

# KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)  
COIMBATORE-641029

**BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS**  
Curriculum & Scheme of Examination under CBCS  
APPLICABLE TO STUDENTS ADMITTED FROM THE ACADEMIC YEAR  
2014-2015 onwards.

Semester	Part	Subject code	Title of the Paper	Instruction Hours/Cycle	Exam. Marks			Durations of Exam (Hours)\$	Credit
					CIA	ESE	Total		
I	I	13TML1A1	Language I- Tamil I/Hindi I/French I / Malayalam I/Sanskrit I	6	25	75	100	3.00	3
	II	14ENG101	English I	6	25	75	100	3.00	3
	III	13UBA101	<b>C.P.1 Principles of Management and Organizational Behavior</b>	5	25	75	100	3.00	4
		13UBA102	<b>C.P.2-Introduction to Information Technology</b>	5	25	75	100	3.00	4
		13UBA1A1	<b>Allied. A 1-Mathematics for Management-I</b>	6	25	75	100	3.00	5
	IV	12EVS101	<b>Environmental Studies**</b>	2	-	50	50	3.00	2
II	I	13TML2A2	Language II-Tamil II/Hindi II/French II/Malayalam II/Sanskrit II	6	25	75	100	3.00	3
	II	14ENG202	English II	6	25	75	100	3.00	3
	III	13UBA203	<b>C.P.3- Principles of Financial Accounting</b>	5	25	75	100	3.00	4
		15 UBA 204	<b>C.P.4-PC Software</b>	3	25	75	100	3.00	4
		13 UBA2CL	<b>C.Pr.1-Programming Laboratory(PC Software)</b>	2	40	60	100	3.00	2
		13 UBA2A2	<b>Allied A 2-Mathematics for Management – II</b>	6	25	75	100	3.00	5
	IV	13VED201	<b>Value Education- Model and Ethics**</b>	2	-	50	50	3.00	2

III	III	13UBA305	<b>C.P.5-Marketing Management</b>	5	25	75	100	3.00	4
		13UBA306	<b>C.P.6-Production and Material Management</b>	5	25	75	100	3.00	4
		14UBA307	<b>C.P.7-Financial Management</b>	5	25	75	100	3.00	4
		13UBA308	<b>C.P.8-Advertising and Sales Promotion</b>	5	25	75	100	3.00	4
		13UBA3A3	<b>Allied B1-Business Economics</b>	6	25	75	100	3.00	5
	IV	13UBA3S1	<b>Skill Based Subject 1-Business communication</b>	2	25	75	100	3.00	3
		13TBT301 / 13TAT301 / 12UHR3N1	<b>Basic Tamil**/Advanced Tamil**/Non Major elective**-Human Rights.</b>	2	-	75	75	3.00	2
	IV	14UBA 409	<b>C.P.9-Human Resource Management</b>	5	25	75	100	3.00	4
		14UBA410	<b>C.P.10-Global Business Management</b>	6	25	75	100	3.00	4
		13UBA411	<b>C.P.11- Internet and Web Page Designing</b>	4	25	75	100	3.00	4
		13UBA4CM	<b>C.Pr.2-Programming Laboratory(Internet and Web Page Designing)</b>	5	40	60	100	3.00	2
		13UBA4AL	<b>Allied C.Pr.1-Functional English for Executives</b>	6	50	50	100	3.00	5
	IV	13UBA4S2	<b>Skill Based Subject2-Management Information System</b>	2	25	75	100	3.00	3
		13TBT402 / 13TAT402 / 12UWR4N2	<b>Basic Tamil*/ Advanced Tamil**/ Non major elective**- Women's Rights</b>	2	-	75	75	3.00	2

V	III	13UBA512	<b>C.P.12-Research Methods for Management</b>	6	25	75	100	3.00	4
		14UBA513	<b>C.P.13-Cost and Management Accounting</b>	6	25	75	100	3.00	4
		13UBA514	<b>C.P.14-RDBMS&amp; ORACLE</b>	6	25	75	100	3.00	4
		13UBA5CN	<b>C.Pr.3-Programming Laboratory (RDBMS &amp; ORACLE)</b>	4	40	60	100	3.00	2
		13UBA51T	<b>Institutional Training##</b>	GRADE					
		14UBA 5E1	<b>Elective Paper 1</b>	6	25	75	100	3.00	5
	IV	14UBA5S3	<b>Skill Based Subject 3- Indirect Taxation</b>	2	25	75	100	3.00	3
VI	III	13UBA 615	<b>C.P.15 – VISUAL BASIC</b>	6	25	75	100	3.00	4
		14UBA616	<b>C.P.16- Industrial Law</b>	6	25	75	100	3.00	5
		13UBA6CO	<b>C.Pr.5-Programming Laboratory (VISUAL BASIC)</b>	4	40	60	100	3.00	2
		14UBA 6E2	<b>Elective Paper 2</b>	6	25	75	100	3.00	5
		13UBA6S4	<b>Skill Based Subject 4- Marketing of Services</b>	2	25	75	100	3.00	3
	IV	13UBA 6Z1	<b>Project work &amp; viva-voce***</b>	6	20	80#	100	3.00	4
	V	\$\$	<b>EXTENSION ACTIVITIES(NSS/NCC/Sports/YRC)*</b>	-	50	-	50	-	1

\$\$ NCC-12NCC101,

@Hindi-12H1N101/202

French-12FRN101/202

Malayalam-12MLM101/202

Sanskrit-12SAN101/202

Internal Assessment (CIA)

NSS-12NSS101,

YRC-12YRC101,

PYE-12PYE101.

\*No End-of-semester Examinations. Only Continuous Internal Assessment (CIA)

\*\*No Continuous Internal Assessment (CIA).Only End-of-semester Examinations.

# Record 60 Marks. Viva Voce-20 Marks.

- The internal and external Examiner shall jointly evaluate the Project Report and conduct the Viva-Voce. # 20 Marks is assigned for Internals and for External-Project Record Carries 60 marks, Viva-voce Carries 20 marks.

**Note:** In core/ allied subjects, no. of papers both theory and practical are included Wherever applicable.

However, the total credits and marks for core/allied subjects remains the same as stated below.

S.No.	Part	Subject	Marks	Credits
1.	I	Language- Tamil/Hindi/Malayalam/French/Sanskrit	200	6
2.	II	English	200	6
3.	III	Core-theory/Practical/Project	2100	77
		Allied	400	20
		Electives	200	10
4.	IV	Basic Tamil/Advanced Tamil(or)Non-Major Elective	150	4
		Skill Based Subject	400	12
		Environmental studies	50	2
		Value Education	50	2
5.	V	Extension Activities	50	1
<b>Total</b>			<b>3800</b>	<b>140</b>

CBCS- choice based credit system. NSS-National service scheme.

Lan- Language.

YRC-Youth Red Cross

SBS- Skill based subject.

ESE-End of semester Examination.

NCC-National based subject.

PYE-Sports.

- 25% CIA is applicable to all subjects under Part I, Part II, Part III, and skill based subjects under Part IV and the proportion of marks for the lab is in the ratio of 40:60(INTERNAL/EXTERNAL).
- There is no CIA for the subjects under part IV except skill based subjects.
- Extension activities like NCC/NSS/ Sports/YRC are conducted after the college hours.
- ##Institutional training for a period of one month (30days) in various industrial establishments is to be completed in fourth semester vacation followed by submission of report in the fifth semester and awarded marks by the respective faculty after conducting the Internal viva-voce.
- Project work\*\*\*, which is compulsory, carries 100 marks. A student should select a topic for project work in the beginning of the sixth semester and should submit the project report (dissertation) at the end of sixth semester. There is a viva-voce for the project work. Internal and External examiner shall jointly evaluate the project report and conduct the viva-voce.

#### Major Electives:

1. Entrepreneurial development and project management.
2. Product strategy and management.
3. Applied marketing management.
4. Investment and portfolio management.
5. Retail Management.

**Components for Project**

<b>CIA / ESE</b>	<b>Particulars</b>	<b>Project Out of 100 Marks (UG)</b>
<b>CIA</b>	Project Review	15
	Regularity	5
	<b>Total Internal Marks</b>	<b>20</b>
<b>*ESE</b>	Project Report Present	60
	Viva Voce	20
	<b>Total External Marks</b>	<b>80</b>
<b>Total Marks (CIA + ESE)</b>		<b>100</b>

\* Project report and Viva voce will be evaluated jointly by both the Project Supervisor (faculty of the Department) and an External Examiner.

**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
COIMBATORE-29****END SEMESTER EXAMINATIONS QUESTION PAPERS PATTERN**

(For the candidates admitted from the Academic year 2014-15)

Max Marks: 75

**SECTION – A**

10 X 1 = 10 Marks

10 Questions (Choose the best answer: Two Questions from each unit with four choices)

**SECTION – B**

5 X 5 = 25 Marks

5 Questions either / or type (one question from each unit)

**SECTION – C**

5 x 8 = 40 Marks

5 Questions either / or type (one question from each unit)

**C.P.1- PRINCIPLES OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR**

**Total Hours: 75**

**Credit points: 4**

**Objective:** To impart knowledge on Management Principles

**UNIT-I (15 Hours)**

Nature and scope of Management - Management Science or Art, Development of Management-Scientific Management.Hawthorne Experiment- Implications of Hawthorne Experiment. -Roles & Responsibilities of Manager - Functions of Management. Planning-Meaning -**Purpose of planning -Steps in Planning –Types of Planning\***

**UNIT-II (15 Hours)**

Decision Making- Process of decision-making - Types of Decisions-Problems involved in Decision Making - Organizing - Types of Organization- Organizational Design & Structure - Span of Control - Use of Staff Units and Committees-MBO-MBE-features.

**UNIT-III (15 Hours)**

Delegation - Centralization & Decentralization - Staffing - Sources of Recruitment & Selection Process – Directing – Nature & Purpose of Directing – Principles of Directing. Controlling - Meaning & Importance - Control Process - Budgetary and Non-Budgetary Controls.

**ORGANIZATIONAL BEHAVIOUR**

**UNIT-IV (15 Hours)**

Importance, Nature and scope of Organizational Psychology – Individual Differences – Perception – Factors affecting Perception – Personality – Nature, Types and Uses- Motivation – Theories – **Financial and Non-financial Motivation – Techniques of Motivation\*.**

**UNIT-V (15 Hours)**

JobSatisfaction-Nature – Morale –Relationship between Morale and Productivity- Group Dynamics – Team Development – Conflicts – Types – Managing Conflicts – Organizational Culture and Climate and Development.

**\*Self study and questions for examinations may be taken from the self study portions also.**

**Reference books:**

1. Koontz -Essentials of Management - McGraw Hill- Delhi, 2003.
2. L.M.Prasad - Principles & practices of Management – Sultan Chand & Sons – Delhi, 2007.
2. Gupta.C.B - Management Theory & Practice - McGraw Hill- Delhi, 2003
3. L.M.Prasad- Organisational Behaviour - McGraw Hill- Delhi, 2004

**C.P.2 – INTRODUCTION TO INFORMATION TECHNOLOGY**

**Total Hours: 75**

**Credit points: 4**

**Objective:** To impart knowledge on Information Technology

**UNIT-I (15 Hours)**

Computer systems –Introductions – Types of computer systems – Micro, Mini, Main Frame and super Computers – Analog, Digital and Hybrid Computers – Generations – Importance of computer in business – Application of computers in various area – Number systems.

**UNIT-II (15 Hours)**

Data and information – Data processing – Data storage – RAM – ROM – Hard disk- Floppy disk-Magnetic medium – Data retrieval – Online – Real time – Time sharing – Multi Programming – Multi Processing System.

**Unit-III (15 Hours)**

Components of Computer Systems – Input Output Storage Devices – Software – Programming Language – Flow Chart – Introduction to Operating System – Windows98 – Windows NT-UNIX-LINUX.

**UNIT-IV (15 Hours)**

Networking – LAN, WAN, MAN- Intranet – Internet – E-mail – Transport Protocols – WWW –Browsers-Search Engines – Internet Advertisement\* - ISP – Security Management – Firewalls – Web Development and Maintenance.

**UNIT-V (15 Hours)**

E-com – Introduction – Employees-Customers Channel Partner-Service Providers-**Electronic Data Interchange\***-Online Credit Card Frauds - Merchant Accounting.

**\*Self study and questions for examinations may be taken from the self study portions also.**

**REFERENCE BOOKS:**

1. Alexis and Mathews Leon – Introduction to Computers – LeonTechworld, Chennai – 2004
2. Roger Hunt and John Shelley – Computers and Common sense – PHI, NewDelhi,1997
3. Richard W Bright man – Micro Computers – Galgotia publication, Delhi – 2001
4. Computer network – Andrews,tanenbanumPHI,NewDelhi,2001
5. Data and network communiation-miller

**C.P. 3 – PRINCIPLES OF FINANCIAL ACCOUNTING**

**Total Hours : 75**

**Credit points:4**

**Objective:** To impart knowledge on Financial Accounting

**UNIT –I (15 Hours)**

Accounting Concepts and Conventions - Journal - ledger-Subsidiary Books-Cash Book-Petty Cash Book - Types of Accounts

**UNIT-II (15 Hours)**

Trial Balance – Errors and their Rectifications – Final Accounts: Trading – Profit & Loss Account and Balance Sheet with Simple Adjustment- Bank Reconciliation Statement

**UNIT-III (15 Hours)**

Depreciation – Straight Line Method- Written Down Value Method – Annuity Method- **Reserves and Provisions\***.

**UNIT-IV (15 Hours)**

Accounting for Non trading Institutions- Income & Expenditure Accounts – Receipts & Payments Account – Balance Sheet of Non-Trading Institutions

**UNIT-V (15 Hours)**

Accounting for Consignment including Normal and Abnormal Loss – Accounting for Joint Venture.

**[Theory 20% and Problems 80%]**

**\*Self study and questions for examinations may be taken from the self study portions also**

**REFERENCE BOOKS:**

1. Advanced Accountancy-Jain S P & K L Narang-Kalyani Publishers,Ludhiana 2007
2. Financial Accounting-Reddy T S & Murthy A-Margaham Publishers,Chennai, 2007



**UBA-04  
SEMESTER-II**

**13UBA204**

**C.P. 4 – PC SOFTWARE**

**Total Hours : 30**

**Credit points: 4**

**Objective:** To impart knowledge on PC Software

**UNIT-I (12 Hours)**

Windows Xp: Working – Saving settings – Working with applications: Paint Brush- Notepad – Work pad: Searching files – Arranging icons. MS Office Basics: Creating Document – **entering text – selecting text – using tool bars\*** - menu commands – keyboard shortcuts – saving files – opening document – manipulating windows – simple editing – printing files.

**UNIT-II (8 Hours)**

MS Word Basics: Word editing techniques – finding and replacing – formatting with styles – header and footer – using Auto text – Using Auto correct – checking spelling and Grammar – Inserting objects – creating tables and manipulating – Mail merge – printing document.

**UNIT-III (8 Hours)**

MS Excel Basics: Entering data – selecting ranges – editing entries – formatting entries – simple calculation – Naming cells and ranges – conditional formatting – using AutoFill- creating Graphs – copying entries between workbooks and files - manipulating multiple worksheets – **deleting sheets** \*- printing worksheets.

**UNIT-IV (10 Hours)**

MS Power Point Basics: Slide layout – Working with slides – editing text – adding subordinate points – inserting new slides – deleting slides – working in normal, Outline and slide sorter view- Using Design template- Merging presentations – Hiding slides – Running electronic slide show – Graphs – organizational Chart- Adding special effects- setting timings.

**UNIT-V (7 Hours)**

MS Access Basics: Creating a table – entering and adding records – changing a structure – queries – filtering data – Forms – creating relationship using queries – Reports – Label Wizard Usage.

**\*Self study and questions for examinations may be taken from the self study portions also.**

**REFERENCE BOOKS:**

- 1.R K Taxali – PC Software made simple (for windows) McGraw Hill- Delhi, 2003
- 2.Ed Bott – Using Microsoft Office 2000 ,QUE Corporation Macmillan,USA- 2000
- 3.Sanjay Sonena, Ms Office 2000 for everyone.

**UBA-05  
SEMESTER-II**

**13UBA2CL**

**C. Pr. 1 – PROGRAMMING LABORATORY (PC SOFTWARE)**  
**Total Hours :45** **Credit points: 2**

**PRACTICAL LIST**

1. Creating a paragraph and perform the following 1.Font size 2.Bold 3. Italics 4. Underline 5. Line spacing 6. Changing the background color& text color 7. Header & Footer 8. Alignment
2. Create a document and perform the following operations: 1. Change the text into 2 columns 2. Check spelling and grammar 3. Bullets and numbering 4. Find and Replace.
3. Create a department time table in MS word
4. Create a job application letter enclosing your Bio-data in MS Word
5. Demonstrate the concept of OLE by linking an Excel Worksheet into a work document
6. Create interview letters of 5 persons using Mail Merge
7. Create a Work sheet for monthly sales report for 5 companies. Find quarterly and monthly sales of each company
8. Create a Worksheet line chart showing the sales turnover of 5 different companies over the period of 10 years
9. Create a worksheet for pie chart showing composition of the total cost of a company
10. Create a worksheet to calculate Si &Cl for the principle amount varying from 1000-10000 for varying interest
11. Create a worksheet that contains 10 students. Find sum, average, mean, median and mode.
12. Create a worksheet containing marks of 10 students I test mark in one sheet, 10 students II test mark in second sheet.
13. Copy the names to third sheet and the maximum marks.

## UBA-06

14. Create a PowerPoint presentation for Inaugural function with at least 3 slides
15. Create an Organisation chart with minimum three levels using PowerPoint
16. Create a PowerPoint presentation for advertisement for advertisement campaign with 3 slides
17. Create a PowerPoint presentation to sell your college for a campus interview
18. Create a database and maintain the address of your classmates with the following constraints:
  1. Roll number should be primary key
  2. Name should not be empty
  3. Maintain at least 10 records
  4. Recall information according to Place and City.
19. Create an item table with the following design and structure: item no.  
Item name, rate, quantity and Net price
  1. Find the net price of all records
  2. Display only the item no, item name for the net price > 10000
  3. To increase the rate by 10% for all records
  4. Display all the details for item name="nut" & quantity >10
20. Create a table of students mark list with name, subjects total and average
  1. Add at least 10 records
  2. Sort the names in alphabetical order
  3. Prepare the rank list
  4. Find total and average
21. Create a data entry form using wizard for a stores bin card
22. Create a report for payroll database using report wizard
23. Create a mailing list using label wizard

**UBA-07**

**SEMESTER-III**

**13UBA305**

**C.P.5- MARKETING MANAGEMENT**

**Total Hours : 75**

**Credit points: 4**

**Objective:** To impart knowledge on Marketing Management

**UNIT – I (15 Hours)**

Definition Of Marketing – Marketing Management \_ Marketing Concept – Meaning, Importance – Functions Of Marketing – Marketing Environment: Various Environmental Factors Affecting The Marketing Function – **Role Of Marketing In Modern Management.\***

**Unit – II (15 Hours)**

Buyer Behavior – Buying Motives – Explanation Of Motivation – Market Segmentation Of Different Bases – Marketing Mix-Market Structure – Definition And Types of Channel – Channel Selection & Problems-CRM

**UNIT – III (15 Hours)**

The Product. Marketing Characteristics – Consumer Goods – Industrial Goods – Production Policy. Product Life Cycle – Product Mix – Modification & Elimination – Packaging – **Developing New Products\*.**

**UNIT – IV (15 Hours)**

Pricing: Meaning To Buyer & Supplier – Pricing Policies – Objectives – Factors Influencing Distribution Decisions – Management Of Physical Distribution – Supply Chain Management – Logistics – Meaning & Concepts - Marketing Risks.

**UNIT – V (15 Hours)**

Branding Decisions: Brand: Brand Image, Brand Identity, Brand Personality – Positioning, Brands Equity. Concepts Of Marketing Information System – Its Importance.

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS**

- 1.Philip Kotler – Marketing Management. Prentice- Hall Of India Pvt Ltd, New Delhi.2007
- 2.Rajan Nair – Marketing Management. - Tata McGrawhill Delhi,2002
- 3.Cundiff and Still – Fundaments of Modern Marketing, Prentice- Hall Of India Pvt Ltd, New Delhi,2004
- 4.Bagavathi and Pillai – Modern Marketing Management. Sultan Chand and Co Ltd, N.D.2004

**UBA-08**

**SEMESTER-III**

**13UBA306**

**C.P.6 - PRODUCTION AND MATERIALS MANAGEMENT**

**Total Hours : 75**

**Credit points: 4**

**Objective:** To impart knowledge on Production and Materials management

**UNIT – I (15 Hours)**

Production Management – Functions – Scope – Plant Location – Plant Layout – Principles – Process Layout for Production Planning and Control – Principles – Information Flow – Routing – Scheduling (Grantt Chart Only) – Dispatching.

**UNIT – II (15 Hours)**

Material Handling – Importance – Principles – Criteria for Selection of Material Handling Equipment – Classification of Material Handling Equipment – Chart and Diagrams – Time Study – Definition – Motion Study – Principles – Work Measurement.

**UNIT – III (15 Hours)**

Organization of Materials Management – Fundamental Principles – Structure – Integrated Materials Management – **Purchasing – Procedure – Principles** \*-Import Substitution – Vendor Rating – Vendor Development.

**UNIT – IV (15 Hours)**

Functions of Inventory – Importance – Tools – ABC, VED, FSN, - MRP, ERP Concepts.

Store Keeping – Objectives – Functions – Store Keeper Duties – Responsibilities – Location of Store – Store Ledger – Bin Card.

**UNIT – V (15 Hours)**

Quality Control – Types of Inspection – Centralized and Decentralized. TQM: Meaning – Objectives – Elements – Benefits. Bench Marking: Meaning – Objectives- Advantages – ISO: Features – **Advantages – Procedure for Obtaining ISO\*- Six Sigma**

**\*Self study and questions for examination may be taken from the self study portions also.**

**TEXT BOOK:**

1. Banga and Sharma: Production Management. Tata McGrawhill, Delhi, 2002
2. O.P. Kanna: Industrial Engineering & Management - Dhanpatraj & Co. Delhi, 2000.
3. M.M. Varma: Materials Management. Tata McGrawhill, Delhi, 2004.
4. Gopala Krishnana: Materials Management. Tata McGrawhill, Delhi, 2004.

**UBA-09**

**SEMESTER-III**

**13UBA307**

**C.P.7 - FINANCIAL MANAGEMENT**

**Total Hours : 75**

**Credit points: 4**

**Objective:** To impart knowledge on Financial Management

**UNIT – I (Theory Only) (15 Hours)**

Finance Functions: Meaning - Definition and Scope of Finance Functions – Objectives of Financial – Profit Maximization and Wealth Maximization. **Sources of Finance – Short term – Short term – Bank Sources – Long term – Shares, Debentures, and Preferred Stock – Debit\*.**

**UNIT – II (Problem & Theory Questions) (15 Hours)**

Financing Decision: Cost of Capital – Cost of Specific Sources of Capital – Equity – Preferred Stock – Debt – Reserve – Weighted Average Cost of Capital – Operating and Financial Leverage.

**UNIT – III (Theory Only) (15 Hours)**

Capital Structure – Factors Influencing Capital Structure – Optimal Capital Structure – Dividend and Dividend Policy – Meaning, Classification – Sources available for Dividend – Determinants of Dividend Policy.

**UNIT- IV (Theory Only) (15 Hours)**

Working Capital Management: Meaning – Concepts – Importance – Determinants of Working Capital. Cash Management: Motives for Holding Cash – Objectives and Strategies of Cash Management.

Receivables Management: Objectives – Cost of Credit Extension – Benefits – Credit Policies – Credit Terms – Collection Policies.

**UNIT – V (Problem and Theory Questions) (15 Hours)**

Capital Budgeting – Meaning – Objectives – Pay Back Period – Accounting Rate of Returns – Internal Rate of Return Method – Net Present Value Method – Marginal Costing and CVP Analysis.

**Note: Theory and Problems may be in the ratio of 60% and 40% marks.**

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS**

- 1.P.V. Kulkarni – Financial Management. Tata McGrawhill, Delhi,2004.
- 2.Khan and Jain – Financial Management - A Conceptual Approach - Tata McGrawhill, Delhi,2004
- 3.I.M. Pandey – Financial Management – Vikas Publication House Ltd, Delhi, 2002

**UBA-10**  
**SEMESTER-III**  
**C.P.8 - ADVERTISING AND SALES PROMOTION**  
**13UBA308**

**Total Hours : 75**

**Credit points: 4**

**Objective:** To impart knowledge on Advertising and Sales Promotion

**UNIT-I: (15 Hours)**

Advertising: Meaning – importance- objective- Media – Forms of Media-Press News Paper trade journals- outdoor advertising – poster –banner Neon Signs, Publicity Literature Book Lets, folders, House Organs- Direct Mail Advertising- Cinema & Theatre Programme-Radio & Television advertising- Exhibition- Trade fair- Transportation Advertising, - Recent trends in advertising, DAGMAR

**UNIT-II: (15 Hours)**

Promotional Mix –Meaning-Factors for selection of Promotional Mix-Steps involved in developing effective communication-Advertising agencies-advertising Budget- Advertising appeals – Social effects of advertising- Advertising Copy- **Objectives-Essentials- Types- Elements of Copy Writing: Headlines, Body Copy\*-** illustration- Catch Phrases & slogans –identification Marks.

**UNIT-III: (15 Hours)**

Advertising Layout- Functions- Design of Layout-Typography Printing Process- Lithography- Printing Plates-Advertising Campaign- Steps in Campaign Planning.

**UNIT-IV: (15 Hours)**

Personal Selling – Objectives- Salesman Ship- Process of Personal Selling- Types of Sales Man. Sales Force Management- Importance- Sales Force Decision- Sales force size- Recruitment & Selection – Training- Methods- Motivating Salesman Controlling – Fixing Sales Territories- Quota.

**UNIT-V: (15 Hours)**

Sales Promotion: Meaning- Methods- Promotional strategy- Marketing Communication & Persuasion- Promotional Instruments-: Advertising Techniques of Sales Promotion – Consumer & Dealers Promotion. After sales service.

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS**

1. Kazmis.H.H – Advertising and Sales Promotion, Excel books publication, 2001 , Delhi
2. Pillai and Bagavathi – Modern Marketing, Sultanchand & Co Delhi,2004
3. George and Belch – Advertising and Promotion- Tata McGrawhill, Delhi,2001.
4. Sontakt C.N – Advertising & Sales management - Tata McGrawhill, Delhi,2004.
5. Bolen J.H – Advertising - Tata McGrawhill, Delhi,2002.
6. Davar S.K – Salesmamanship & Advertising - Sultanchand & Co Delhi,2005

**UBA-11**  
**SEMESTER-IV** **14UBA409**  
**C.P.9 - HUMAN RESOURCE MANAGEMENT**

**Total Hours : 75**

**Credit points: 4**

**Objective:** To impart knowledge on Human Resource Management

**UNIT-I (15 Hours)**

Introduction to HRM – functions- difference between personnel management and HRM- nature and scope – functions and role of Human Resource manager- **Human Resource Planning- Importance – objectives of HRP – Process of HRP\***

**UNIT-II (15 Hours)**

Recruitment – Selection – Induction and Placement – Job analysis – Job specification – Job description – Job evaluation – Wage and Salary administration- Incentive compensation- Merits and demerits of Incentive composition- Kinds of incentive compensation plan

**UNIT-III (15 Hours)**

Concept of HRD – Training- meaning, importance and scope – Types of Training- QWL – Grid training – Survey feedback – Organisational Development – OD Process- OD Intervention – Difference Between Organisational Development and Organisational change.

**UNIT IV(15 Hours)**

Performance appraisal – objectives – methods- merits and demerits- limitations. Potential Appraisal- Career planning and Development – Assessment centers

**UNIT – V (15 Hours)**

Work Culture-Team Building-E-HRM, E-Recruitment, Green Recruiting, Time Management– HRM on Multinational Corporation- Impact of Globalization in HRM.

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS**

1. Tripathy . P.C. – Personnel Management and Industrial Relations -Sultan Chand Sons Delhi,2004
2. Chabra, Singh- Personnel Management and Industrial Relations - Dhanpad Rai & Co ,Delhi,1997
3. C.B. Memoria—Personnel Management and Industrial Relations – Himalaya Publications, Delhi, 1997.



**UBA-12**  
**SEMESTER-IV**  
**C.P.10 - GLOBAL BUSINESS MANAGEMENT**  
**14UBA410**

**Total Hours : 90**

**Credit Points: 4**

**Objective:** To impart knowledge on Global Business Management

**UNIT- I (18 Hours)**

International Environment: External Environment – Macro Environment – Environment Change – Techniques for Environment analysis. The global scenario – political and economic development. **The Indian scenario-economic and competitive environment- demographic and social environment\***

**UNIT-II (18 Hours)**

Global-internationalization strategies – globalization of Indian business. Multinational corporation-dominance of MNCs-investment pattern – investment motives – MNCs and international trade – foreign investment by Indian companies – MNCs in India.

**UNIT-III (18 Hours)**

An evaluation of WTO Tariff Barriers – GATTs – TRIMs – TRIPs – Anti-dumping measures – FEMA – Introduction - Essentials Features.

**UNIT-IV (18 Hours)**

Quality control; and per shipment inspection – documents for export – document for claiming exports assistants – developing exports through correspondences – process of export order- export procedures – export incentives.

**UNIT-V (18Hours)**

Role of foreign capital – private foreign capital – limitations and dangers of foreign capital – government policies relating to foreign capital – Indian patents law

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS**

1. Business Environment : Francis Cherunilam Himalaya Publishing House, Mumbai, 2003
2. Business Environment : Aswathapa Himalaya Publishers Papers, 2007
3. Export Management : Balagopal Tata Mc Grawhill Mumbai, 2004
4. Export Marketing : B.S.Rathor and J.S.Rathor, Himalaya Publishing House Mumbai, 1997
5. International Marketing : Francis Cherunilam Himalaya Publishing House Mumbai, 2004

**UBA-13**  
**SEMESTER-IV**  
**C.P.11 - INTERNET & WEB PAGE DESIGNING**  
**13UBA411**

**Total Hours: 60**

**Credit Points: 4**

**Objective:** To impart knowledge on Internet & Web Page Designing

**UNIT-I (12 Hours)**

Internet basics – Internet Address – Domain Names – Browsers – Search Engines – connecting to the internet – **Installing and configuring a modern – creating a connection profile – changing the default connection\***.

**UNIT-II (12 Hours)**

Working with E-mail – running on email program – sending, reading, replying, deleting and exiting mail – sending files via email – attaching a signature – managing an address book.

**UNIT-III (12 Hours)**

Introduction to HTML – information file creation – web server – web client/browser – HTML – commands – title – footer – paragraph breaks – line breaks – heading style – text style – spacing – centering – font size and color.

**UNIT-IV(12 Hours)**

List – types of list – adding graphics to HTML document – Using width, Height, alignment and alternative attributes – tables – header rows – data rows – caption tags – cells spacing – BG color – rows span – column span attributes – links – internal and external document references – Images as hyperlinks.

**UNIT-V(12 Hours)**

Introduction to DHTML – cascading style sheets – color and background attributes – text attributes – border attributes – marginal related attribute – list attributes – class – external style sheets. Java Script: Introduction – control structures – Simple functions & Programs.

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS**

1. Internet Complete, Maureen Adams, Sherry Bonelli, BPB Publications, 1998.
2. Web Enabled Commercial Application Development using HTML, DHTML, Java Script, Peri CGI, Ivan Bayross, BPB Publications – 2000.

**UBA-14**  
**SEMESTER-IV**  
**C.Pr. 2 PROGRAMMING LABORATORY**  
**(INTERNET AND WEB PAGE DESIGNING )**

**13UBA4CM**

**Total Hours: 60**

**Credit Points: 2**

**LIST OF PROGRAMS**

1. Install a modern in your system.
2. Connect Internet using an account in your system.
3. Search a particular topic using Internet search engines.
4. Create a news email id using any available service providers.
5. Send an email to another person's email id.
6. Send an email to more than one user at the same time.
7. Send an email to a person with an attachment.
8. Send a greeting to a person using Internet.
9. Develop a HTML page to check username and password.
10. Develop a HTML page to add or remove item from list box.
11. Develop a HTML page to link other web page.
12. Develop a HTML page to scroll text from left to right.
13. Develop a HTML to display an advertisement.
14. Develop a static HTML page for college information.
15. Develop a HTML page to input information to create a mail id.
16. Develop a HTML page to conduct auction.
- The following information is based on database
17. Develop a HTML page to input student information
18. Develop a HTML to display student results for a given roll number.
19. Develop a HTML page to sale a product to users.
20. Develop a HTML page to display product information for a given product id.

**UBA-15**  
**SEMESTER V**  
**C.P.12-RESEARCH METHODS FOR MANAGEMENT**  
**13UBA512**

**Total Hours : 90**

**Credit Points: 4**

**Objective:** To impart knowledge on Research Methods for Management

**UNIT-I (18 Hours)**

Meaning of Research – Definition –Importance – **Advantages and limitations\*** Types of Research – The Research Process – Difference Between Survey and Research – Criteria of good Research –Problems Encountered by Researchers in India – Ethics in Business Research.

**UNIT –II(18 Hours)**

Defining Research Problem – Techniques involved- Need for Research Design- Features of a Good Research Design . Sampling Design – Steps in Sampling Design- Sampling process and selection – sample types.

**UNIT III (18 Hours)**

**Data collection – methods –tools** –questionnaire – interview schedule – kind of data – measurement & types of scaling – Attitude Measurement- Scaling – technique – Editing , Coding, Tabulation.

**UNIT-IV(18 Hours)**

Processing and analyzing of data- Statistics in research. Interpretation and report writing - Steps in writing report – layout of report, types principles of report writing – graphical representation of results-Simple problems.

**UNIT V(18 Hours)**

Application of research: Product research – Price research – **Motivation research – Promotion research\*** -Distribution research – Sales control research – Media research.

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS**

1. C.K. Kothari – Research Methodology, Wishwa Makasan New Delhi 2004
2. Sharma DD – Marketing Research - sultan Chand&Sons, New Delhi, 2006
3. Naresh k – Marketing Research & Applied Orientation, Pearson Education, New Delhi, 2004
4. Michale – Research Methodology in Management, Himalaya publication Mumbai, 2000

**UBA-16**  
**SEMESTER V**  
**C.P.13-COST AND MANAGEMENT ACCOUNTING**  
**13UBA513**

**Total Hours : 90**

**Credit Points: 4**

**Objective:** To impart knowledge on Cost and Management Accounting

**UNIT – I (Problems and Theory) (18 Hours)**

Cost accounting: meaning – **scope- objectives – cost Accounting vs. Financial accounting – steps for installation\***, difficulties faced by management for installing costing systems – different methods & Types of costing – cost sheet – Tender – Quotations.

**UNIT-II (Problems and Theory) (18 Hours)**

Materials - Meaning – Need and essential of material control – various stock levels EOQ – Issue of material – LIFO-FIFO- Average (simple and weighted) – Standard cost method – Labour costing – Time and piece Rate System ( Hasley Plan and Rowan Plan).

**UNIT III (Problems Only) (18 Hours)**

Fund flow statement – Cash flow statement

**UNIT-IV (Problems Only) (18 Hours)**

Financial Statement Analysis – Preparation of Comparative and Common-size Statement – Analysis and Interpretation – Budgetary control – Presentation of all Profitability Ratio.

**UNIT-V (18 Hours)**

Computation of different variances (Material, Labour). Ratio analysis – uses and significance – Profitability Ratio (Including Financial (or) Solvency Ratio) – Over all Profitability Ratio.

**Theory and problem may be in the ratio of 20:80.**

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS**

- 1.Jain – Cost and Management Accounting Mc Graw Hill New Delhi,2004
- 2.R.S.N. Pillai & Bhagavathi – Cost Accounting, Sultan Chan & Co. Ltd., New Delhi, 2000
- 3.Khan and Jain – Management Accounting Mc Graw Hill New Delhi, 2003
- 4.S.N. Maheswari – Management Accounting Sultan Chand & Sons New Delhi, 2002

**UBA-17**  
**SEMESTER- V**  
**C.P.14-RDBMS AND ORACLE**

**13UBA514**

**Total Hours : 90**

**Credit Points: 4**

**Objective:** To impart knowledge on RDBMS and Oracle

**UNIT-I (18 Hours)**

Database Management System and RDBMS – Normalization – Oracle Terminology – Database Connection – Creating Tables – **Definition\*** - Types basics of SQL : SQL Grammar.

**UNIT: II (18 Hours)**

Data manipulation language – **data types\*** - Insertions, updation and deletion set operation – SELECT command – Where clause modifying structure – SQL & Plus set Commands.

**UNIT-III (18 Hours)**

Manipulating Strings – Dealing with dates – handling Numbers – Defining Table, Primary key, foreign key and Column Constraints – Table Indexes.

**UNIT-IV (18 Hours)**

Sophisticated queries – Built-in Group functions – the Join operation – Views, sequences, and synonyms.

**UNIT-V (18 Hours)**

Transactions – the basics of PL/SQL creating and using stored procedures, Function and Packages – Retrieving Data with Cursors. Enforcing Business Rules with Database Triggers.

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS**

1. Developing Personal Oracle for Windows 95 Applicable – David Loctman.
2. Oracle 7 The complete Reference – Ivan Bayross
3. Leon, Oracle 7 Application Development Hand Book, Mc Graw Hills, Delhi
4. Ivan Bay Ross, Commercial Application Development using Oracle Developer 2000, BPB Publications, Chennai
5. Ivan Bay Ross, Oracle 7 The complete reference, BPB Publications, Chennai

**UBA-18**  
**SEMESTER- V** **13UBA5CN**  
**C.Pr.3 –PROGRAMMING LABORATORY (RDBMS AND ORACLE)**  
**LIST OF PROGRAMS**

**Total Hours : 60**

**Credit Points: 2**

1. Designing a database for student information.
2. Insert records for student database tables.
3. Alter a field size in the student database table.
4. Delete a field in the student database table.
5. Select records with roll number, name, class, and subject with all mark details.
6. Prepare a list of all students who are having arrears.
7. Find the percentage of mark of a student.
8. Find the pass percentage of a student in student database.
9. Prepare semester mark sheet for a given student roll number.
10. Design a database for employee information.
11. Insert records for employee database tables.
12. Select records with employee, id, name, department, designation with all salary details.
13. Prepare a list of employees who getting net pay more than 10000.
14. List all employees with total allowances and total deductions.
15. List all employees with their net pay.
16. Design a database for bank information.
17. Insert records for bank database tables.
18. Create a view for an employee with their deposit information.
19. Write a stored function to find net balance of a customer.
20. Write a PL/SQL procedure to deposit amount to bank database.

**UBA-19**

**SEMESTER – VI**

**13UBA6Z1**

**PROJECT WORK AND VIVA VOCE**

<b>CIA Guide Evaluation</b>	<b>20</b>
<b>ESE* Project Viva – Voce</b>	<b>20/ 60</b>
<b>Total Marks</b>	<b>100</b>

**The internal and external Examiner shall jointly evaluate the Project Report and conduct the Viva-Voce. # 20 Marks is assigned for Internals and for External-Project Record Carries 60 marks, Viva-voce Carries 20 marks.**



**UBA-20**

**SEMESTER- VI  
C.P.15-VISUAL BASIC**

**13UBA615**

**Total Hours: 90**

**Credit Points: 4**

**Objective:** To impart knowledge on Visual Basic

**UNIT I(18 Hours)**

Getting started – Visual basic environment – initial VB screen – single document Interface – Tools bars and system control components – use of file, edit, view, project, format, run and debug, tools windows menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message boxes and grids.

**UNIT II(18 Hours)**

Steps in Programming – the Code Window – Editing tools – statement in VB – assignment and property setting – variables. Strings, numbers, constants, displaying information – controlling program flow – repeating operations – making decisions – GOTO – string functions – RND functions – date and time functions – financial functions.

**UNIT III (18 Hours)**

Control arrays – lists: one dimensional arrays – arrays with more than one dimension – using lists function and procedures – passing by reference / passing by values – code module – **global procedure and global variables – documents for user defined types with statements\*** - common dialog box – MDI forms.

**UNIT IV(18 Hours)**

Fundamentals of Graphics and files – screen scales – the Line and Shapes – Graphics via codes, line and boxes, Circles, Ellipse, Pie Charts, Curves, Paint Picture method – Graph control-file commands – file system controls – Sequential files – Random Access files – binary files.

**UNIT V(18 Hours)**

Clip board, DDE, OLE, Data control – Programming with data control – Monitoring changes to the data bases – SQL basics – Data base objects: DAP-ADO

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS:**

1. Visual basic 5 from the ground up, Gray Cornell, Tata Mcgraw Hill.2006
2. Visual basic 6 content development group, Tata McGraw Hill, 2006
3. Visual basic 6 Programming guide – Mohammed Azam

**UBA-21**  
**SEMESTER- VI**  
**C.P.16 - INDUSTRIAL LAW**

**14UBA616**

**Total Hours: 90**

**Objective:** To learn the laws applicable & prevailing in the industry and its implications.

**UNIT-I (18 Hours)**

Factories Act 1948: objects; Provisions relating to Health, Safety, Welfare, Working Hours Leave of Workers; Approval; Licensing & registration of Factories-manager & Occupier- Their Obligations under the Act; powers of the Authorities under the Act; Penalty Provisions.

**UNIT- II (18 Hours)**

Workmen's Compensation Act 1923: Objects, Employer's Liability for Compensation ; amount of Compensation; Methods of Calculating wages ; review ; Distribution of Compensation ; Notice & Claims; Commissioners for workmen's Compensation.

**UNIT-III (18 Hours)**

Industrial Dispute Act 1947; Objects; Industrial Disputes, authorities for settlement, Reference, Procedures ,Powers & duties of Authorities ; settlement & Awards, arbitration-basic concepts; Strikes, Lock outs ;Lay-off; Retrenchment ;Transfer & Closure ; Unfair Labour Practices ; Miscellaneous Provisions.

**UNIT- IV (18 Hours)**

Employee's State Insurance Act 1948 : Objects; Registration of Factories & Establishments ; The Employee's State Insurance Corporation , Standing Committee & Medical Benefits Council ; Provisions relating to Contribution ; Inspectors-Their functions & Duties : Benefits under the Act : Adjudication of disputes & Claims : Offences & Penalties , Miscellaneous Provisions.

**UNIT- V (18 Hours)**

Payment of Bonus Act 1965; Objects, Computation & determination of Bonus, Eligibility & payment; Provisions for New Companies. PF Act. Environmental Laws – Objective – its applications in industry – Pollution control board – its role in industrial set up – EOU, SEZ (Special Economic Zones) – SA 14000 – (Social Accountability Certification).

**TEXT BOOKS**

1. N.D.Kapoor, Elements of Mercantile Law, Sultan chand & Sons, New Delhi ,2002.
2. N.D.Kapoor, Elements of Industrial law, Tata Mc Graw Hill Delhi ,2007.

**REFERENCE BOOK**

1. Tripathy, Personnel Management and Industrial Relations –Mc Graw Hill, 2001.
2. Gogna, P.P.S, "A Text Book of Business Industrial Laws", Sultan Chand & Company Ltd-Delhi, 2007.

**UBA-22**

**SEMESTER- VI**

**13UBA6CO**

**C.Pr.4- PROGRAMMING LABORATORY(VISUAL BASIC)**

**LIST OF PROGRAMS**

**Total Hours : 60**

**Credit Points: 2**

1. Develop a VB project to check user name and password.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in the list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen and to find day of a week of a given date.
7. Develop a VB project to mini calculator functions.
8. Develop a VB project to for monthly calendar using flex grid.
9. Develop a VB project to view all images files in our system.
10. Develop a VB project for notepad.
11. Develop a VB project for document typing using MDI forms.

Use employee information for the following.

12. Develop a VB project to perform the following functions an MS Access database using data control.

a) add b) delete c) modify

13. Develop a VB project to perform the following functions in MS Access database using data control.

a) update

14. Develop a VB project to perform following operations on MS Access data base using Data control a) move first record b) move next record c) move previous record d) move last record.

Use student information for the following projects.

15. Develop a VB project to perform the following functions in oracle database using data control.

a) add B) delete c) modify & search

16. Develop a VB to perform following operations in a oracle datavase using Data control a) move first record b) move next record c) move previous record

## **ALLIED PAPERS**

**UBA-23**

**SEMESTER III**

**13UBA3A3**

**Allied.B.1. BUSINESS ECONOMICS**

**Total Hours : 90**

**Credit Points: 5**

**Objective:** To impart knowledge on Business Economics

**UNIT –I (18 Hours)**

Meaning and definition of Economics-nature and scope of economics-economic models and their uses-objectives of business firm-social responsibilities of business.

**UNIT –II (18 Hours)**

Meaning of demand-determinants of demand-demand schedule-Law of demand-Types-**Elasticity of demand-Types\***-methods of measuring price elasticity of demand.

**UNIT –III (18 Hours)**

Factors of production-production function-Law of production-Law of variable proportions-Laws of returns to scale-Isoquants-**Economies of scale\***-Cost & revenue curves-Breakeven analysis-assumption-advantages-limitations.

**UNIT –IV (18 Hours)**

Market structures-meaning-market forms-Perfect competition-price and output determination under perfect competition-Monopoly-kinds-price discriminating Monopoly-Price & Output determination under Monopoly-**Monopolistic competition-features-price and output determination\***

**UNIT –V (18 Hours)**

Equilibrium of firm-Oligopoly-features-kinked demand curve-price leadership- Trade Cycles.

- **Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOK:**

1. Sankaran . S, “Business Economics “,McGraw Hill- Delhi 2003, Margham publications Chennai.
2. Sankaran . S, “Business Economics “,Margham Publications- Chennai, 2003
3. Sundaram & Sundaram, “Business Economics”, MCGraw Hill-Delhi, 2003
4. Sundaram K.P.M, “Business Economics”, Sultan Chand & Sons-Delhi, 2003

**Allied C.pr.1 – FUNCTIONAL ENGLISH FOR EXECUTIVES****Total Hours :90****Credit Points: 5****Objective:** To Enhance the Practical Knowledge in Communication English.**UNIT-1 (18 Hours)**

**Enhancing the reading ability of students** ( at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice speeches-preparing reports on various events / functions held in the college. Writing letters assuming various capacities and various information situations.

**UNIT-II (18Hours)**

**Enhancing the spontaneous writing skill** of the students – Writing articles on simple topics given – preparing speeches –preparing reports on various events / functions held in the college. Writing letters assuming various capacities and various situations.

**UNIT-III (18 Hours)**

**Enhancing the spontaneous speaking skill** of the students-self introduction at various and during interviews-Effective Public Speaking (EPS) – Role playing .Mock interviews for recruitment –mock press meets.

**UNIT-IV (18Hours)**

**Enhancing the presentations skills** of the students – Individual seminar presentation and group seminar presentation ( Students may be organized into groups which will prepare papers on current issues pertaining to trade ,commence and industry or any social issue and present the same to audience . Each group may of 3 or 4 students.)

**UNIT-V (18 Hours)**

**Enhancing the interpersonal communication ski8ll** of the students – Group discussion (Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experience of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.)

**REFERENCE BOOKS:**

1. Essentials of Business communication – Rajendrapal & JS Korlahilli, Sultan & Sons New Delhi 2003.
2. Business communication , Effective English components Ramesh & pattern shetti , R&Chand & co,New Delhi 2000
3. Business communication ,Ramachandran ,K.K.Lakshmi ,K.K.Karthick, Macmillan Ltd New Delhi 2003.

## **SKILL BASED SUBJECT**

**UBA-27**  
**SKILL BASED SUBJECT**  
**SEMESTER III**

**13UBA3S1**

**Paper. 1. BUSINESS COMMUNICATION**

**Total Hours : 30**

**Credit Points: 3**

**Objective:** To Enhance the Knowledge in Business Communication.

**UNIT-I (6 Hours)**

Introduction to business communication-Essential, Importance of Business Communication-Principles of communication- Methods of Communication- **Types of communication-Attributes of effective communication-Barriers of communication\***.

**UNIT-II (6 Hours)**

Communication through letters-Layout of a letter business enquiries-Offers and Quotations- Order: Execution of Orders, Cancellation of Orders, Claims- Adjustments and settlement of accounts-Letters of complaints.

**UNIT-III (6 Hours)**

Collection letters –Status enquiry letters-Bank Correspondence-Tenders-Letter to the editor. Correspondence of Company Secretary with shareholders and directors-preparation of Agenda and Minutes.

**UNIT-IV(6 Hours)**

Communication through reports: Essentials- Importance-contents-Reports by individuals-Committees-Application for appointment-Reference and appointment orders.

**UNIT-V (6 Hours)**

Internal Communication: Short speeches-Memo-Circulars-Notice. Communication media-Merits of various devices-Intercom, Telegrams, Telex and telephone-Fax-Internet.

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS:**

1. Krishna Mohan, Developing Communication Skills, Tata Mc Graw Hill Delhi, Edition 1
2. Rajendra Pal & JS.Korlahalli, Essentials of Busines Communication, Sultan Chand & Sons, New Delhi, Edition 8 2003
3. Ramesh M.S and Oattan Shetty C.C. Effective Business English and Correspondence 2000



**UBA-28**  
**SKILL BASED SUBJECT**  
**SEMESTER- IV**

**13UBA4S2**

**Paper. 2. MANAGEMENT INFORMATION SYSTEM**

**Total Hours : 30**

**Credit Points: 3**

**Objective:** To Enhance the Knowledge in Management Information System

**UNIT-I (6 Hours)**

Foundation concepts –components of information system – resources – activities.  
Types of information system- operation support system – management support system – other classification – success and failure with IT- Strategic uses of information technology.

**UNIT-II (6 Hours)**

Functional business systems – marketing – manufacturing – human resource accounting. Customer relationship management – enterprise resource planning – supply chain management – E-commerce business models & concepts – technology infrastructure – electronic payment systems.

**UNIT-III (6 Hours)**

Decision support systems – sensitivity analysis – EIS – KMS – Artificial intelligence technologies in business – expert systems.

**UNIT-IV (6 Hours)**

Introduction to data communication. Developing business / IT solutions – systems development life cycle.

**UNIT-V (6 Hours)**

Basic concept of line configuration – **transmission mode\*** - Categories on networks – internet works.

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS:**

1. Management Information Systems- James A O Brien. 2001 Himalaya Publishers House Mumbai
1. Management Information Systems- Kenneth C Laudon 2007 Prentice Hall New Delhi
2. E-Commerce – Kenneth C Laudon, Carol Guercio Traver
3. Management Information Systems for the Information Age – Hagg, Cummings, McCubrey. 2004, Tata, New Delhi
4. Decision Support & Data Warehouse Systems – Efrem G. Mallach 2000, Tata. New Delhi

**UBA-29**  
**SKILL BASED SUBJECT**  
**SEMESTER- V**

**14UBA5S3**

**Paper. 3. INDIRECT TAXATION**

**Total Hours: 30**

**Credit Points: 3**

**Objective:** To Enhance the Knowledge in Indirect Taxation

**UNIT-I (6 Hours)**

**Federal Finance system:** Distribution of revenue between central and state. General principles of taxation-**distinction between direct and indirect taxes\***. Tax evasion & tax avoidance.

**UNIT-II (6 Hours)**

Indirect taxes – Definition of business, dealer, goods, and sales, Registration of dealers – procedure and effects and registration – mode of charging sales tax. Authorities and their powers. VAT, Service Tax.

**UNIT-III (6 Hours)**

**Central Sales Tax** – Scope – Inter state sales-sale in course and import of export.

**UNIT-IV (6 Hours)**

**Central Excise:** Chargeability – scope and basis of duty – classification and valuation of goods – out payment – clearance of goods.

**UNIT-V (6 Hours)**

**Customs law** – levy, exemptions and collections of customs – customs clearance of import and export cargo.

**\*Self study and questions for examination may be taken from the self study portions also.**

**TEXT BOOK:**

**REFERENCE:**

1. Business Taxation : Dingare Pagare Mc Graw Hill New Delhi, 2005
2. Indirect Taxation: Balachandran . V Sultan Chand & Sons, 1999
3. Respective Books Act – V.P.V Gaur Income Tax Law and Practice.

**UBA-30**  
**SKILL BASED SUBJECT**  
**SEMESTER- VI**

**13UBA6S4**

**Paper. 4. MARKETING OF SERVICES**

**Total Hours : 30**

**Credit Points: 3**

**Objective:** To Enhance the Knowledge in Marketing of Services

**UNIT-I (6 Hours)**

Introduction – services – concepts – goods and services – features of marketing services – significance of service marketing – emerging key services.

**UNIT-II (6 Hours)**

Service quality – measurement of service quality management – dimensions of total quality management.

**UNIT-III (6 Hours)**

Management of people – management of technologies- controlling quality – effects of total quality management – quality circle.

**UNIT-IV (6 Hours)**

Marketing of financial and insurance service – marketing of telecommunication service – concept – **marketing of services – users of the services – service marketing mix\***.

**UNIT-V (6 Hours)**

Marketing of travel and tourism products – marketing of hospitality and education service – concept – marketing of services – formulation of marketing mix – other professional services.

**\*Self study and questions for examination may be taken from the self study portions also.**

**REFERENCE BOOKS:**

1. Service Marketing : Dr. S. Shahjahan, Galhotra publishers Pvt Ltd New Delhi, 2006
2. Service Marketing : Rajendra Nargundkar, Tata Mc Graw Hill New Delhi 2004
3. Service Marketing : Christopher Lovelock, Jochen Wirtz-Jayanta Chatterjee, Himalaya Publications, 2004
4. Service Marketing : Valarie A. Zeitham, Mary Jo Bitner, Himalaya Publications, 2004

## **ELECTIVE PAPERS**

## UBA 31

### ELECTIVE PAPER

#### ENTREPRENEURIAL DEVELOPMENT AND PROJECT MANAGEMENT

**Total Hours: 90**

**credit point-5**

**Objective:** To Enhance the Knowledge in Entrepreneurial Development and Project Management

##### **UNIT-1(18 Hours)**

Meaning of entrepreneurship – Characteristics, Functions and Types of Entrepreneurship – An Entrepreneurship and A Manager\* - Entrepreneurs – Role of Entrepreneurs in Economic Development.

##### **UNIT-II (18 Hours)**

Factors affecting Entrepreneur growth – Economic – Non Economic. Entrepreneurship Development Programmed – Need – Objectives – Course Contents – Phases – Evaluation.

##### **UNIT-III (18 Hours)**

Institutional Finance to Entrepreneurs: IDBI, IFCI, ICICI, IRBI, LIC, UTI, SFC, SIDC, SIDBI, and EXIM BANK and Role of Commercial Banks in Financing Entrepreneurs – Institutional Support to Entrepreneurs: DICs, SISI, SIDO, NSIC, TCOs, TIIC.

##### **UNIT-IV (18 Hours)**

Project Management: Meaning of project – Concepts – Categories – Project Life Cycle Phases – Characteristics of a Project – Project Manager – Roles and Responsibilities of a Project Manager- Project Identification – Selection.

##### **UNIT-V (18 Hours)**

Project formulation – Contents of a Project Report – Planning Commission Guidelines for formulating a Project – Specimen of a Project Report – Errors in Project Formulation Project Appraisal – Methods of Project Appraisal – Network Analysis – Financial Analysis.

**\*Self study and questions for examinations may be taken from the self study portions also:**

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

1. Entrepreneurial Development : S.S.Khanka, S Chand & Co. Ltd., New Delhi, 2004
2. Entrepreneurial Development : C.B.Gupta & N.P. Srinivasan, Mc Graw Hill. New Delhi, 2004
3. Project Management : S.Choudry, Himalaya Publications, 2003
- 4.. Project Management : Denis Lock

**ELECTIVE PAPER**

**PRODUCT STRATEGY AND MANAGEMENT**

**Total Hours: 90**

**credit point-5**

**Objective:** To Enhance the Knowledge in Product Strategy and Management

**UNIT-1(18 Hours)**

Marketing organization-Product focused organization-Product Management- Charges affecting Product Management. Marketing Planning-Planning Process – Approaches to planning –steps in Planning Process-companies of marketing plan. Market opportunity – Product Market Selection- Corporate Marketing planning-corporate strategies – **Factors affecting corporate stratifies – Types of corporate Strategies – Consolidation Strategies\***

**UNIT-II (18 Hours)**

Developing product strategy- Elements of Product Strategy. Product mix strategy- Product portfolio model-BCG. Product strategy over the life cycle-New product development process-situation analysis-defining the relevant market-describing the product market structure –Market structure analysis.

**UNIT-III (18 Hours)**

Target Market and competitive analysis-Market segmentation- Forms and profile segmentation-Evolution of Market Attractiveness-Aggregate Market Factors-Category Factors- Market Measurement basic types-absolute and relative market potential- Sales forecasting.

**UNIT-IV(18 Hours)**

Profitability analysis-Measuring Product profitability-Implications of profitability analysis-Special profitability issues for retailers. Productivity analysis-Traditional methods-Problems in productivity analysis-Marketing Strategies and programs- Primary demand strategies – selective strategies.

**UNIT-V(18 Hours)**

Pricing decision-Roll of marketing strategy in planning-Psychological aspect of price. Advertising decision-setting advertising objectives and budgets

**\*Self study and questions for examinations may be taken from the self study portions also:**

**REFERENCE BOOKS:**

1. Product Management-Donald.R.Lehman
2. Marketing Management Strategies and Programs- Joseph.P.guitinan
3. Marketing Management – Philip Kotler, Kevin Lane Keller, Prentice Hall of India Pvt. Ltd., New Delhi, 2007

## **UBA 33**

### **ELECTIVE PAPER**

#### **APPLIED MARKETING MANAGEMENT**

**Total Hours: 90**

**credit point-5**

**Objective:** To Enhance the Knowledge in Applied Marketing Management

##### **UNIT-1(18 Hours)**

Rural Marketing – Introduction to Agribusiness Marketing, **Agricultural Marketing in a Multi-National Environment, Agricultural Development\***

##### **UNIT-II(18Hours)**

Agricultural Marketing – Introduction to Agricultural Marketing, **Agricultural Marketing in a Multi-National Environment, Agricultural Development\***

##### **UNIT-III(18 Hours)**

FMCG Industry – FMCG Markets, Vs Industrial Marketing, Aggressive Marketing and Compensation in the Industry

##### **UNIT-IV(18 Hours)**

Pharmaceutical Industry – Health care marketing, overview of the pharmaceutical marketing practices, Ethical aspects of pharmaceutical marketing, Direct to customer marketing

##### **UNIT-V(18 Hours)**

Technology Products – Technology and Innovation, market measurement, demand forecasting and the related product development process for high-technology firms.

**\*Self study and questions for examinations may be taken from the self study portions also:**

##### **REFERENCE BOOK:**

- 1.Krishnama C, Ramakrishnan, “Rural Marketing: Text and Cases” ,Pearson Education, Delhi 2002.
- 2.C.B GUPTA Marketing management theory and practice –Mcgraw hill –Delhi,2003
- 3..Rajan nair Marketing management theory and practice –Mcgraw hill –Delhi,2003

## **UBA 34**

### **ELECTIVE PAPER**

#### **INVESTMENT AND PORTFOLIO MANAGEMENT**

**Total Hours: 90**

**credit point-5**

**Objective:** To Enhance the Knowledge in Investment and Portfolio Management

##### **UNIT-1(18 Hours)**

What is investment? Classification of investment-difference between gambling. Speculation and investment – Business and speculation – definition of investment management – prerequisites of investment decision makers.

##### **UNIT-II (18Hours)**

**Stock exchanges role and importance- membership of stock exchange\* - SEBI** guidelines – OTCEI – stock exchanges in India.  
Stock change terms – cleared and non cleared securities- cash exchange bulls and bears – Bathla transactions – blank transfers – Brokers, jobbers – impact of certain economic indicator on stock market.

##### **UNIT-III (18 Hours)**

Investment in company share – importance of company shares- How to apply for shares – How to buy and sell shares? Bonus shares- forms used in share transfers.

##### **UNIT-IV (18 Hours)**

Investment in LIC – type of policy transfer offered by LIC – Tax benefit of insurance and other benefits and certificate – Investment ppf schemes. Investment in UTI schemes.

##### **UNIT-V (18 Hours)**

Investment in real estate, gold and silver – implications and advantages. Investment in NBFC'S – merits and demerits.

**\*Self study and questions for examinations may be taken from the self study portions also:**

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

1. Investment Management-Preetisingh 2004, S.T. Chand & Sons New Delhi
2. Personnel Investment and Management – Yasyasway
3. Investment Analysis and Portfolio Management – Chandra



## **UBA 35**

### **ELECTIVE PAPER RETAIL MARKETING MANAGEMENT**

**Total Hours : 90**

**Credit Points: 5**

**Objective:** To Enhance the Knowledge in Retail Marketing

#### **UNIT-1(20 Hours)**

Study of retailing – retail definition – retailing and marketing – definition and concept of marketing – difference between making and selling – marketing management task.

#### **UNIT II (17 Hours)**

Consumer behavior in the retail context – theories of consumer behavior – buying decision process and the implications for retail management – Maslow's hierarchy model – **demographic factors – socioeconomic categories – role and family influence, social influence\***.

#### **UNIT III (18 Hours)**

Geographic location decisions – location site and types of retail development – locational techniques – area analysis – retail property development – leasing of retail outlet.

#### **UNIT IV (20 Hours)**

Definition and role of brand – brand loyalty – positioning of a brand – brand name – brand awareness – managing brands over their life cycles – brand updating – corporate brand.

#### **UNIT V (15 Hours)**

Movement of international retailing – definition – international retail structure – typologies of international expansion.

**\* Self study and questions for examination may be taken from the self study portions also.**

#### **REFERENCE BOOKS**

1. Retail Management; Shewan.M.A; Prentice Hall of India (P) LTD – New Delhi
2. Retail Marketing Management: David Gilbert, 2004, Pearson Education

**NON-MAJOR ELECTIVE**

## UBA 36

### NON MAJOR ELECTIVE 1

#### “HUMAN RIGHTS”

**Total Hours: 30**

**Credit Points: 2**

**Objective:** To impart knowledge on the importance of human rights.

#### **UNIT-1: (6 Hours)**

##### **Concept of Human values, value education towards personal development.**

Aim of education and value education. Evolution of value-oriented education; Concept of human values; types of values; Components of value education.

##### **Personal Development:**

Self-analysis and introspection; sensitization towards gender equality, physically challenged, intellectually-challenged. Respect to – age, experience, maturity, family members, neighbors, co-workers.

##### **Character Formation towards Positive Personality:**

Truthfulness, Constructivity, Sacrifice, Sincerity, Self-control, Altruism, Tolerance, Scientific vision.

#### **UNIT II: (6 Hours) Value Education towards National and Global Development.**

##### **National and International Values:**

Constitutional or national values – Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social values – Pity and probity, self control, universal brotherhood. Professional values – knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious values – tolerance – wisdom, character. Aesthetic values – Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.

#### **UNIT III: (6 Hours) Impact of Global Development on Ethics and Values**

Conflict of cross-culture influences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern challenges of adolescent emotions and behavior, sex and spirituality, comparison and competition; positive and negative thoughts. Adolescent emotions, arrogance, anger, sexual instability, selfishness, defiance

#### **UNIT IV: (6 Hours) Therapeutic measures**

Control of the mind thought

- Simplified physical exercise
- Meditation – objectives, types, effects on body, mind and soul
- Yoga – objectives, types Asanas

## UBA 37

➤ Activities:

1. Moralization of desires.
2. Neutralization of anger
3. Eradication of worries
4. Benefits of blessings

### **UNIT V: (6 Hours) Human rights**

1. Concept of Human rights – Indian and international Perspectives
  - a. Evolution of human rights.
  - b. Definitions under Indian and international documents.
2. Broad classification of human rights and relevant constitutional provisions.
  - a. Right of life, Liberty and dignity.
  - b. Right to equality.
  - c. Right against Exploitation.
  - d. Cultural and educational rights.
  - e. Economical rights
  - f. Political rights
  - g. Right to information.
3. Human rights of women and children.
  - a. Social practice and constitutional safeguards
    - i. Female Foeticide and infanticide.
    - ii. Physical assault and harassment.
    - iii. Domestic violence.
    - iv. Conditions of working women.
4. Institutions for implementation
  - a. Human right commission
  - b. Judiciary
5. Violations by state
  - a. Violation by state
  - b. Violation by individuals
  - c. Nuclear weapons and terrorism
  - d. Safeguards

**Note: study material can be obtained from the office of the Controller of Examination of Our College.**

## UBA 38

### NON MAJOR ELECTIVE II “WOMEN RIGHTS”

**Total Hours: 30**

**Credit Points: 2**

**Objective:** To impart knowledge on the importance of women rights

#### **UNIT I (6 Hours)**

Laws, Legal systems and change

Definition- constitutional law, CEDAW and international Human rights- rights- Law and norms- Laws and social context- constitutional and legal Framework.

#### **UNIT II (6 Hours)**

Political of land and gender in India

Introduction- faces of poverty- land as productive resources- locating identities- women's claims to land- Right to property – case studies.

#### **UNIT III (6 Hours)**

Women's Rights: access to justice

Introduction- criminal law- crime against women-Domestic violence- Dowry related Harassment and Dowry Deaths- Molestation- Sexual Abuse and Rape- Loopholes in practice—Law enforcement Agency.

#### **UNIT IV (6 Hours)**

Women's Rights

Violence against Women- Domestic Violence- The protection of women from domestic violence as 2005- the marriage validation Act, 1982- The Hindu Widow Re- marriage Act. 1856- Dowry prohibition Act, 1961.

#### **UNIT V (6 Hours)**

Special women welfare laws

Sexual harassment at work places- Rape and indecent Representation- The Sexual Representation (Prohibition) Act, 1986- Immoral Trafficking- The immoral Traffic (Prevention) Act, 1956- Acts enacted for women development and empowerment- Role of Rape crisis centers.

#### **TEXTBOOK:**

1. Nitya rao “ Good Women do not inherit land” social science press and orient Blackswan 2008
2. International solidarity network “knowing our rights” An imprint of kali for women 2006.

#### **REFERENCE BOOKS:**

- 1.P.d. ksushil “women Right” Bookwell publication 2007
- 2.Aruna Goal”Violence Protective Measure for Women Development and Empowerment” Dee[ and Deep Publications Pvt,2004
3. Monica Chawla” Gender Justice”Deep and Deep Publications Pvt. Ltd 2006
4. Preeti Mishra”Domestic Violence Against Women” Deep and Deep Pulication Pvt. 2007
5. Clair M.Renzetti, Jeffrey L. Edleson, Raquel Kennedy Bergen, Source Book on “Violence Against Women” Sage Publications 2001.

**JOC.-INSURANCE PRINCIPLES AND PRACTICE**

**Total Hours: 30**

**Objective:** To impart knowledge on the importance of Insurance Principles and Practice

**UNIT – I (6 Hours)**

Defining risk and uncertainty – classification of risk- source of risk- external and internal insurance – marketing nature and significance essential requirements and principles of risk insurance; reinsurance; privatization of insurance business in India; insurance regulatory development authority- **recent development in the insurance sector\***- managing mutual funds

**UNIT – II (6 Hours)**

Life insurance – law relating to life insurance; general principles of life insurance contract; proposal and policy; assignment and nomination; title and claims; **concept of trust in life policy\***; LIC – role and functions

**UNIT – III (6 Hours)**

General insurance- law relating to general insurance; different types of general insurance; general insurance VS life insurance; nature if fire insurance; various types of fire policy; subrogation; double insurance; contribution; proximate cause; claims of recovery. Accident and motor insurance – nature, disclosure, terms and conditions ; claims and recovery; third party insurance; compulsory motor vehicle insurance; accident insurance.

**UNIT – IV (6 Hours)**

Deposit and credit insurance – nature, terms and conditions, claim & recovery . public liability insurance; emergency risk insurance structure and power, function of general insurance corporation of India; deposit insurance and credit guarantee corporation.

**UNIT – V (6 Hours)**

marine insurance- law relating to marine assurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

**\* Self study and questions for examination may be taken from the self study portions also.**

**TEXT BOOK:**

1. Insurance principles and practices – M.N.Mishra 2004,Sultan Chand Co New Delhi

**REFERENCE BOOKS:**

1. 2. Principles and practices of insurance – P.Periyasamy2004,Sultan Chand Co New Delhi
2. 3. Principles and practices of insurance – G.S.Panda2004,Sultan Chand Co New Delhi

## **CAREER ORIENTED PROGRAM**

**PAPER – I- MARKETING PRINCIPLES, ADVERTISING & CONSUMER BEHAVIOUR**

**Total Hours: 60**

**Credit Points: 4**

**Objective:** to impart knowledge on the importance of Marketing Principles, Advertising & Consumer Behaviour

**UNIT – I (12 Hours)**

Marketing – meaning – significance – classification of markets – Marketing Concepts – Marketing Functions – Functions of Marketing Manager – Market Analysis – Market Segmentation – Marketing Planning – Steps in Planning Competition Advantages – Nature, Sources Analyzing Competitors, Competitive Strategies – Competitive of differentiation of offering.

**UNIT - II(12 Hours)**

Organizing Market programmes:- Models of Market Organizations – Factors influencing choice of organization pattern – Implementing Marketing Programme. Evaluating and Controlling Marketing Performance – Role and Scope of Marketing Control – Relevance of Marketing in India.

**UNIT - III (12 Hours)**

Advertising, Meaning – Importance – Objectives – Media 0 Forms of Media – Press, Newspaper, Trade Journal, Magazines – Outdoor Advertising, Neon signs, Direct Mail Advertising, Cinema and Theatre Programme – Radio and Television Advertising, Exhibition, Trade Fair, Transport Advertising.

**UNIT - IV (12 Hours)**

Sales force Management – Importance – Sales force Decision – Sales force Size – Recruitment and Selection – Training – Methods – Motivating Sales – Fixation Sales Territories – Promotional instruments – Personal Selling – Objectives – Salesmanship – Process of Personal Selling – Types of Salesman.

**UNIT – V (12 Hours)**

Customer Service – Introduction – Service – Relations – Negligence – Poor Service – Customer Types - Customer Handling – Role – Techniques – Validation – Identification – Behavioral Style – Loss of Customer – Good Service – Customer Dealing.

**INDUSTRIAL TRAINING/CASE STUDY**



**PAPER – II- PRODUCT INDUSTRY: TEXTILES/FASHION MARKETING**

**Total Hours: 60**

**Credit Points: 4**

**Objective:** to impart knowledge on the importance of Product Industry: Textiles/Fashion Marketing

**UNIT – I (15 Hours)**

Textiles/ Fashion Industry: Organization Structure, Textile Spinning and Weaving Mills, and Garment Industry – Structure and Functions – Clothing Industry – Boutique – Structure – Textiles and Materials.

**UNIT – II (15 Hours)**

Fashion Market: Structure – Designer Wear – Street Fashion.

**UNIT – III (15 Hours)**

Textiles/Fashion Selling: Introduction – Fashion Advertising – Fashion Conference – Fashion Journalism – Window Display – Fashion shows – Direct Sell Window.

**UNIT- IV (15 Hours)**

Communication Skills: Defining Communication – Communication Process – Models of Communication – process – Types of Communication – Tips for Effective Communication Skills.

**INDUSTRIAL TRAINING/ CASE STUDY**

**PAPER –III- SERVICE INDUSTRY – HOSPITALITY MARKETING**

**Total Hours: 60**

**Credit Points: 4**

**Objective:** to impart knowledge on the importance of Service Industry – Hospitality Marketing

**UNIT – I (12 Hours)**

Tourism Industry: Basic concepts in Tourism – Patterns of Tourism – Sectors of Tourism Industry – International, National and Regional Organizations of Tourism.

**UNIT – II (12 Hours)**

Customer Service Relating to Hospitality Marketing – Need for Customer Support – Potential Customers and their needs – Creating good Customers Relations – Types of Customers – Methods for Responding to Customers – Customer Handling Techniques.

**UNIT – III (12 Hours)**

Travel Selling: Planning Itineraries – Marketing and Selling with Travel Geography – Virtual tours – Travel Formalities – Basic Concepts of Travel Agency Management – Selling Tours – Tour Brochures – Qualities and Skills Required for Tourism Marketing.

**UNIT – IV (12 Hours)**

Hotel Industry: Basic concepts of Hotel Industry – Types of Hotels – Hotel Organizations – History of Hotel Concepts – Relationship Between Hotel and Hospitality Industry.

**UNIT – V (12 Hours)**

Selling Hotel Accommodation: Hotel Structure and functions – Amenities and Competitiveness among Hotels Room Booking and Accounting – Activities of Hotel Marketing Professionals – Qualities and Skills Required for Hotel Marketing professional.

**INDUSTRIAL TRAINING/ CASE STUDY**