.Nageshwar Rao &Dr.RajendraP.Das- Himalaya Publishing House-2011

E-Resources: <http://booksgoogle.co.in/businesscommunication>,
www.managementstudyguide.com/business_communication.htm,
study.com/academy/lesson/what-is-effective-business-communication

Skill Development

100%

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION
III SEMESTER
CAMPUS TO CORPORATE -19U3SB1
(for the year 2020)

2 Hours/ Week

Credits:2

COURSE DESCRIPTION

The course focuses on gaining knowledge and skills to prepare for placement in corporate world.

COURSE OBJECTIVE

To enhance the skills of the students to face with confidence the recruitment process of corporates.

Unit I –Introduction to Company

(6 hours)

Definition of company-characteristics - kinds of companies-statutory company -registered company- company limited by shares, guarantee-unlimited company-private company-public company-holding company-subsidary company-government company-foreign company.

Unit II -Preparing CV/ Resume

(6 hours)

Meaning-difference between Bio-data, CV and resume-Types of Resumes-CV writing tips - content of resume-common resume blunders-do's and don'ts of a resume.

Unit III- Group Discussion

(6 hours)

Meaning-characters tested in GD-Tips in GD-Types on GD-Skills required in GD-GD Etiquette-Non-verbal communication in GD-Movements and gestures to be avoided in GD

Unit IV- Interview Skills

(6 hours)

Introduction-Types of Interview-reasons for selecting/rejecting candidate-Interview etiquettes- Interview Mistakes-How to present well in interview-Tips for Interview

Unit V- Etiquettes and Manners

(6 hours)

Introduction-Modern etiquettes-classification of etiquettes.

Manners –Introduction-Why should you practice good manners-list of good manners-

professional manners-social manners.

Unit VI-Dynamics (Evaluation Pattern-CIA only)

Career Planning, SWOT Analysis & Developing Attitude, social implications

Text Book:

SOFT SKILLS –Dr.K.Alex, Sulthan Chand Publications, New Delhi

References:

1. Elements of Mercantile law-N D Kapoor
2. Personality Development By P.C.Sekar

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESS ADMINISTRATION
IV SEMESTER

EMPLOYEE MANAGEMENT –19 U4CC8
(for the year 2020)

5 Hours/ Week

Credits :3

COURSE OBJECTIVE:

1. To understand and appreciate the importance of the human resources vis-a-vis other resources of the organization.
2. To familiarize the students with methods and techniques of HRM and equip them with the application of the HRM tools in real world business situations.

COURSE OUTCOMES:

1. Understand the basic concepts and frameworks of HRM is essential for effective execution of strategies
2. Learn fundamental HRM frameworks and analyze the overall role of HRM in business
3. Improve their ability to think about how HRM should be used as a tool to execute strategies and achieve a competitive advantage

4. Understand the key elements of HRM and discuss how they relate to each other and the organizational culture
5. Look at numerous HRM issues, their causes, and what strategies should be implemented to achieve solutions

UNIT – I Introduction

[15Hours]

Nature and scope of human resource management – HRM as a profession – Objectives – Importance – functions. Organization of Human Resource Department – Qualities, role, status of personnel manager. Personnel policies – Concept – nature – need & Significance – Types – Scope – formulation and essentials of personnel policies.

UNIT – II Human Resource Planning

[15Hours]

Human resource planning – Objectives – Need and importance – Process and levels. Job analysis – Concept, Process & Methods – Job description- Meaning, contents- Job specification – Meaning, Difference between job description and job specification. Job design – concept, methods of job design – Recent trends in job redesign.

UNIT – III Recruitment, Placement and Induction

[15Hours]

Recruitment – Meaning – Process – Source and techniques of recruitment – recruitment practices in India. Selection-meaning and process, Selection Tests-types. Interview-objectives, types, steps in interview process.

Placement – concept. Induction-concept and objectives, contents of induction programme, advantages. Socialisation- Meaning, Process

UNIT - IV Training and Development

[15Hours]

Training- concept, importance and objectives – designing training programme, methods, evaluating training effectiveness-retraining.

Executive Development- concept, objectives, methods & techniques of executive development.

Employee counseling-concept, need, functions, types, steps in counseling process. Employee Appraisal- concept, objectives, process.

UNIT – V Compensation and Integration

[15Hours]

Wage and salary administration – objectives– essentials of sound wage structure – factors affecting wage – methods of wage payment – wage policy in India – executive compensation. Separations – meaning – types.

Collective bargaining – meaning, objectives, importance & requirements – CB in India. Worker's Participation in Management- concept & objectives, importance, Worker's participation in management in India- measures for successful participation.

Self study:

Unit-1- Role of HR manager

Unit-2- Difference between job description and job specification

Unit-3- Contents of induction programme

Unit-4- Need of employee counseling

Unit-5- Importance of Worker's participation in management

Text Book

Human Resource Management -C.B. Gupta Sulthan Chand & Sons Publishers, New Delhi. 2015

Reference

Personnel Management - C.B. Mamoria,Himalaya Publishing House, Mumbai 2011

Personnel Management & Industrial Relations-TripathiSulthan Chand &Sons Publishers, New Delhi 2013

E-Resources: www.citehr.com,www.whatishumanresource.com

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

IV SEMESTER

OPERATIONS MANAGEMENT-19U4CC9

(for the year 2020)

6 Hours/ Week

Credits:4

COURSE OBJECTIVE:

The aim of this paper is to provide, to the students, an understanding of various concepts of production and materials management and its application in practice.

COURSE OUTCOMES:

- To demonstrate about production management function and to identify best plant layout.
- To predict prospective way of routing, sequencing and scheduling.
- To prepare the flow chart and to explain work study and method study.
- To use the materials in optimal way to carry proper production management.
- To access the essence of quality circle and inventory control.

Unit1.Introduction

[20Hours]

Production Management – meaning, definition, functions and scope – Plant location – importance – factors affecting plant location- Urban vs. Rural Plant site - **Plant layout** – Principles - types of layout – Product, Process and combination layout – Techniques of Plant layout – materials handling – principles – equipments.

Unit 2 Production Planning and Control

[20Hours]

Production Planning and control – Objectives – Factors - Types of production system – Production planning – meaning - levels of Production Planning, objectives and functions – Production Control – objectives, Difference between production planning and production control, levels of Production Control – routing, sequencing, scheduling – CPM and PERT (**Theory only**) – Dispatching, Expediting and Follow-up- Problems in Sequencing and Assignment.

Maintenance – objectives – Functions of maintenance management – Advantages of maintenance - Breakdown maintenance – Causes of equipment break down – preventive maintenance – objectives –elements of preventive maintenance-advantages of preventive maintenance.

Unit 3.Work Study

[15Hour]

Method Study – Definition – objectives – procedure of method study – Charts and diagrams used in method study – Flow process chart – Two handed process chart – Man

Machine chart – SIMO Chart – Flow diagram and string diagram – Advantages of method study

Time study – Definition – Objectives – Direct time study methods – Stop watch method – Work sampling and Analytical Estimation – Problems of calculating standard time – Advantages of time study , Principles of Motion Economy

Unit 4. Materials Management [15Hours]

Materials Management – definition – functions of Materials Management – Organization of Materials Department - Purchasing – principles– procedure of purchasing - Government purchasing practices and procedures – Import procedure – Store Keeping – function – Stores system and procedure – Duties and responsibilities of a store keeper – classification and codification

Unit 5. Quality Control and Inventory control [20Hours]

Quality control – Objectives – steps in quality control programmes- SQC – Acceptance Sampling- Meaning – Terms used in acceptance sampling – Sampling Schemes – Uses - Control Charts for Attributes & Variables. Problems in Control Charts

Inventory Control – Types of inventory - Costs associated with inventory models – Selective approaches to inventory control – problems in inventory control- Calculation of EOQ ,R.O.L, Minimum, Maximum and Average stock level.(**EOQ with price breaks, Production runs, planned shortages are excluded**)

Self Study:

Unit I-Material Handling, Principles, Equipments

Unit II- Difference between production planning and production control

Unit III- Principles of Motion Economy

Unit IV -Classification and codification

Unit V - Selective Approaches to Inventory Control

Text Book

Production and Operations Management -B.S. Goel, PragatiPrakasan Publishers,2017

References:

1. Production and Operations Management -S.N. Chary

TataMcgrawhillPublishers, NewDelhi,2016

2. Industrial Engineering and management -O.P. Khanna MacMillan

Publishers, Delhi,2015

3. Integrated Materials Management- Gopalakrishnan, PHI Learning Pvt.Ltd.,2014E-Resources:tn.upi.edu/pdf/Production_and_Operations_Management.pdf

www.academia.edu/4679944/LESSON_8_PRODUCTION_PLANNING...

www.newagepublishers.com/samplechapter/001386.pdf

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESS ADMINISTRATION

IV SEMESTER

MANAGEMENT ACCOUNTING THEORY AND PRACTICE- 19U4CC10

(for the year 2020)

6Hours/ Week

Credits:4

COURSE OBJECTIVE:

The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

COURSE OUTCOME:

1. To recall financial accounting and to outline management accounting and financial statement analysis.
2. To identify the different types of ratios and explain its applications
3. To prepare funds flow and cash flow statements.
4. To apply the managerial applications of CVP analysis
5. To assess the various variances such as material cost, price, usage, mix and yield variances.
6. To evaluate the various budgets such as production, flexible, cash, sales and zero based budgets

Unit 1. Introduction

[15Hours]

Management Accounting – Concept – Growth – Differences between Financial Accounting and Management Accounting – Need and importance of management accounting- financial Statement Analysis – Format for Classification – Limitations

Unit 2. Ratio Analysis

[15Hours]

Important Ratios and their Interpretations – Profitability ratios – Turnover ratios – Financial ratios – uses of ratios.

Unit 3. Fund Flow and Cash Flow

[15Hours]

Funds flow Analysis – Cash Flow Analysis (simple problems with two or three adjustments only), Difference between fund flow and cash flow analysis

Unit 4. Marginal Costing

[15Hours]

Marginal Costing – Break – Even Analysis – advantages- **managerial applications of CVP analysis.**

Unit 5. Standard Costing and Budgetary Control

[15Hours]

Material Variance – Calculation of Material Price Variance , Material Usage Variance, Material Mix Variance – Material Yield Variance – Material Cost Variance.

Budgetary control – Production Budget – Flexible budget – Cash budget – Sales budget – Zero base budgeting, Limitations.

Unit 6: Dynamics:

1. Study the Union Budget and comment on it.
2. Evaluate the company/business, on the basis of profitability ratios, turnover ratios and financial ratios for the present financial year.
3. Look into the problems of companies/business and make decisions based on marginal costing technique.

Self Study:

Unit-1- Need and importance of management accounting

Unit-2- Uses of ratios

Unit-3- Difference between fund flow and cash flow analysis

Unit-4- Advantages of break-even analysis

Unit-5- Limitations of Budgets

Text Book

Principles of Management Accounting – Goyal, Shiv N – Manmohan
, Sahitya Bhawan Publishers, Agra.- 1979

Reference: Management Accounting- Sharma & Gupta. Kalyani Publishers, New Delhi
2016

E-Resources: www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf, www.investopedia.com/terms/m/managerialaccounting.asp

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION
IV SEMESTER

PRINCIPLES OF MARKETING-19K4ACU4

(for the year 2020)

(Offered to commerce with Computer Applications Department)

(Self-Finance)

5Hours/Week

Credits:5

COURSE OBJECTIVES:

- To understand how organizations identify customers and their wants/needs
- To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements.
- Demonstrate understanding of marketing terminology and concepts.
- Demonstrate knowledge of the individual components of a marketing mix.

COURSE OUTCOMES:

On completion of this course the student will be able to:

1. Identify evidence of marketing in everyday life
2. Develop an ability to understand and develop the marketing mix for an organisation
3. Find out the strategy of product mix, life cycle of product, branding concept and packaging
4. To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
5. Develop an ability to assess the impact of the environment on marketing function
6. Should be able to develop suitable marketing strategies in light of the environment.

Unit I Introduction

(15 Hours)

Marketing – Definition – Market and Marketing – Importance and Characteristics – Science or Art – Marketing mix – Concepts – Composition.

Unit 2.Product

(15Hours)

Concept- Classification of products, Layers of product, Product Mix strategy, structure of product mix, product line strategies, Product life cycle. New product-concept, categories, Diffusion of new

products, Adoption Process-New product planning process.

Branding- concept, branding policy, importance, characteristics. Packaging –concept, functions.

Unit 3. Pricing

(15 Hours)

Meaning- Objectives, factors influencing pricing decisions, Procedure for price determination, Types of pricing, Price administration- types-RPM -Concept.

Unit 4. Place

(15 Hours)

Definition – Objectives- Components of Physical Distribution – Channels of Distribution – Definition-Types of channels-Middlemen-meaning- Classification –Wholesaling-Meaning- Classification – Retailing- Meaning- Classification.

Unit 5. Promotion

(15 Hours)

Definition – Difference between Selling and Promotion – Need for Promotional Activities – Objectives of Promotion – Promotional Mix- Sales Promotional Activities- Advertising- Definition, Features, Types, benefits, Designing an advertising campaign – Personal Selling- Meaning-Features-objectives, types, Personal Selling Process.

Self Study:

Unit 1: characteristics of marketing

Unit 2: Importance of branding policy

Unit 3: factors influencing pricing decisions

Unit 4: classification of retailers

Unit 5:types of salesman

Text Book:

Marketing Management-C.B.Mamoria, SathishMamoria& R.K. Suri, -KitabMahal agencies.2016

Reference:Marketing management-Philip Kotler –Prentice Hall India Publishers- 2007E:Resourses:newagepublishers.com/samplechapter/001233.pdf

www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf

thedavismarketinggroup.com/Marketing Mix.pdf

FATIMA COLLEGE (AUTONOMOUS). MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

IV SEMESTER
INTER PERSONAL SKILLS & TEAM BUILDING-19U4SB2
(for the year 2020)

2 Hours/ Week

Credits:2

COURSE OBJECTIVES:

- ☐ To make the students to assess and understand face to face situations and to facilitate interaction and influence processes essential for teamwork.
- ☐ This course is aimed at introducing the students to the nuances of developing the basic skills that required of an educated youth.
- ☐ To develop all round personality of the students by mastering inter-personal skills, creative skills and public-speaking.
- ☐ To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.
- ☐ To identify & describe several theories of leadership.

COURSE OUTCOMES:

On successful completion of the Soft Skills Development , the learner will be able to,

CO—1: Learn to have an increased awareness of leadership skills within the context of their daily life.

CO—2: Acquire thorough knowledge and understanding of multiple facts of team management.

CO—3: To give the learners extensive practices to develop the LS (Listening and Speaking) skill-set.

CO—4: To identify some of the essential soft skills needed for effective management.

Unit-1 Interpersonal skills:

[6 hours]

Interpersonal skills- Concept-Importance- Elements- Transactional analysis- 3 Ego states- Social Transactions.(Practical exercises).

Unit-2 Elements of Interpersonal skills:

[6 hours]

Negotiation, Caring, Empathy, Upward and Downward communication, ability to handle diverse roles.

Unit-3 Conflict:

[6 hours]

Conflict- Definition—Process- Sources of Interpersonal Conflict-Strategies for resolving Interpersonal conflict.

Unit-4 Working in a Team:

[6 hours]

Team- meaning, Characteristics of a good team, aspects needed to be an effective team member. Group Vs Team (any 5 points)

Unit-5 Team Building:

[6 hours]

Team Building-Introduction- Roles of team members- elements of effective team work- Steps involved in Team building.(Practical Exercises)

References:

Personality development& Communicative English By Dr.S.R.Pandya ;

Dr.PratimadaveShastri

Individual Development ByDr.P.C.Sekar

E-Resources: www.investopedia.com/terms/i/interpersonal-skills.asp,
study.com/.../interpersonal-skills-in-the-workplace-examples-and-importance.html

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

SEMESTER V

FINANCIAL MANAGEMENT –U5CC13

(For 2k17 batch for the year 2019)

HRS/WEEK:5

CREDITS:4

COURSE OBJECTIVES:

- ☐ To expose the students to the fundamentals offinance.
- ☐ To develop an understanding of tools that are used to value investmentprojects.
- ☐ To provide knowledge using concepts, methods & procedures involved in managerial decisionmaking.

COURSE OUTCOMES:

On completion of this course the student will be able to:

1. Demonstrate an understanding of the overall role and importance of the financefunction.
2. Identify and evaluate the necessary tools to use in managing a company’s net daily cash position.
3. Understand the importance of making decisions regarding the purchase of long-term assets or the start of a business project that will last more than one year through capitalbudgeting
4. Able to frame a proper capital structure which enhances the value of thefirm
5. Identify the type of dividend policy followed infirm

UnitI:INTRODUCTION

[15HRS]

Meaning of Business Finance – Financial Management – Approaches to Finance Function – Aims of Finance Function – Scope of Financial Management – objectives of financial management – **profit maximization Vs wealth maximization** – financial decisions – organization of finance department – functional areas of financial management. **Sources ofcapital – Long term, medium, short-term.**

Unit II:WORKINGCAPITAL

[15HRS]

Meaning of working capital – operating cycle or circular flow concept – classification or kinds of working capital – importance or advantages of adequate working capital – excess or inadequate working capital – the need or objects of working capital – factors determining the working capital requirements – forecast/estimate of working capital requirements.

(simple problems only)

Unit III: CAPITAL BUDGETING

[15HRS]

Meaning – need and importance of capital budgeting – capital budgeting process – kinds of capital budgeting decisions – methods of capital budgeting or evaluation of investment proposals – pay back period method – rate of return method – net present value method – internal rate of return method – profitability index method – comparison between NPV and IRR, Net Present Value Vs Profitability Index – factors influencing capital expenditure decisions – capital rationing – limitations of capital budgeting. (simple problems only)

UNIT IV: CAPITAL STRUCTURE AND COST OF CAPITAL

[15HRS]

Capital Structure – Meaning- Forms/ Patterns of capital Structure

Capital Structure management – Essential Features of a Optimal Capital Mix, Factors determining the capital structure-Cost of Capital – meaning, concept and definition – significance of cost of capital – classification of cost – determination of cost of capital – problems of determination of cost of capital – computation of cost of capital – cost of debt capital – cost of redeemable debt – cost of zero coupon bonds – cost of preference capital – cost of equity share capital – cost of retained earnings – computation of weighted average cost of capital (simple problems only)

UNIT V: DIVIDEND

[15HRS]

Introduction to dividend policy – dividend decision and valuation of firms – the irrelevance concept of dividend or the theory of irrelevance – residual approach – Modigliani and Miller approach (MM Model) – The relevance concept of dividend or the theory of relevance – Walter's approach – Gordon's approach – determinants of dividend policy – forms of dividend – bonus issue – advantages and disadvantages (simple problems only)

Text Book:

1. Financial Management – R.K. Sharma .Shashi K. Gupta ,Kalyani Publishers(2012)

Reference Books:

1. Financial Management – I.M. Pandey.Vikas Publishing House, New Delhi-2010.
2. Financial Management – S.C.KutchalChaitanya Publishing House, Allahabad –2015.
3. Management Accounting and Financial Management – S.N. MaheswariSulthan Chand & Sons Publishers, NewDelhi.(2015)

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

V SEMESTER
TAX LAWS-U5CC14

(For 2k17 batch for the year 2019)

5 hours/Week

Credits:4

COURSE OBJECTIVE:

The aim of this subject is to expose the students to Income Tax, calculation of tax liability and indirect tax which forms the major source of revenue to Government.

LEARNING OUTCOMES:

1. To identify the taxes existing in India.
2. To assess the residential status of different individuals.
3. To compute Income from Salary and House Property of individuals.
4. To assess the taxable income of firm and partners.
5. To plan Input Tax Credit relating Central Goods and Services Tax Act 2017.

Unit 1: Introduction:

(15Hours)

General principles of taxation – distinction between direct and indirect taxes – Tax evasion and tax planning.

Income Tax Act 1961 – basic concepts – assessment year – previous year – person – assessee – income – gross total income – difference between exemption and deduction – capital and revenue receipts and expenditure – **tax rates** - problems on basic concepts.

Residential Status – individual – HUF – firm and association of persons – company – every other person – Indian income and foreign income – income deemed to be received in India – accrual of income – income deemed to accrue or arise in India. **(simple problems only)**

Unit 2 : Income from Salaries:

(20Hours)

Salary – basis of charge – different forms of salary – different forms of allowances – perquisites – taxable or not taxable – perquisites how valued for tax purposes – what are permissible deductions from salary income – **deduction u/s 80C – problems on computation of salary income.** **(simple problems only)**

Unit 3: Income from House Property:

(10Hours)

Basis of charge – Provisions relating to deemed owner - basis of computing income from let out house property – taxable income from self-occupied property – unrealized rent – **problems on the computation of property income.** **(simple problems only)**

Unit 4: Assessment of Firms:

(20Hours)

What is partnership – scheme of taxation of firms – remuneration/interest paid or payable is deductible – conditions u/s 184 – conditions for claiming deduction of remuneration of partners u/s 40(b) – conditions for interest to partners u/s 40(b) — how to find out income of a firm – **problems on computation of taxable income of a firm and partners**- Carry forward and set off of loss in case of change in the constitution of firm. **(simple problems only)**

Unit 5: Indirect Taxes

(10Hours)

The Central Goods and Services Tax Act 2017.

Meaning of GST – definitions – actionable claim, address of delivery, agent, aggregate turnover, agriculturist, assessment, business, goods, levy of tax – scope of supply, tax liability on composite and mixed supplies - time of supply - time of supply of goods, time of supply of services, change in rate of tax in respect of supply of goods or services – **input tax credit - eligibility and conditions for taking input tax credit, apportionment of credit and blocked credits** – registration - persons liable for registration, persons not liable for registration, compulsory registration in certain cases, **procedure for registration**, deemed registration – tax invoice. **(theory only)**

Self Study:

Unit I: Tax evasion and tax planning.

Unit II: Different forms of salary

Unit III: Provisions relating to deemed owner

Unit IV: Carry forward and set off of loss in case of change in the constitution of firm.

Unit V: Definition of the terms in GST Law.

Text Books:

1. Students Guide to Income Tax – Dr. Vinod Singhania, and Dr. Monica Singhania, Taxman's Publication Private Limited, New Delhi.
2. Commercial's GST 2017 Published by Commercial Law Publishers (India) Private Limited, New Delhi.

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

V SEMESTER
CASE ANALYSIS – U5CC15

(For 2k17 batch for the year 2019)

5 Hours/ Week

Credits:4

COURSE OBJECTIVE:

The main objective of this course is to make the students get into the habit of diagnosing problems, analysing and evaluating alternatives and formulating workable plans of actions through classroom participation and discussion.

COURSE OUTCOMES:

On successful completion of the course students will be able to:

1. Enhanced ability to critically analyse a business strategy
2. Improved ability to integrate of ideas from the range of business and economics disciplines that are components of a business strategy
3. Ability to develop new strategies that lead to competitive advantage
4. Appreciation of the need to provide strong justification and support for strategic choices
5. Understanding of the team-based approach to problem identification and resolution

One case per week has to be discussed by the students. Approximately 12-13 cases will be discussed during the semester. The cases should be distributed by the teacher concerned on the different functional areas of the management.

The students should be trained to discuss the cases in small groups and develop analytical thinking and to present the findings to the common class. The chairmanship should be rotated among the students. This is to develop conference leadership. They should also be trained to write case reports.

The examiner should give a case or case let and asks the students to identify the problem in the case. Analyse the causes and suggest suitable alternative courses of action after considering the relative merits and demerits of each alternative.

AREA OF CASES DEALT:

- i. General Management Cases
- ii. Cases from Organisational Behaviour
- iii. Cases From Marketing Management iv) Cases from Human Resource Management

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

V SEMESTER
BUSINESS LAW –U5CC16

(For 2k17 batch for the year 2019)

5hours/week

Credits:4

COURSE OBJECTIVES:

- To provide basic knowledge in business laws which are needed for observing the code of conduct in business.
- To impart basic knowledge of the Indian Industriallegislations.
- To enable the students to understand the realities of business andits legalconsequences.

COURSE OUTCOMES:

On successful completion of the Business Law , the learner will be able to,

CO 1: Understand the primacy of contract, offer and acceptance

CO2Know the essential requirement of a valid agency contract; rights and duties of an agent and a principal.

CO3: Expose and apply the different types contract in business .

CO4:Enable students to understand the various acts followed by factories.

CO5:Familiarize them with provident act & pension act.

Unit 1: IndianContractAct,1872

(15 hours)

Introduction to Law – object of law – Ignorantiajuris not excusat – sources ofmercantile law.

Nature of contract – The Indian Contract Act, 1872 – definition – consensus ad idem – essential elements of a valid contract- : classification of contracts.

Offer and Acceptance – offer – legal rules as to offer – tender – cross offers – acceptance – legal rules as to acceptance – communication of offer, acceptance and revocation.

Consideration – definition – need – legal rules as to consideration – stranger to contract –, contract without consideration is void – exceptions

Capacity to contract – minors – persons of unsound mind – other persons.

Unit 2:Indian PartnershipAct1932.

(15 hours)

Definition – formation – test of partnership – partnership and other associations – registration of firms- Relation of partners – rights – duties – relation of partners to third parties – types of partners.

Dissolution of Firm – without the order of court – dissolution by court – rights of partner on dissolution – liabilities – settlement of accounts.

Unit 3: The Companies Act 1956 and The Factories Act, 1948. (15hours)

Company -Definition - Kinds Of Companies-Memorandum Of Association –Contents, Name Clause, Registered Office Clause, Objects Clause, Capital Clause, Liability Clause, Association Clause-Articles Of Association-Content Of Articles-Difference Between Articles & Memorandum

Factory – definition – health – safety – hazardous processes – welfare - employment of young person – women – annual leave with wages.

Unit 4: The Employees State Insurance Act, 1948 (15hours)

Definition – administration of the scheme – officers and staff – contributions – benefits.

Unit 5: The Employees Provident Fund Act (15hours)

Definition – Employees Provident Fund Schemes – Employees Pension Scheme and Fund – Employees Deposit Linked Insurance Scheme and Fund-Administration of the Schemes – central board – executive committee – state board.

Self Study:

Unit I: classification of contracts, contract without consideration is void – exceptions.

Unit II: Relation of partners – rights – duties – relation of partners to third parties – types of partners.

Unit III: Welfare provisions of factories act 1948.

Unit V: Employees Deposit Linked Insurance Scheme and Fund

Text Book:

Business Law N.D. Kapoor Sultan Chand & Sons Educational Publishers, New Delhi. 2016

Reference:

Business Law RSN Pillai and V. Bhagavathi by Sulthan Chand Publishers, 2017
Business Law including Company Law by S.S. Gulshan and G K Kapoor, New Age International Publishers New Delhi, 2015

E-Resources :

[www.advocatekhoj.com/library/bareacts/partnership/index..mpsdma.nic.in/Website Material/Factories Act.pdf](http://www.advocatekhoj.com/library/bareacts/partnership/index..mpsdma.nic.in/Website%20Material/Factories%20Act.pdf)
www.esic.nic.in/esi_act.php
www.esic.nic.in/Tender/ESIAct1948Amendedupto010610.pdf
www.epfindia.com/.../PDFs/Downloads_PDFs/EPFAct1952.pdf

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION
V SEMESTER
INTERNATIONAL BUSINESS MANAGEMENT – U5ME1

(For 2k17 batch for the year 2019)

5 Hours/ Week

Credits:5

OBJECTIVE:

As the scope of the business is being widened to global level, the aim of this subject is to provide the basic concepts (like WTO, GATT) of global business.

COURSE OUTCOMES:

- To explain the concept of globalisation and internationalization.
- To compare between international corporation, multinational company, global company and transnational corporate.
- To demonstrate the need of international production and human resource management.
- To compile the functions of International marketing
- To apply the techniques of International risk management.

Unit1.Introduction

[15Hours]

Globalisation – Features – Components of Globalisation – Advantages and Disadvantages of Globalisation - WTO – Introduction – GATT – Establishment of WTO – Organisation structure – Dumping - WTO & Anti dumping measures – India & WTO.

International Business – Introduction – Evolution – Nature – Why go International? – Stages – Approaches – Advantages – Problems.

Unit2. MNCs

[15Hours]

MNCs – Definition – Difference between IC, MNC, GC & TNC – Advantages & Disadvantages – Control over MNCs – Modes of Entry – MNCs in India.

Unit 3. International Production & HRM

[15Hours]

International Production –
Introduction – Generic Strategies – Acquisition of Resources – Location decisions.

International Human Resource management – Functions of HRM **-Global Recruitment** – Selection Process – Expatriates – International Adjustment – Cross – Cultural Training – Compensation and benefits

Unit 4.InternationalMarketing [15Hours]

International marketing – Introduction – Product – Pricing – Place – Production – International marketing Strategies in Different Stages of Product Life Cycle – Export and Import Procedure

Unit 5.InternationalFinance [15Hours]

International Finance – Foreign Exchange – Convertibility of Rupees and its Implications – Foreign Institutional Investors – Global Depository Receipts **– Foreign DirectInvestment** – Capital Expenditure Analysis – International Risk Management- Balance of payment – Components – Disequilibrium in the Balance of payment – Methods of correction of disequilibrium

Self study:

Unit-1: International business – Stages – Approaches

Unit-2: MNCs in India.

Unit-3: Global Recruitment – Selection Process

Unit-4: International marketing Strategies in Different Stages of Product Life Cycle

Unit-5: Methods of correction of disequilibrium

Text Book

International Business – P. Subba Rao. ,Himalaya Publishing House, Mumbai.2013

References:

International Business Management by Dewan and Sudarshan, Discovery Publishing House, New Delhi.2011

International Business – Francis Cherunilam, IV Edition, PHI Learning Private Limited – 2013

E-resources :www.managementstudyguide.com/international-business.htm,www.managementparadise.com/.../international.../45148-study-materials-international...

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

V SEMESTER

STRATEGIC MANAGEMENT –U5ME2

(For 2k17 batch for the year 2019)

5Hours/ Week

Credits:5

COURSE OBJECTIVES:

- To know the various strategies used by the firms at different instances.
- To inherit the strategic decision making skills.
- To have the knowledge of various business models.
- To understand the role of strategic management in business.
- To analyze how strategic implementation takes place in organizations.

COURSE OUTCOMES:

On successful completion of the Strategic Management, the learner will be able to,

CO– 1: Develop an understanding of the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations .

CO– 2: Learn the role that various models developed by different thinkers to improve strategic thinking.

CO– 3: Enable students to understand basics of strategies adapted by business firms .

CO– 4: Understand the environmental factors affecting the management of business.

CO– 5: Familiarize them with the formulation, implementation & evaluation of strategies.

Unit1.Introduction

[15Hours]

Strategic Management – An Introduction – Levels of strategy – Role of different strategies – Strategic Management Process – Mission, Objectives .

Unit2.SWOT Analysis

[15Hours]

SWOT Analysis – Tows Matrix – Strategy Implementation – Steps – Strategy & Structure – Evaluation and Control.

Unit3.PortfolioStrategy**[15Hours]**

Portfolio strategy – BCG Matrix – GE Multifactor Portfolio - Matrix Portfolio change – Hofer's product market Evolution Matrix – Directional Policy Matrix - Factors influencing Portfolio strategy.

Unit4.Strategies**[15Hours]**

Competitive Analysis and Strategies- Structural analysis of industries- Generic Competitive Strategies- Overall cost leadership, Focus and Differentiation – Corporate Level Generic Strategies- Stability Strategy, Growth Strategy and Retrenchment strategy.

Unit 5.BusinessGrowth**[15Hours]**

Business Growth – Reasons – Indicators – Risks – Growth strategies- Intensive growth strategy, Integrative growth strategy and Diversification growth strategy Mergers & Acquisitions – Reasons – Reasons for failure of Mergers and Acquisitions

Turn around Management & Restructuring.

Text Book

Business Policy & Strategic Management text and cases by Francis Cherunilam
Himalaya Publishing House .2013

References

1.Business Policy – Azad Kazmi, Second Edition,Tata McGraw Hill Publications,
New Delhi.2013

2.Business Policy – P.K.Ghosh-2013

E-Resources:

www.investopedia.com/terms/s/strategic-management.asp,
www.managementstudyguide.com/strategic-management.htm

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

V SEMESTER

Soft Skills Development - Leadership Skills – U5SB3

(For 2k17 batch for the year 2019)

2 Hours/Week

Credits:2

LEARNING OBJECTIVES:

1. The course aims in understanding leadership, behaviour of a leader, leadership styles and leadership development
2. This paper enables the students to be successful leader, who set goals for them, recognize the individual difference and a good motivation for a Team.

COURSE OUTCOMES:

Upon successful completion of this course, learners will be able to:

1. Clearly articulate an understanding of setting vision and mission as a leader. Identify and describe several theories of leadership
2. Learn to have an increased awareness of leadership skills within the context of their daily life.
3. Acquire thorough knowledge and understanding of multiple facts of team management
4. Strong leaders build strong teams. Hence, this course also attempts to understand managing and building teams.

Unit 1: Leadership

[6 Hours]

Leadership – Definition, Nature, Essential qualities, Styles.

Unit 2: Attitude

[6 Hours]

Attitude – Meaning, Nature, Components, Sources of attitude, Types of attitude, Functions of Attitude, Practical exercises for measuring Attitude.

Unit 3: Goal Setting

[6 Hours]

Goal setting – Meaning – Visualization – Meaning – Visualization Process

Unit 4: Time Management

[6 Hours]

Time Management – Meaning – Ideas to transmute time.

Unit 5: Self motivation and SWOT Analysis

[6 Hours]

Self – motivation – Concept – way of self motivation – SWOT analysis- Introduction, Tool for personal SWOT analysis (with Examples & Exercises)

Text Book:

1. Soft Skills by Dr. K. Alex
2. Personality Development by P. C. Sekar

Reference: Personality development and communicative English
by Dr. Pandya & Pratima Devesastri

E-resources: www.skillsyouneed.com/leadership-skills.html, www.mindtools.com › Leadership Skills ›

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION
V SEMESTER

Soft Skills Development –Employability Skills I – U5SB4

(For 2k17 batch for the year 2019)

2 Hours/Week

Credits:2

LEARNING OBJECTIVES:

To impart the knowledge and skills for enhancing the career opportunities.

COURSEOUTCOMES

1. Criticallyevaluatevariousreallifesituations byresortingtoanalysisofkeyissues andfactors
2. Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing jobfunctions.

Unit 1: English

[6 Hours]

Reading Passage--- Cloze Test---Synonyms & Antonyms---Rearranging the Sentence

Unit2:Test of Reasoning –I

[6 Hours]

Alphabet Test---Coding& Decoding---Ranking (Or)Arranging in Order---Analogy

Unit 3: Test of Reasoning –II

[6 Hours]

Assigning Artificial Values to Arithmetical Series --- Series Completion Test--- Syllogism

Unit 4: Quantitative Aptitude I

[6 Hours]

Number System---squares & cubes---simplification

Unit 5: Quantitative Aptitude II

[6 Hours]

Average ---Simple Interest---Compound Interest

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION
VISEMESTER
OPERATIONS RESEARCH –U6CC17
(For 2k17 batch for the year 2019)

5 Hours/ Week

Credits:4

COURSE OBJECTIVES:

- Define and formulate linear programming problems and appreciate their limitations.
- To introduce the students how to use variables for formulating complex mathematical models in management.
- To Comprehend the concept of a Transportation Model and develop the initial solution for the same.
- To Identify various inventory models Investigate network analysis on elements of scheduling by CPM and PERT techniques.

COURSE OUTCOMES:

On successful completion of the Operations Research, the learner will be able to,

CO – 1: Understand and reinforce the analytical skills already learned and further increase the managerial responsibility for operations tasks.

CO – 2: Understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method.

CO – 3: Application of how to reduce the cost under Transportation.

CO – 4: To understand applications of queuing theory in business.

CO – 5: Use critical path analysis and programming evaluation production and review techniques for timely project scheduling and completion.

CO – 6: Model competitive real world phenomena using concepts from game theory.

Unit 1.Linear Programming (15Hours)

Linear Programming – Mathematical Formulation, Graphical method, Simplex method- Solving maximisation problem using two phase method (**Excluding degeneracy and Dual Simplex**) **Two variables with two constraints (Pure constraints) problems only**

Unit 2.Transportation (15Hours)

Transportation model – Finding initial basic feasible solution – North – West Corner Method- Least cost method- Vogel's Approximation Method- Optimal Solution by MODI Method and Stepping Stone Method- Solving maximisation problem relating to transportation (**excluding degeneracy**)

Unit 3.Game Theory (15Hours)

GAME theory - Introduction, Two Persons zero – sum games, Solutions of 2

* 2 Rectangle Games, Graphical method (2*n Games, m * 2 Games) – Dominance principle.

(Excluding LP method of solving the Game)

Unit 4. Queuing Theory

(15Hours)

Queuing Theory – General structure of a queuing system – Characteristics of a queuing system – Single Channel Model - Infinite Population – Multiple Channel Model - Infinite Population **(Excluding Cost Analysis)**-Application of Queuing Theory.

Unit 5. NetWorkAnalysis

(15Hours)

PERT and CPM - Network Construction – Determining Critical Path – Calculation of EST, EFT, LST and LFT only- Principles of Network Construction.

Self Study:

Unit I: Solving maximisation problem using two phase method

Unit II: Solving maximisation problem relating to transportation

Unit III: Game theory - Introduction, Two Persons zero – sum games

Unit IV: Application of Queuing Theory

Unit V: Principles of Network Construction.

Text Book:

1. Quantitative Technique in Management – N.D. Vohra. Tata Mcgrawhill Publishers, New Delhi.2016
2. Quantitative Approaches to Management – Richard Lewin& Charles Kirkpatrick , Tata Mcgrawhill Publishers, NewDelhi.2017

References:

1. Operations Research KantiSwarup, P.K. Gupta &ManmohanSulthan Chand & Sons Publishers, NewDelhi,2016
2. OperationsResearch - V.K. Kapoor Sulthan Chand & Sons Publishers, NewDelhi,2015

E:Resources :

www.math.ucla.edu/~tom/LP.pdfpages.intnet.mu/cueboy/education/notes/algebra/modivam.pdfwww.cdam.lse.ac.uk/Reports/Files/cdam-2001-09.pdfwww.win.tue.nl/~iadan/queueing.pdf

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

VI SEMESTER

ENTREPRENEURSHIP – U6CC18

(For 2K17 batch for the year 2019)

5 Hours/ Week

Credits:4

COURSE OBJECTIVE :

The aim of this paper is to change the attitude of the students from job-seeking to job-giving.

COURSE OUTCOMES:

- To analyse the qualities ,functions and types of entrepreneurs.
- To plan organize and execute a project with the goal of bringing new products and service to the society.
- To identify and analyze the problems faced by women entrepreneurs.
- To compute the difference between financial and non-financial institutions.
- To use the recent policy and initiatives in MSME.

Unit – I :Introduction (15 Hours)

Entrepreneurship –Definition &Meaning, Characteristics of Entrepreneurship
Entrepreneur- Definition &Meaning –Qualities, functions, types of entrepreneurs, difference between Entrepreneur &Manager. Intrapreneur – Meaning

Unit – II : Project identification & formulation (15 Hours)

Project - Meaning, objectives &classification of projects. Project Formulation – Concept, Need, Significance, Elements of project formulation Feasibility Report – Meaning Criteria for project selection. Project Appraisal Methods (**Theory only**)

Unit – III: EDP & Women Entrepreneurs (15 Hours)

Evolution of EDP, objectives and Features of EDP, Basic aspects of EDP, Phases of EDP.
Women Entrepreneurs- Problems of women entrepreneurs, Factors influencing the selection of industry by women entrepreneurs, type of industries could be established by women entrepreneurs.

Unit – IV: Institutional Finance (15 Hours)

Institutional finance to Entrepreneurs – Financial Institutions – IFCI, IDBI, ICICI, NABARD, SIDBI, SDC's, SFC's, Commercial Banks – Non Financial Institutions-DICS, TIIC, SIPCOT, NSIC – KVIC – SISI – SIDO – NAYE – ITCOT- EGB

Unit – V: MSME in India

MSME-meaning, MSME act 2006- Features, measures taken, SIDBI and MSME sector, recent policy initiatives and other reforms.

TOPICS FOR SELF-STUDY:

Unit-1: Qualities, functions, types of entrepreneurs.

Unit-2: Need, Significance, Elements of project formulation.

Unit-3: Problems & Factors influencing the selection of industry by women entrepreneurs.

Unit-4: Non-Financial Institutions

Unit-5: MSME act 2006- Features, measures taken.

TextBook

Entrepreneurial Development – C.B. Gupta & Srinivasan. Sulthan Chand & Sons Publishers, New Delhi.

References:

1. Entrepreneurial Development - P. Saravanavel Ess pee kay Publishing House, Madras.

2. Entrepreneurial Development - Vasant Desai, Himalaya Publishing House, Mumbai.

E-Resources: www.entrepreneur.com, study.com/academy/.../what-is-an-entrepreneur-definition-characteristics-examples.ht.

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION

VI SEMESTER
ENVIRONMENT OF BUSINESS – U6CC19

(For 2k17 batch for the year 2019)

5 Hours/ Week

Credits:4

COURSE OBJECTIVE:

The objective of this paper is to highlight to the students the importance of environmental factors such as social, economic, political etc., and their impact on business.

COURSE OUTCOMES:

1. To know about business environment including micro and macroenvironment
2. To analyse objectives of business, culture, social responsibility, consumerism and corporate governance in Indian Context.
3. To assess New Industrial Policy 1991, IDRA Act and Privatisation in India.
4. To outline the functions, economic roles of State and fundamental rights, duties and preamble, and responsibilities of business to government and vice-versa.
5. To Evaluate technology, IT revolution and business environment, globalisation and technology transfer.

Unit 1: Introduction

(15

hours)

Business – concept – characteristics of today's business - Business goals/objectives — business environment – nature and its significance – types of business environment – internal environment – external environment – micro environment – macro environment (economic, political and government, socio-cultural, demographic, natural, physical and technological, and international environment)

Unit 2: Business and Society

(15

hours)

Changing concept and objectives of business. Culture- meaning, elements, organization of culture- cultural adaptation: Cultural shock, cultural transmission, cultural conformity, cultural lag .

Social responsibilities of Business – meaning, Responsibilities to shareholders, to employees, to consumers, and to community - Consumerism- meaning, plight of the Indian consumer- Consumer protection Act 1986. Corporate Governance-meaning, importance, recommendations of Birla committee.

Unit 3: Business and Economy

(15 hours)

New Industrial policy 1991, IDRA Act, objectives, main provisions, Industrial licensing-concept, License, Letter of Intent- meaning. The new policy- locational policy. Privatization-meaning-defects of public sector-ways of

privatization, conditions for successful privatization- Benefits, arguments, sins & pitfalls of privatization.

Unit 4: Business and Politics

(15

hours)

Functions of state-classification of functions of state-the state, institutions and economic outcomes- economic roles of government and in India- Fundamental rights & duties—Preamble – division of power – Expansion of state intervention- responsibilities of Government towards Business and Business towards Government.

Unit 5: Business and Technology

(15 hours)

Technology – meaning, technology and competitive advantage, sources of technological dynamics, IT revolution and business environment, impact of technology and globalization – technology transfer – meaning, levels and methods of technology transfer.

Self Study:

Unit I: Business goals/objectives

Unit II: Cultural shock, cultural transmission, cultural conformity, cultural lag and social responsibility of business to consumers.

Unit III: Benefits, arguments, sins & pitfalls of privatization.

Unit IV: Fundamental rights & duties

Unit V: IT revolution and business environment

Text Book

Business Environment – Francis Cherunilam. , Himalaya Publishing House, Mumbai 2014.

Reference

1. Essentials of Business Environment – K. Aswathappa, Himalaya Publishing House, Mumbai-2018
2. Business Environment – S. Sankaran, Margham Publications, Chennai-2013

E-Resources: study.com/academy/lesson/what-is-business-environment-definition-factors-quiz.htm,

www.yourarticlelibrary.com/business/business-environment...business-environment/2.

VI SEMESTER

RETAIL MANAGEMENT-U6ME3

(For 2k17 batch for the year 2019)

5hours/ week

Credits:5

COURSE OBJECTIVES:

- The main objective for the curriculum is providing insights on retail operations.
- This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change.
- The course intends to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager.

COURSE OUTCOMES:

On completion of this course the student will be able to:

1. Become familiar with how the retail industry works
2. Understand the growth of organized retailing in India
3. Learn how the retail store is designed to attract customers
4. Major strategies used by retailers
5. Understand how to create a shopping experience that builds customer loyalty.
6. Learn how to receive, present and maintain merchandise.
7. Learn how to identify, hire, retain and build retail personnel talent.
8. Learn the functions that support service and sales.
9. Understand the areas of accountability for retail management
10. Understand how the role of the manager impacts the success of a retail business

Unit1: Introduction

(15 hours)

Retailing – Definition and scope – Retailing and marketing mix – Retailing scenario in India – Factors influencing consumers shopping habits – Key drivers retailing in India – Growth of organized retailing in India – Retail formats and their evolution – Store formats in parlance.

Unit 2: Store operations management

(15 hours)

Store planning – Meaning, Location planning – Types of locations – Stores Design and retailing image mix - Space mix – concepts, Floor space management – Merchandise Hierarchy – Visual Merchandising - Meaning – Advantages – Stores Atmospherics – Contents – Shop Displays - Types–Mall– Meaning, New Mall concepts emerging in India.

Unit 3: Supply Chain Management & CRM

(15 hours)

Supply chain management (SCM) – Meaning, Concept – Integrated Supply Chain – Components – Retail Automation & SCM with examples (Tanishq & Shoppers stop) – CRM-Meaning- CRM Process – Retail technology and Customer Relations Management (CRM)- Retail Automation in Merchandise and

SCM.

Unit 4: Managing Retail Personnel & Customer Service Management (15 hours)

HR issues – Concerns in Retailing – Manpower Planning – Recruitment – Motivation & Retention – Remuneration Structure – Various types – Salary only – Commission – bonus – Non – cash incentives. Role of retail sales personnel – Qualities – Personal selling process. Customer service management-process

Unit 5: Retail Marketing Mix

(15 hours)

Retail marketing mix – Components of marketing mix – Direct marketing – types – Micro marketing – Meaning – customer response to micro marketing – Digital marketing-Concept. Online retailing-meaning, advantages, features. Multichannel retailing-meaning, key channels of multichannel retailing. Advertising – Advertising mix – Franchising – Types of Franchising –Types of Franchise Agreements.

TOPICS FOR SELF-STUDY:

Unit-1: Growth of organized retailing in India

Unit-2: Mall–Meaning, New Mall concepts emerging in India.

Unit-3: Retail technology and Customer Relations Management

Unit-4: Customer service management-process

Unit-5: Franchising – Types of Franchising –Types of Franchise Agreements.

Text book:

Retail Management- Functional Principles & Practices -By Gibson Vedamani, Jaico Publishing House, Fourth Edition, New Delhi.2017

References: Retail management –Chetan Bajaj , Nidhi.V Srinivasa-2010

Retail management – Michall Levy , Barton.AWeitz -2011

E-Resources: [www.managementstudyguide.com/retail-](http://www.managementstudyguide.com/retail-management.htm)

[management.htm](http://www.managementstudyguide.com/retail-management.htm), www.careerindia.com › Courses › Unique Courses

VI SEMESTER

CONSUMER BEHAVIOUR – U6ME4

(For 2k17 batch for the year 2019)

5 Hours/ Week

Credits :5

COURSE OBJECTIVES:

- The course deals with the behavioral aspects of marketingmanagement.
- To enlighten how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence theirbehavior.
- To enable students to develop marketing strategies that are consumer based and create and enhance customervalue.

COURSE OUTCOMES:

On completion of this course the student will be able to:

1. Identify the major influences in consumer behaviour and Reasons behind the Rise of Consumerism.
2. Distinguish between Personal and Psychological factors in ConsumerBehaviour
3. Implement appropriate combinations of Social Class, Culture & GroupDynamics
4. Establish the relevance of model of Consumer decision making theories and decision making
5. Recognise social and ethical implications of marketing actions on consumerbehaviour
6. Use most appropriate techniques to apply marketsolutions

Unit1:Introduction

(15Hours)

Introduction – Diversity of Consumer Behaviour – Definition – **Consumer Research** – Market Segmentation- The Indian consumer –Social Responsibilities-Reasons behind the Rise of Consumerism.

Unit 2: Personal and Psychological factors inConsumerBehaviour

(15Hours)

Perception – Meaning – Process – Consumer Imagery – Learning – Meaning – Elements & Types of Learning Process – Personality – Meaning – Characteristics – **Personality influences on Consumer Behaviour, Attitudes** – Meaning – Factors involved in attitude formation- Attitude change.

Unit 3: Social Class, Culture &GroupDynamics

(15Hours)

Influence of Social Class, Culture & Group Dynamics – Definition & meaning of **Social**

stratification – factors responsible – characteristic feature of social classes – Social influence – culture – definition & meaning – sub-culture – cross cultural markets – problems in cross cultural marketing. Group – definition & meaning – reasons for formation of groups – types – reference group – types – factors influencing the references group.

Unit 4: Decision Making&Satisfaction

(15Hours)

Decision Making – meaning – buying motives – Schiffman&Kanuk’s model of Consumer decision making – Diffusion of Innovation – The adoption process – Opinion Leadership and personal influence customerisation – Process – Consumer Satisfaction through effective Pricing – Service Market – Customer dissatisfaction – Dealing with customer complaints.

Unit 5: IndustrialBuyerBehaviour

(15Hours)

Industrial / Organizational Buying Behaviour and Consumerism – Difference between Industrial and consumer buying – Industrial market segment – Organizational buying – Meaning and definition – Characteristics of Industrial Markets – Buying decision involved in industrial buying process – Factors influencing industrial buying behaviour – process – reseller market – Government market – Industrial buyer and Marketing .

Text Book

Consumer Behaviour in Indian Perspective –Suja R. Nair,Himalaya Publishing House, Mumbai.

Reference: Consumer Behaviour – Leon G Shiffman& Leslie LazerKanuk. Pearson Education Publishers, Singapore.

E-Resources: www.managementstudyguide.com/what-is-consumer-behaviour.htm
study.com/.../what-is-consumer-behavior-in-marketing-factors-html

VI SEMESTER

INDUSTRIAL RELATIONS – U6ME5

(For 2k17 batch for the year 2019)

5 Hours/ Week

Credits :5

COURSE OBJECTIVE:

1. The main aim of this course is to introduce students to the theories, institutions and practices of Industrial Relations
2. To understand various concepts, and their evolving dynamics in the emerging business scenario

COURSE OUTCOMES:

On successful completion of the course students will be able to:

1. Demonstrate descriptive knowledge of the field of industrial relations.
2. Apply the essential concepts of industrial relations and their interrelationship at the personal, organisational and national levels.
3. Recognise and consider the social, historical issues within industrial relations.
4. Investigate solutions to industrial relations problems based on research and assessment of current practices.
5. Communicate your knowledge of industrial relations in both written and verbal formats reactive to both audience and purpose.

Unit 1: Introduction:

(15Hours)

Industrial Relations – concept, objectives, significance and importance of industrial relations – historical development of industrial relations – scope of industrial relations

Factors of Industrial Relations-- Conditions for Good Industrial Relations – causes and effect of poor industrial relations – industrial relations in India – some current industrial relations issues and suggestions to improve industrial relations.

Unit 2: Industrial Conflicts:

(15Hours)

Industrial conflicts – concept and essentials of dispute – classification of industrial disputes – impact of industrial disputes – cause of industrial conflicts – Why industrial peace – strikes – Typology of Strikes-
when are strikes justified – illegal strike – When do they amount to misconduct? – right to strike and lock outs

Unit 3: Changing Profiles of Major stakeholders of Industrial Relations in India: (15 Hours)

Trade Unions – growth of trade union movement and membership – Problems Confronting Unions and Recognition of Trade Union- problems confronting union and measures to strengthen trade union movement in India – building responsive trade unionism –

white-collar trade unions – managerial associations – employer's associations – role of state in industrial relations – constitution and labour policy – government labour policies – paradigm shift in government industrial relations policies.

Unit 4: Collective Bargaining & Workers' Participation: (15 Hours)

Concept – main features – importance- agreement at different levels – at plant level – at the industry level – at the national level – collective bargaining in India – recent trends in the issue side.

Concept – objectives – forms of participation – functions of joint councils – functions of plant council – functions of shop council-- Conditions necessary for effective working of Workers Participation in Management Scheme.

Unit 5: Industrial Relations Issues – MNC's, Private Sector and Public Sector (15 Hours)

Building Positive Employee Relations – Participative Management, Empowerment, Quality Circles and Workers Participation – Workers participation in Management – Management of Grievances – Management of Positive Discipline.

Adjustment Processes and Voluntary Retirement Schemes – New Economic Reforms, Public Sector Restructuring and Industrial Relations – Management of Sexual Harassment – Management of Contract Labour - Main Recommendations of the Second National Commission on Labour – BPOs/Call Centres and their Employees Related Matters.

Self Study:

Unit I- Conditions for Good Industrial Relations

Unit II- Typology of Strikes

Unit III- Problems Confronting Unions and Recognition of Trade Union

Unit IV- Conditions necessary for effective working of Workers Participation in Management Scheme.

Unit V- Main Recommendations of the Second National Commission on Labour

Text books:

1. Industrial Relations by S.P Singh, A.I.T.B.S. Publishers, India-2016
2. Dynamics of Industrial Relations by Mamoria, Mamoria and Gankar. 2017
3. Industrial Relations, Emerging Paradigms by B. D. Singh, Excel Books, New Delhi. 2014

- References:**
1. Industrial Relations and Labour Laws by S.C. Srivastava-2012
 2. Personnel Management and Industrial Relations by P.C. Tripathi. 2013

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION
VI SEMESTER

TRAINING & DEVELOPMENT –U6ME6

(For 2k17 batch for the year 2019)

5 Hours perweek

Credits:5

COURSE OBJECTIVE:

To expose the students towards Training and Development, an on- going process in any organization, which enhances employees of an organization to grow as a person and acquire maturity of thoughts and action.

COURSE OUTCOMES:

- To demonstrate the importance of training.
- To compare the concept of on the job and off the job training.
- To access the uses of different methods of training.
- To analyse the factors for successful training activity.
- To discuss the essence of management by objectives

UNIT –I Introduction

(15hours)

Training and development – Concepts – Nature – Needs & Objectives – Importance of Training & Development – Principles of Training – Training Process.

UNIT – II Employee Training

(15hours)

On – the Job Training – Meaning – Merits and Demerits – Methods – Job Instructions Training (JIT), Vestibule Training, Training by Experienced workmen, Training by Supervisors, Demonstrations, Apprenticeship.

Off- the Job Training – Lecturer, Conferences, Group Discussion, Case Studies, Role play – Programmed Instruction, Laboratory Training –Retraining

UNIT – III Executive Development.

(15hours)

Executive Development – Concepts – Objectives – Need – Components of Executive Development – Methods of Executive Development

On – the Job: Coaching, Job Rotation, participation in Boards and Committees, Syndicate

Off -the Job : Case study, incident method, Role play, in basket training, Management games, Sensitivity training, Simulation, Grid Training, Conferences and Lectures.

UNIT –IV Training Designs

(15hours)

Mentoring-Training Team Building, Six Sigma technique, Training for Cultural Diversity - Competency Development

Factors for success of training activity – Management Training in the future.

UNIT- V Organizational Development

(15hours)

Organisational Development – Concepts - Organisational Development and Management Development – Role of Organisational Development – Problems in Organisational Development – Process of Organisational Development Organisational Development interventions - Sensitivity Training – Grid Training – Survey feedback – Process Consultation – Social loafing – MBO.

Text books:

1. Training and Development – Concepts and Practices by S.K.Bhatia(Unit-1)-2014
2. Personnel Management by C.B. Mamoria& S.V. Gankar (Unit-2&3)-2011
3. Personnel Management and Industrial Relations by P.C. Tripathi(Unit-4)-2014
4. Organizational Behavior by L.M. Prasad(Unit-5)-2014

E-Resources: www.managementstudyguide.com/training-and-development.htm,
www.whatishumanresource.com/training-and-development

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESS ADMINISTRATION
VI SEMESTER
Soft Skills Development –Employability Skills II – U6SB5
(For 2k17 batch for the year 2019)

2 Hours/Week**Credits:2****LEARNING OBJECTIVES:**

To impart the knowledge and skills for enhancing the career opportunities.

COURSE OUTCOMES

1. Critically evaluate various real life situations by resorting to analysis of key issues and factors. Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.

Unit 1: General Knowledge**[6 Hours]**

Important days in a year --- Abbreviations --- Countries , Capital & Currency

Unit 2: Test of Reasoning – III**[6 Hours]**

Blood relations --- Distance & Direction --- Number Test & Time Sequence

Unit 3: Quantitative Aptitude III**[6 Hours]**

Profit & loss --- Ratio & partnership

Unit 4: Quantitative Aptitude IV**[6 Hours]**

Data Interpretation

Unit 5: Interview Skills**[6 Hours]**

Resume writing – Meaning – Features of a good resume, Model (Exercise) . Key Skills to attend the Interview, Answering interview Questions, Handling Tricks situations.

Text books:

1. E-Source: <http://www.gktoday.in/>
2. Upkar's Mental Ability Test --- Dr. Lal & Jain , Upkar Prakashan Publications Pvt Ltd – Agra.
3. Quicker Reasoning Test --- Dr. Lal & A.K. Singh - Upkar Prakashan Publications Pvt Ltd – Agra.
4. Objective Arithmetic --- V.P. Mishra - New light Publishers, New Delhi.
5. Soft Skills by Dr. K. Alex

E-resources: www.bankersadda.com, www.gktoday.com, www.jagranjosh.com/bank-exams/bank_recruitment-study_material, www.affairsccloud.com/study-material-pdf-download/

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
DEPARTMENT OF BUSINESSADMINISTRATION
VI SEMESTER

Soft Skills Development -Psychological Inputs for Self- Development – U6SB6

(For 2k17 batch for the year 2019)

2 Hours/week

Credits:2

COURSE OBJECTIVES:

To give an input to the students to understand their personality and to manage the contradictions between their public personal and their private self

COURSE OUTCOMES:

1. To identify the nature of human being and personality and locus of control
2. To assess self image and factors influencing positive self image
3. To demonstrate emotional intelligence required for successful managers and to critique emotional competency, maturity and sensitivity.
- 4. To outline sources of stress and ways to reduce stress.**
- 5. To communicate the stages of Yoga.**

Unit 1: Personality

[8 Hours]

Nature of human being – Personality – Concept, Nature of Personality , Factors that determine the behaviour of human being – Locus of control , Machiavellianism, Self – esteem, Self – monitoring, Risk taking, Shaping personality.

Unit 2: Self Image

[4 Hours]

Self Image - Introduction, The positive self image – Factors influencing positive self image.

Unit 3: Emotional Intelligence

[8 Hours]

Emotional Intelligence – Definition – The relationship between E.Q and I.Q – Where do Emotion comes from – Consequences of low and high E.Q – Emotional factors required for successful managers - Emotional Competency, Emotional Maturity, Emotional Sensitivity.

Unit 4: Stress Management

[6 Hours]

Stress-Introduction- sources of stress-ways to reduce stress.

Mind – Introduction, Dimensions of mind, Concentration – Meaning – Factors affecting concentration, Meditation – Uses

Unit 5: Yoga

[4 Hours]

Yoga - Meaning, Uses, Stages of Yoga

Text Book:

1. Soft Skills by Dr.K.Alex
2. Personality Development By P.C.sekar

Reference:

Emotional Intelligence at Work – A professional guide by Dalip Singh
E-Resources: /[www.citehr.com/324788-soft-skill-material-effective-communication-](http://www.citehr.com/324788-soft-skill-material-effective-communication-skills.html)
[skills.html](http://www.citehr.com/324788-soft-skill-material-effective-communication-skills.html), www.psychologytoday.com/blog/making.../all-self-improvement-

S. L. Kumari

Head

Department of Business Administration
Fatima College (Autonomous)
Madurai-18