



# **SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE**

**[www.sathyabama.ac.in](http://www.sathyabama.ac.in)**

**School of Management Studies**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA) – 2019 REGULATION**

|                 |                     |          |          |          |                |                    |
|-----------------|---------------------|----------|----------|----------|----------------|--------------------|
| <b>S28APROJ</b> | <b>PROJECT WORK</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>Credits</b> | <b>Total Marks</b> |
|                 |                     | <b>0</b> | <b>0</b> | <b>0</b> | <b>6</b>       | <b>100</b>         |

The objective of the project work is to make use of the knowledge gained by the student at various stages of the degree course. Students will also be permitted to undertake industrial/consultancy project work, outside the department, in Industries/Research labs. There shall be three assessments during the semester by a review committee. The students shall make three presentations on the progress made before the committee at various stages of the project work. The Head of the Department shall constitute the review committee for each branch of study. The total marks obtained in the three reviews, shall be taken in to account. There will be a viva-voce examination at the end of the Project work, conducted by one internal examiner and one external examiner. The total marks secured will be the sum of marks secured in the project reviews and Viva-Voce Examination. Each student is required to submit a Project report on the project assigned to him by the department. The report should be based on the information available in the literature or data obtained by the student by way of experiments conducted in the laboratory/industry

The following are mandatory regarding the assessment of Students during Project Work:

1. The student shall maintain a log book on daily basis.
2. At the end of the professional training the student shall submit a training report along with the log book maintained during the period of project work on the functional areas of the company.
3. A project report will be submitted to the Department, in the prescribed format for the purpose of valuation.

| S28APT | PROFESSIONAL TRAINING | L | T | P | Credits | Total Marks |
|--------|-----------------------|---|---|---|---------|-------------|
|        |                       | 0 | 0 | 0 | 3       | 100         |

While class room learning provides the fundamental theory and principles, Professional Training offers an opportunity to hone them by exposing the students to practicing Managers and practical corporate environment which will enhance their employability. Students are required to undergo "Professional Training" for a period of 4 weeks in any commercial or non-commercial organization of Private or Government sector in any one functional area of their specialization. Students need to complete the "Professional Training" before the commencement of the 6<sup>th</sup> semester and submit a written report summarizing their work experience which will be evaluated through a viva-voce examination. "Professional Training" carries 2 credits. In lieu of "Professional Training" students can undergo and complete, with the prior approval from the Department, certification courses offered by reputed institutions during the First Level course period. This will also carry 2 credits as an alternative to Internship.

The following are mandatory regarding the assessment of Students Professional Training Programme:

- a. The student shall maintain a log book on daily basis.
- b. At the end of the professional training the student shall submit a training report along with the log book maintained during the period of training on the functional areas of the company.
- c. A training report will be submitted to the Department, in the prescribed format for the purpose of valuation.

| SBAA1101 | BUSINESS COMMUNICATION | L | T | P | Credits | Total Marks |
|----------|------------------------|---|---|---|---------|-------------|
|          |                        | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To understand and demonstrate writing and speaking processes through invention and presentation.
- To understand the importance of specifying audience and to select appropriate communication choices.
- To understand and apply modes of expression in communication.

**UNIT 1 INTRODUCTION****9 Hrs.**

Understanding Communication, the Communication Process, Barriers to Communication, the Importance of Communication in the Workplace - Types of Communication - Verbal and Non-Verbal Communication Classification of Communication Channels - Listening Process, Guidelines for Listening process, Strategies for Effective Listening, Listening in a Business Context

**UNIT 2 MEETING****9 Hrs.**

Types of meeting - how to conduct Seminars and conference, How to conduct meeting, Barriers and how to overcome, Mock meeting in class, How to conduct a Seminars - GD presentation, guide lines for delivery, informative and persuasive, Agenda, Minutes - difference between meeting and GD- Preparation of speeches.

**UNIT 3 EFFECTIVE WRITING****9 Hrs.**

Meaning, Objectives, Types of written communication Merits and demerits of Written Communication - Types of business letters, Layout of a business letter and styles of layout, Practice letter - Resume, Practice letter- Enquiries and replies, Practice letter - Orders and Replies, Practice letter - Complaints, claim and Adjustment.

**UNIT 4 VERBAL COMMUNICATION****9 Hrs.**

Report Writing -Importance, Features, Types, Forms,, Drafting a Report writing: Role of Technology - Various Communication Devices - Telephone - Cell Phones - Video Conferencing - Intercom - Dictaphone - EPABX - Public address system - Visual aids - ETC - Cost effectiveness of various devices

**UNIT 5 NONVERBAL COMMUNICATION****9 Hrs.**

Nature, Types, Functions of body language, facial expression, Effective use of face to face telephonic conversation, Recent trends in communication- E-mail , MMS, Video conferencing ,Understanding cultural effects on communication , Cultural sensitiveness and cultural context; Inter-cultural factors in interactions; Adapting to global business

**Max. 45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Apply business communication strategies and principles to prepare effective communication.
- CO2 - Identify ethical, legal, cultural, and global issues affecting business communication.
- CO3 - Utilize analytical and problem solving skills appropriate to business communication.
- CO4 - Participate in team activities that lead to the development of collaborative work skills.
- CO5 - Select appropriate organizational formats and channels used in developing business messages.
- CO6 - Compose and revise accurate business documents using computer technology.

**TEXT / REFERENCE BOOKS**

1. Bovee and Thill: Business Communication Today, Tata McGraw Hill, New Delhi.
2. Randall E. Magors: Business Communication; Harper and Row, New York.
3. Webster's Guide to Effective Letter Writing, Harper and Row, New York.
4. Balasubramanyam: Business Communications; Vikas Publishing House, Delhi.
5. Kaul: Business Communication; Prentice Hall, New Delhi.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks : 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1102 | FINANCIAL ACCOUNTING | L | T | P | Credits | Total Marks |
|----------|----------------------|---|---|---|---------|-------------|
|          |                      | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To acquire conceptual knowledge of the financial accounting.
- To impart skills for recording various kinds of business transactions.
- To gain efficiency in preparation of basic financial statements.

**UNIT 1 INTRODUCTION****9 Hrs.**

Meaning and Scope of Accounting- Objectives of Accounting- Basic Accounting Concepts-Accounting Transactions- Double Entry Book Keeping - Journal -Ledger- Preparation of Trial Balance- Preparation of Cash Book.

**UNIT 2 FINAL ACCOUNTS****9 Hrs.**

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

**UNIT 3 RECTIFICATION OF ERRORS AND BANK RECONCILIATION STATEMENT****9 Hrs.**

Classification of Errors - Rectification of Errors - Preparation of Suspense Account - Bank Reconciliation Statement - Need and preparation.

**UNIT 4 DEPRECIATION AND INSURANCE CLAIMS****9 Hrs.**

Depreciation- Meaning- Causes -Types -Straight Line method- Written down value method-Concept of useful life under Companies Act, 2013- Insurance Claims - Calculation of Claim Amount-Average Clause.

**UNIT 5 SINGLE ENTRY SYSTEM****9 Hrs.**

Meaning and Features of Single Entry System -Defects- Difference between Single Entry and Double Entry System- Methods of Calculation of Profit - Statement of Affairs Method- Conversion Method.

**Max. 45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Understand the principles and concepts of financial accounting.
- CO2 - Interpret and analyze financial statements.
- CO3 - Calculate depreciation.
- CO3 - Evaluate Independently reconciliation of accounts.
- CO4 - Estimate the claim amount on Insurance.
- CO5 - Differentiate between single entry and double entry system of book keeping.

**TEXT / REFERENCE BOOKS**

1. Gupta R.L. & Gupta, V.K. Advanced Accounting Vol. I, Sulthan Chand & Sons, 13<sup>th</sup> Edition, 2018.
2. Jain & Narang, Financial Accounting, Kalyani Publishers, 12<sup>th</sup> Edition, 2014.
3. Reddy T.S. & Murthy A, Financial Accounting, Margham Publications, 2012.
4. Shukla & Grewal, Advanced Accounting, S.Chand & Co., 2018

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

**Note:** Questions in Section A and B shall be in the proportion of 20:80 between Theory and Problems.

| SBAA1103 | BUSINESS ECONOMICS | L | T | P | Credits | Total Marks |
|----------|--------------------|---|---|---|---------|-------------|
|          |                    | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To understand the concept of Economics in Business.
- To gain knowledge of Micro and Macro Economic environment.
- To analyze the different market structures.

**UNIT 1 INTRODUCTION****9 Hrs.**

Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Utility analysis, Marginal Theory of utilities and Equi-Marginal theory of utility.

**UNIT 2 DEMAND AND SUPPLY FUNCTIONS****9 Hrs.**

Meaning of demand - Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve - Laws of Demand - Elasticity of Demand Types and Measurement - Indifference curves analysis Laws of Supply - Elasticity of Supply - Consumer Equilibrium - Consumer Surplus

**UNIT 3 PRODUCTION****9 Hrs.**

Production - Meaning and Analysis - Production function - Laws of production, Laws of increasing returns and Laws of constant returns - Laws of Returns to Scale - Equal product curves and Producers equilibrium

**UNIT 4 MARKET ANALYSIS****9 Hrs.**

Market analysis - Nature of market - Types of markets and their characteristics - pricing under different market structures - Perfect - Monopoly - oligopoly and Monopolistic competition - Price discrimination under monopoly competition.

**UNIT 5 THEORIES OF FACTOR PAYMENT****9 Hrs.**

Theories of factor pricing, factor pricing Vs. product pricing - Theories of rent, theories of interest, theories of wages, theories of profit, Concept of profit maximization.

**Max. 45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Economic Principles such as utility analysis, Marginal Theory in Business.
- CO2 - Forecast Demand and Supply.
- CO3 - Identify Production and Cost Estimates.
- CO4 - Examine Market Structure and Pricing Practices.
- CO5 - Analyze Economic Policies.
- CO6 - Discuss various theories of Rent, Interest, Wages and Profit.

**TEXT / REFERENCE BOOKS**

1. S.Shankaran, Business Economics, Margham Publications, 3<sup>rd</sup> Edition, 2012.
2. P.L. Mehta, Managerial Economics- Analysis, Problems & Cases, Sultan Chand & Sons, 19<sup>th</sup> Edition, 2013.
3. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai - 04, 20<sup>th</sup> Edition, 2011.
4. C.M.Chaudhary, Business Economics, RBSA Publishers, 2000.
5. H.L. Ahuja, Business Economics - Micro & Macro - Sultan Chand & Sons, 12<sup>th</sup> Edition, 2007.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1104 | BUSINESS ORGANISATION | L | T | P | Credits | Total Marks |
|----------|-----------------------|---|---|---|---------|-------------|
|          |                       | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To understand the concepts of the business, organization.
- To know the various forms of organization.
- To identify the various sources of finance for the business organisation

**UNIT 1 INTRODUCTION****9 Hrs.**

Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation. Modern Business, Business & Profession.

**UNIT 2 ESTABLISHING A NEW BUSINESS UNIT****9 Hrs.**

Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit.

**UNIT 3 FORMS OF BUSINESS ORGANISATION****9 Hrs.**

Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

**UNIT 4 BUSINESS COMBINATION****9 Hrs.**

Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions.

**UNIT 5 BUSINESS FINANCE****9 Hrs.**

Business Finance: Financial need of Business methods & sources of finance - Security Market, Money Market, Study of Stock Exchange & SEBI.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Classification of business activities.
- CO2 - Understand the importance of location of industry.
- CO3 - Knowledge about various forms of business organization.
- CO4 - Various business combinations.
- CO5 - Awareness about primary and secondary market.
- CO6 - Knowledge about Trade - association.

**TEXT / REFERENCE BOOKS**

1. Dr. Y.K. Bhosyshan, Business Organisation and Management, Sultan & Son Publication.
2. Dr.T. Ramasamy- Business Organisation, Himalaya Publication References.
3. Dr.V. Nagfajothi- Business Organisation, Himalaya Publication
4. Dr. Sherlekar-Modern Business Organisation and Management, Himalaya Publication.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1202 | PRINCIPLES OF MANAGEMENT | L | T | P | Credits | Total Marks |
|----------|--------------------------|---|---|---|---------|-------------|
|          |                          | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To gain knowledge about the basic theories of management.
- To elaborate the process of various functions of management.
- To practice management concepts in decision making.

**UNIT 1 INTRODUCTION****9 Hrs.**

Concept, nature, process and significance of management; Managerial roles and Skills; Development of management through; Classical and neo - classical systems; Contingency approaches: - Robert Owen, Taylor Fayol and Elton Mayo.

**UNIT 2 PLANNING****9 Hrs.**

Planning - Nature - Importance - Forms - Types - Steps in Planning - Objectives - Policies - Procedures and Methods - Nature and Types of Policies - Decision Making - Process of Decision making - Types of Decisions - Problems involved in Decision - making.

**UNIT 3 ORGANIZING****9 Hrs.**

Meaning - Types of Organization (Line and Staff, Committees, Projects, Matrix) - Organizational structure - Span of Control - Departmentalization - Informal Organization- Authority - Delegation - Decentralization- Responsibility.

**UNIT 4 STAFFING AND DIRECTING****9 Hrs.**

Concept of Staffing - Recruitment and Selection - Training and development - Performance Appraisal - Career Development- Leadership: Concept and Styles- Theories of Leadership- Motivation: Concept and Importance; Maslow Need Hierarchy Theory; Herzberg Two Factors Theory.

**UNIT 5 CO-ORDINATION****9 Hrs.**

Controlling - Meaning, importance - Control Process - Tools and Techniques - Coordination - Need for Co-ordination - Types - Techniques- Requisites for excellent Co-ordination.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Relate the management functions of planning, organizing, leading, and controlling
- CO2 - Understand the importance of decision making in management.
- CO3 - Identify organizational structures and effective span of management
- CO4 - Distinguish between Authority and Responsibility
- CO5 - Determine suitable Control Techniques
- CO6 - Formulate Coordination

**TEXT / REFERENCE BOOKS**

1. C.B Gupta, Management Principles.
2. L.M Prasad, Principles and Practices in Management.
3. Dinkar Pagare, Business Management.
4. P.C. Tripathi & P.N. Reddy, Principles of Management.
5. Wehrich and Koontz, Essentials of Management; Tata McGraw.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1204 | ENVIRONMENTAL STUDIES | L | T | P | Credits | Total Marks |
|----------|-----------------------|---|---|---|---------|-------------|
|          |                       | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To understand core concepts of eco systems and resources.
- To demonstrate awareness, knowledge in environmental problem-solving.
- To practice environmental ethics.

**UNIT 1 INTRODUCTION AND ECO SYSTEMS****9 Hrs.**

Multidisciplinary Nature of Environmental Studies - Scope and Importance - Concept of sustainability and Sustainable Development. Eco systems- Meaning - Structure and function of ecosystem - Energy flow in an ecosystem - food chains, food webs and ecological succession - Forest ecosystem - Grassland ecosystem - Desert ecosystem - Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

**UNIT 2 NATURAL RESOURCES****9 Hrs.**

Renewable and Non-renewable Resources - Land resources and land use change; Land degradation, soil erosion and desertification - Deforestation: Causes and impacts due to mining, dam building on environment, forests - biodiversity and tribal populations - Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over Water (inter-state).-Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs.

**UNIT 3 ENVIRONMENTAL POLLUTION****9 Hrs.**

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution.-Nuclear hazards and human health risks. - Solid waste management: Control measures of urban and industrial waste. - Pollution case studies.

**UNIT 4 ENVIRONMENTAL POLICIES AND PRACTICES****9 Hrs.**

Environmental Policies & Practices -Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture 2/2 - Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

**UNIT 5 HUMAN COMMUNITIES AND THE ENVIRONMENT****9 Hrs.**

Human population growth: Impacts on environment, human health and welfare. - Resettlement and rehabilitation of project affected persons; case studies. - Disaster management: floods, earthquake, cyclones and landslides. - Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Understand the links between human and natural systems
- CO2 - Examine the interdisciplinary nature of environmental issues.
- CO3 - Analyze the environmental affairs with a focus on sustainability.
- CO4 - Classify resources and uses.
- CO5 - Appreciate the ethical and cross-cultural environmental policies
- CO6 - Discuss Human communities and environment

**TEXT / REFERENCE BOOKS**

1. Carson R., Silent Spring. Houghton Mifflin Harcourt, 2002.
2. Gadgil M. & Guha R., This Fissured Land: An Ecological History of India, Univ. of California Press, 1993.
3. Gleeson B. and Low N. (eds.), Global Ethics and Environment, London, Routledge, 1999.
4. Gleick P.H., Water in Crisis. Pacific Institute for Studies in Dev., Environment & Sec.Oxford Univ.Press, 1993.
5. Groom Martha J., Gary K. Meffe and Carl Ronald Carroll, Principles of Conservation Biology, 2006.
6. Grumbine R. Edward and Pandit M.K., Threats from India's Himalaya dams, Science, 2013..
7. McCully P., Rivers no more: the environmental effects of dams, Zed Books, 1996.
8. McNeill, John R., Something New Under the Sun: An Environmental History of the Twentieth Century, 2000.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1205 | HUMAN RESOURCE MANAGEMENT | L | T | P | Credits | Total Marks |
|----------|---------------------------|---|---|---|---------|-------------|
|          |                           | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To acquaint students with the techniques and principles of HRM.
- To manage human resource of an organization.

**UNIT 1 INTRODUCTION****9 Hrs.**

Human Resource Management: Concept and Functions, Role, Skills and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging **Challenges of Human Resource Management; Workforce diversity; Empowerment; Downsizing; VRS; Human Resource Information System.**

**UNIT 2 ACQUISITION OF HUMAN RESOURCE****9 Hrs.**

Human Resource Planning- **Quantitative and Qualitative dimensions; job analysis - job description and job specification; Recruitment - Concept and sources; Selection - Concept and process; test and interview; Placement, induction and orientation.**

**UNIT 3 TRAINING AND DEVELOPMENT****9 Hrs.**

Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role-Specific and Competency-**Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.**

**UNIT 4 PERFORMANCE APPRAISAL****9 Hrs.**

Nature, objectives and importance; **Modern techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.**

**UNIT 5 MAINTENANCE****9 Hrs.**

**Employee health and safety; employee welfare; social security; Employer-Employee relations- an overview; grievance-handling and redressal; Industrial Disputes: causes and settlement machinery.**

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Acquire sound knowledge of aspects of Human Resource Management in an organization
- CO2 - Demonstrate the process of Acquisition
- CO3 - Design Training and Development Programmes
- CO4 - Analyze methods of performance appraisal and compensation
- CO5 - Evaluate employer employee relations
- CO6 - Explain current law, rules, and regulations related to industrial disputes and settlement Machinery

**TEXT / REFERENCE BOOKS**

1. Gary Dessler, A Framework for Human Resource Management. Pearson Education.
2. DeCenzo D.A. and S.P. Robbins, Personnel/Human Resource Management, Pearson Education.
3. Bohlendar and Snell, Principles of Human Resource Management, Cengage Learning.
4. TN Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi.
5. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1206 | BUSINESS LAW | L | T | P | Credits | Total Marks |
|----------|--------------|---|---|---|---------|-------------|
|          |              | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To impart basic knowledge of the important business legislation.
- To comprehend the laws relating to business.
- To provide awareness on consumer protection.

**UNIT 1 INDIAN CONTRACT ACT, 1872: GENERAL PRINCIPLES OF CONTRACT****9 Hrs.**

Contract Act -Definition, Classification -Essentials of a Contract -Offer and Acceptance- Consideration -Contractual Capacity -Free Consent -Legality of Object- Void agreements- Performance of Contract -Modes of Discharge of Contract -Remedies for Breach of Contract.

**UNIT 2 INDIAN CONTRACT ACT, 1872: SPECIFIC CONTRACTS****9 Hrs.**

Contract of Indemnity and Guarantee - Contract of Bailment and Pledge- Contract of Agency.

**UNIT 3 SALE OF GOODS ACT, 1930****9 Hrs.**

Contract of sale, meaning and difference between sale and agreement to sell- Conditions and warranties - Transfer of ownership in goods including sale by a non-owner - Performance of contract of sale - Unpaid seller - meaning, rights of an unpaid seller against the goods and the buyer.

**UNIT 4 PARTNERSHIP LAWS****9 Hrs.**

The Partnership Act, 1932 -. Nature and Characteristics of Partnership - Registration of a Partnership Firms -. Types of Partners - Rights and Duties of Partners - Implied Authority of a Partner - Incoming and outgoing Partners - Mode of Dissolution of Partnership - The Limited Liability Partnership Act, 2008 - Salient Features of LLP - Differences between LLP and Partnership, LLP and Company.

**UNIT 5 NEGOTIABLE INSTRUMENTS ACT 1881****9 Hrs.**

The Negotiable Instruments Act 1881 - Meaning, Characteristics and Types of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque - Holder and Holder in Due Course, Privileges of Holder in Due Course. - Negotiation: Types of Endorsements - Crossing of Cheque - Bouncing of Cheque.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Demonstrate an understanding of the Legal Environment of Business.
- CO2 - Identify the fundamental legal principles behind contractual agreements.
- CO3 - Describe the legal aspects for creating an agency and the rights and duties of an agent.
- CO4 - Explain the fundamentals of act of sale of goods.
- CO5 - Understand the framework of partnership laws.
- CO6 - Discuss negotiable instruments act.

**TEXT / REFERENCE BOOKS**

1. N.D. Kapoor, Elements of Mercantile Law, Sultan Chand & Co. Ltd.
2. RSN Pillai & Bhagavathy Business Law, Sultan Chand & Co. Ltd.
3. Dr. V.K. Agarwal Law of Consumer Protection, Bharath Law House.
4. B.N. Tandon, Principles of Mercantile Law -- Sultan Chand & Co. Ltd.
5. Davar, Mercantile Law -- Sultan Chand & Co. Ltd.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1303 | PRINCIPLES AND PRACTICES OF BANKING | L | T | P | Credits | Total Marks |
|----------|-------------------------------------|---|---|---|---------|-------------|
|          |                                     | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To impart knowledge about the basic principles of the banking.
- To Practice procedures relating to deposit and credit, documentation, monitoring and control.
- To gain insight into the rudiments of e-banking.

**UNIT 1 INTRODUCTION****9 Hrs.**

Origin of banking: definition, banker and customer relationship, General and special types of customers, Origin and growth of commercial banks in India. Financial Services offered by banks, changing role of commercial banks, types of banks.

**UNIT 2 DEPOSITS****9 Hrs.**

Banker-Customer Relations -Different Deposit Products - Mandate and Power of attorney; Banker's lien - right of set off. Payment and Collection of Cheque - duties and responsibilities of paying and collecting banker-protection available to paying and collecting banker under NI Act - endorsements - forged instruments - bouncing of cheques and their implications

**UNIT 3 BANKING LENDING****9 Hrs.**

Principles of lending - various credit Products/ Facilities - working capital and term loans - Credit Appraisal Techniques - Approach to lending; - credit management - credit monitoring -NPA Management - Priority Sector Lending -Factoring, - Ancillary Services: Remittances, Safe Deposit lockers etc.

**UNIT 4 BANKING REGULATIONS AND FINANCIAL STABILITY****9 Hrs.**

Need and importance of Banking regulation in India, Banking Regulation Act,1949; KYC and AML guidelines, Banking Fraud, Banking Code, BASEL norms, SARFAESI ACT, ARCs, Banking ombudsman scheme; policies with respect to priority sector and MSMEs.

**UNIT 5 ELECTRONIC BANKING****9 Hrs.**

E banking - Meaning, Benefits, Home banking, Mobile banking, Internet Banking Virtual banking, E-payments, ATM Card/ Biometric card, Debit/Credit card, Smart card, NEFT, RTGS, ECS (credit/debit), E-money, Electronic purse, Digital cash, Payment Banks, NAACH, Rupay cards and Aadhar Based Bridge Payments- Risks in e-banking.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Understand the concept of banking, its significance and functions.
- CO2 - Demonstrate theoretical knowledge on payment and collection of Cheques.
- CO3 - Describe the procedure and precautions to be adopted by bankers while making deposits and lending.
- CO4 - Discuss the provisions of banking regulations.
- CO5 - Explain the role of e-banking in the modern era.
- CO6 - Realise the threats in e banking.

**TEXT / REFERENCE BOOKS**

1. Indian Financial System, M.Y.Khan, Tata McGraw Hill.
2. "Legal and Regulatory Aspects of Banking" by Macmillan Publishers India Ltd.
3. "Banking Theory and Practice" by Dr. P.K. Srivastava, Himalaya Publishing House, Mumbai.
4. "Banking Theory, Law and Practice" by E. Gordon and K. Natarajan, Himalaya Publishing House, Mumbai.
5. "Business Law for management" by K.R. Bylchandani, Himalaya Publishing House, Mumbai.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1304 | BUSINESS TAXATION | L | T | P | Credits | Total Marks |
|----------|-------------------|---|---|---|---------|-------------|
|          |                   | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To make the students to gain Knowledge of the Principles of Indirect Taxation.
- To highlight the students about Customs duty.
- To enable the students to gain knowledge of Goods and Services Tax (GST).

**UNIT 1 INTRODUCTION****9 Hrs.**

Objectives of Taxation - **Canons of Taxation** - Tax system in India - Direct and Indirect Taxes - Meaning and Types - Powers of Union and States to levy taxes.

**UNIT 2 CENTRAL EXCISE DUTY****9 Hrs.**

Classification - **Levy and Collection of Excise Duty** - Clearance of Excisable goods - Exemption from Excise Duty - **Excise and Small Scale Industries - Excise and Exports** - Demand, Refund, Rebate of Central Excise Duty - Offences and Penalties - Settlement - Appellate Provisions.

**UNIT 3 CUSTOMS DUTY****9 Hrs.**

Meaning - **Levy and Collection of Customs Duty** - Organization of the Customs Department - Officers of the Customs - Powers - Appellate machinery - Infringement of the law - Offences and Penalties - Exemption from Duty - Customs Duty Drawback - Duty Free Zones.

**UNIT 4 GST - OVERVIEW AND CONCEPTS****9 Hrs.**

Background behind implementing GST - The need for GST- **Business impact -Benefits of GST-SGST-CGST and IGST - Taxes covered by GST- Definitions - Scope and Coverage Scope of supply-Levy of tax - Rate Structure -Taxable Events.**

**UNIT 5 GST - ASSESSMENT PROCEEDINGS****9 Hrs.**

Return - Refunds - Input Tax Credit - Reverse charge Mechanism, Transitional Provisions composition under GST- Administrative structure of GST - Officers as per CGST Act - Officers as per SGST Act - Jurisdiction - Appointment Powers.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Enable to know about the Tax system in India.
- CO2 - Explain the levy, collection methods, offences, penalties and settlement of Central Excise Duty.
- CO3 - Enlighten about the customs duty levy & amp; collections, exemptions offences and penalties etc.
- CO4 - Know about the concepts of GST in India.
- CO5 - Understand the provisions relating to GST.
- CO6 - Describe the procedure of appointment and powers of the officers of GST.

**TEXT / REFERENCE BOOKS**

1. V.S.Daty, GST-Input Tax Credit, Taxmann Publishers. 2<sup>nd</sup> Edition.
2. Swetha Jain, GST Law & Practice, Taxmann Publishers.
3. C.A.Anurag Pandey, Law & Practice of GST, Sumedha Publication House.
4. Dr.Vandana Banger, Beginner's, Guide Aadhyaya Prakashan Publishers.
5. Dr.M.Govindarajan, A Practical Guide, Centax Publishers.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1305 | ELEMENTS OF OPERATIONS RESEARCH | L | T | P | Credits | Total Marks |
|----------|---------------------------------|---|---|---|---------|-------------|
|          |                                 | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To understand the concept of Operation Research.
- To provide solutions for real time problems mathematically.
- To apply the OR techniques for decision making.

**UNIT 1 INTRODUCTION AND LINEAR PROGRAMING PROBLEM (LPP)****9 Hrs.**

Introduction to Operations Research, Nature and Scope, Phases of OR, managerial application of Operation Research, limitations of OR. - Linear Programming Problems (LPP), Formulation of LPP, Method of solving LPP- Graphical Method - Simplex Method.

**UNIT 2 TRANSPORTATION****9 Hrs.**

Transportation Model-Initial Solution by North West Corner Method-Least cost Method and Vogel's Approximation Method (VAM) - Moving towards optimality- Modified Distribution Method. (Special cases: Unbalanced, degeneracy).

**UNIT 3 ASSIGNMENT****9 Hrs.**

Assignment Problems- Hungarian Algorithm- Formulation and Solution of Minimization and Maximization Problems- Restricted Assignment - Travelling Salesman Problem

**UNIT 4 SEQUENCING AND GAME THEORY****9 Hrs.**

Sequencing, Johnson's Algorithm, processing of 'n' Jobs through 'm' machines (2 machines and 3 machines) - Game theory, Characteristics, Two persons game, Pure and Mixed Strategies, Saddle Point, Value of the game, Rules of Dominance, Graphical Solutions of 2 x M and N x 2 game

**UNIT 5 - REPLACEMENT****9 Hrs.**

Replacement problem. Replacement of assets that fails gradually - with and without time value of money consideration, Replacement of assets that fail suddenly, Individual and Group replacement

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Demonstrate coherent knowledge of the underlying principles and concepts in operations research
- CO2 - Describe a real-world problem, given in words and develop it into a mathematical formulation.
- CO3 - Analyse the mathematical tools that are needed to solve optimization problems.
- CO4 - Solve linear programming problems using appropriate optimization techniques, interpret the results obtained
- CO5 - Calculate appropriate time to replace the assets
- CO6 - Propose the best strategy using decision making methods under uncertainty and game theory

**TEXT / REFERENCE BOOKS**

1. Kapoor. V.K., Problems and Solutions in Operations Research, Sultan Chand & Sons, New Delhi, 2017.
2. Sundaresan. V, Ganapathy. K.S, Ganesan. K., Resource Management Technique, AR Publications, 2015.
3. Hamdy Taha, Operations Research, Pearson Education, 9<sup>th</sup> Edition, 2014.
4. Sharma J.K, Operations Research, Macmillan Business Books, 5<sup>th</sup> Edition, 2012.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

**Note:** Questions in Section A and B shall be in the proportion of 20:80 between Theory and Problems.

| SBAA1306 | ORGANISATIONAL BEHAVIOUR | L | T | P | Credits | Total Marks |
|----------|--------------------------|---|---|---|---------|-------------|
|          |                          | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To help the students to develop cognizance of the importance of human behaviour.
- To enable students to describe how people behave under different conditions.
- To provide the students to analyse specific strategic human resources demands for future action.

**UNIT 1 INTRODUCTION TO ORGANISATIONAL BEHAVIOUR****9 Hrs.**

Introduction to Organizational Behaviour - Importance of Organizational Behaviour - Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB -**Organization Design and Structure**, Basic elements of **Organization Structure**, Types of Organization Design.

**UNIT 2 INDIVIDUAL IN THE ORGANIZATION****9 Hrs.**

**Personality - Concept, Determinants, personality Traits**. - Perception - Concept, Process, Distortion, Selectivity, Implications. - Learning - Theory, Reinforcement Principles, Behavior Modification, Creativity. - Attitude and Values - Formation, Measurement, Change, Beliefs and Values.

**UNIT 3 INTERPERSONAL BEHAVIOR AND MOTIVATION****9 Hrs.**

Motivation - Theories of Motivation (Maslow, McClelland, McGregor Herzberg, Vroom, Porter & Lawler, Argyris), Implications of Employees. - **Stress: Concept - Individual and group stress - coping strategies- Nature and meaning of Interpersonal Behavior, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis, Johari Window Model.**

**UNIT 4 GROUPS IN THE ORGANIZATION****9 Hrs.**

**Group - Concepts, Types, Features, Norms & Behavior**. Stages, Group Cohesiveness - Communication - Process, Barriers, Networks, Effective Methods. - Leadership - Concept, Theories - Trait, Behavioral, Situational, Contingency, Styles, Managerial Grid - Conflict - Process, Types, Conflict Management.

**UNIT 5 ORGANIZATIONAL CULTURE, CHANGE AND DEVELOPMENT****9 Hrs.**

Types of Organizational Culture, Socialization Process; Organizational Change Need, change Process, Resistance to Change, Change Agents, **Organizational Development & Intervention Strategies** - **Power and Politics: Power and its Two Faces, Sources of Power, Organizational Politics.**

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Demonstrate the applicability of the concept of organizational behavior.
- CO2 - Analyze management issues as related to organizational behavior.
- CO3 - Evaluate ethical issues as related to organizational behavior.
- CO4 - Examine challenges of effective organizational communication.
- CO5 - Examine the differences and similarities between leadership, power and management.
- CO6 - Assess the impact of culture on organizational behavior.

**TEXT / REFERENCE BOOKS**

1. Luthans, Fred, Organizational Behavior, 11<sup>th</sup> Edition, McGraw Hill Education, 2008.
2. Robbins, Vohra, Organisational Behaviour, 15<sup>th</sup> Edition, 2013
3. Mcshane, Steven and Sharma, Radha, Organisational Behaviour, 5<sup>th</sup> Edition, McGraw Hill Education, 2012.
4. Kinicki and Kreitner, Robert, Organisational Behaviour, 5<sup>th</sup> Edition, McGraw Hill Education, 2014.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1307 | FINANCIAL MANAGEMENT | L | T | P | Credits | Total Marks |
|----------|----------------------|---|---|---|---------|-------------|
|          |                      | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To familiarize the students with the principles and practices of financial management.
- To gain the knowledge on sources of finance.
- To develop the decision making on financial aspects.

**UNIT 1 INTRODUCTION****9 Hrs.**

Introduction: Nature of Financial Management: Finance and related disciplines; Objectives :Profit Maximization, Wealth Maximization - Scope of Financial Management - Finance Decision, Finance Manager's Role - Sources of Finance - Time value of money, Risk and return.

**UNIT 2 INVESTMENT DECISION****9 Hrs.**

**Capital Budgeting** - Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index.

**UNIT 3 FINANCING DECISION - CAPITAL STRUCTURE****9 Hrs.**

Leverage: Meaning, **Measurement of Financial Leverage Operating** Leverage and Combined Leverage EBIT-EPS analysis- Capital structure -Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, and Traditional Approach). **Determinants of capital structure.**

**UNIT 4 FINANCING DECISION - COST OF CAPITAL****9 Hrs.**

Cost of Capital and Financing Decision: Sources of long-term financing Estimation of **components of cost of capital.** **Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC)**

**UNIT 5 DIVIDEND DECISIONS****9 Hrs.**

**Theories for Relevance** and irrelevance of dividend decision for corporate valuation- **Factors determining dividends- Cash and stock dividends- Dividend policies in practice**

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Describe the basic knowledge on financial knowledge.
- CO2 - Discuss the concept of time value of money.
- CO3 - Analyze the leverage effects to form long-term financial policies for business.
- CO4 - Discuss the factors determining capital structure.
- CO5 - Evaluate the various sources of finance.
- CO5 - Explain dividend policies followed in the organizations.

**TEXT / REFERENCE BOOKS**

1. M.Y. Khan & P.K. Jain, Financial Management, 5<sup>th</sup> Edition, Tata McGraw Hill, 2018.
2. S.N. Maheswari, Financial Management, 6<sup>th</sup> Edition, Sultan Chand & Sons, 2018.
3. Prasanna Chandra, Financial Management, 8<sup>th</sup> Edition, Tata McGraw Hill, 2012.
4. I.M.Pandey, Financial Management, 11<sup>th</sup> Edition, Vikas Publishing, 2015.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1402 | COMPANY LAW | L | T | P | Credits | Total Marks |
|----------|-------------|---|---|---|---------|-------------|
|          |             | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To understand the laws related with corporate.
- To make the students aware on the recent amendments to Companies Act.

**UNIT 1 JOINT STOCK COMPANY****9 Hrs.**

Meaning - Kinds Of Companies - Formation- Incorporation - Memorandum Of Association - Contents And Alteration - Doctrine Of Ultra Vires - Articles Of Association - Contents - Distinction Between The Two - Doctrine Of Indoor Management - Prospectus - Contents - Statements In Lieu Of Prospectus.

**UNIT 2 SHARE CAPITAL AND DEBENTURES****9 Hrs.**

Meaning of Shares - Kinds of Shares- Voting rights - Issue of shares at a Premium and Discount - Partly paid shares - Bonus Shares - Rights shares - Sweat Equity Shares -Debentures - Meaning-Types.

**UNIT 3 MANAGERIAL PERSONNEL****9 Hrs.**

Directors- legal position - appointment, removal, rights, duties and powers - qualification -Women Directors Independent Directors - Director Identification Number - Other Key Managerial Personnel -Related Party Transactions.

**UNIT 4 MEETING AND RESOLUTION****9 Hrs.**

Meeting- Statutory Meeting- Annual General Meeting- Extra ordinary General Meeting- Notice of Meeting-Quorum-Proxy- Board of Directors Meeting-Committee-Types of Committee - Audit Committee-Stake Holders Relationship Committee- Corporate Social Responsibility Committee. Resolutions - Ordinary Resolution - Special Resolution - Resolution requiring special notice.

**UNIT 5 WINDING UP OF COMPANY****9 Hrs.**

Modes of Winding up - Winding up by the Court - Voluntary Winding up - Types-Members Voluntary Winding up-Creditors Voluntary Winding up. National Company Law Appellate Tribunal.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Demonstrate comprehensive knowledge on company law.
- CO2 - Describe the features of joint stock company.
- CO3 - Explain the essential documents of the companies.
- CO4 - Discuss the rights, duties and legal position of managerial personnel of companies.
- CO5 - Evaluate the importance of meetings and Resolutions.
- CO6 - Elaborate the procedure for winding up of companies.

**TEXT / REFERENCE BOOKS**

1. Kapoor N.D., Business Laws, Sulthan Chand and Sons, New Delhi.
2. Sreenivasan M.R. Business Laws, Margam Publications, Chennai.
3. Shukla M.C. & Gulshan, S.S., Principles of Company Law.
4. Badri Alam S. & Saravanavel, Company Law, Himalaya Publications.
5. Gogna P.P.S., Text Book of Company Law, S.Chand & Co.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1403 | FINANCIAL SERVICES | L | T | P | Credits | Total Marks |
|----------|--------------------|---|---|---|---------|-------------|
|          |                    | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To understand the concepts of financial services.
- To learn about various financial services.
- To familiarise the role of financial services in the financial system.

**UNIT 1 INTRODUCTION****9 Hrs.**

.Financial Services - Concept - Objectives-Functions - Characteristics - Financial Services Market - Concept-Constituents- Growth of Financial Services in India-**Financial Services Sector Problems** - Financial Services Environment - The Forces - Players in Financial Markets-Interest Rate Determination - Macro Economic Aggregates in India.

**UNIT 2 MERCHANT BANKING AND PUBLIC ISSUE MANAGEMENT****9 Hrs.**

Definition - Functions - **Merchant Bankers Code of Conduct** - Public Issue Management - Concept- Functions-Categories of Securities Issue- **Mechanics of Public Issue Management** - Issue Manager - Role of issue Manager-Marketing of Issue - **Underwriting-Types-Benefits -Functions.**

**UNIT 3 LEASING AND HIRE PURCHASE****9 Hrs.**

**Lease Financing** - definition, characteristics, types of lease, - leasing process - services of the lessor - advantages of leasing - limitation of lease financing. Hire purchasing - Definition and features -**Concept of hire purchasing - Rights of hirer- Bank credit for hire purchase-difference between Hire Purchasing and Lease Finance.** -**Consumer Finance-** Mechanics-Sources- Modes-Demand for Consumer Finance.

**UNIT 4 VENTURE CAPITAL****9 Hrs.**

Venture Capital - Characteristics, Stages, Institutions.- Credit Rating System- Growth Factors - **Credit Rating Process-** Global and Domestic Credit Rating agencies.

**UNIT 5 FACTORING AND MUTUAL FUNDS****9 Hrs.**

**Factoring-**Mechanism- Functions of a Factor - **Factoring Vs bills discounting- Forfeiting - Mutual Funds** - Types - Legal Aspects - Advantages.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Understand the fundamentals of financial services and players in financial sectors.
- CO2 - Discuss the functions of financial services.
- CO3 - Evaluate different financing methods.
- CO4 - Explain the various sources of finance in the market.
- CO5 - Describe the regulatory framework of financial services.
- CO6 - Choose the appropriate source of finance.

**TEXT / REFERENCE BOOKS**

1. Gurusamy S., Essentials of Financial Services, Vijay Nicole Imprints.
2. Gomez Clifford, Prentice Hall of India, Financial Markets, Institutions and Financial Services.
3. Meir Kohn, Financial Institutions and Markets, Oxford University Press.
4. Vasant Desai, Financial Markets and Financial Services, Himalayan Publishing House Pvt. Ltd., 2000.
5. Santhanam B., Financial Services, Margam Publications.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1405 | ESSENTIALS OF MARKETING | L | T | P | Credits | Total Marks |
|----------|-------------------------|---|---|---|---------|-------------|
|          |                         | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To provide basic knowledge of concepts, principles, tools and techniques of marketing.
- To understand the implications of marketing strategies.
- To gain knowledge on market segmentation and targeting.

**UNIT 1 INTRODUCTION****9 Hrs.**

Nature, **scope and importance of marketing**; Evolution of marketing; Selling vs Marketing; Classification of Markets.- Marketing environment: concept, importance, and components- Elements of Marketing mix.

**UNIT 2 MARKET SEGMENTATION AND CONSUMER BEHAVIOUR****9 Hrs.**

Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases.. **Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour.**

**UNIT 3 PRODUCT AND PRICING****9 Hrs.**

Product classifications; Concept of product mix- **Branding, packaging and labeling**- Product-Support Service- Product life-cycle- **New Product Development Process. Pricing: Significance. Factors affecting price of a product. Pricing policies and strategies**

**UNIT 4 PROMOTION AND CHANNELS OF DISTRIBUTION****9 Hrs.**

Promotion: Nature and importance - Promotion mix: advertising, personal selling, public relations & sales promotion- Channels of distribution - Types of distribution channels; Functions of middle man- Wholesaling and retailing; Types of Retailers- e-tailing- **Physical Distribution.**

**UNIT 5 RECENT TRENDS IN MARKETING****9 Hrs.**

Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism- Consumer Rights, Consumer Grievance Redressal Forums.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Discuss the traditional and contemporary marketing concepts
- CO2 - Develop strategies for developing new products and services
- CO3 - Determine market segments and target customers
- CO4 - Formulate suitable promotion mix
- CO5 - Examine consumer buying behaviours
- CO6 - Evaluate the costs and benefits of marketing channels;

**TEXT / REFERENCE BOOKS**

1. Rajan Nair, Marketing, Sulthan Chand & Sons, New Delhi.
2. Varshney, Marketing Management, Sulthan Chand & Sons, New Delhi.
3. Chandrasekar K.S., Marketing Management: Text and Cases, Vijay Nicole Imprints.
4. Gandhi J.C., Marketing, Himalaya Publications.
5. Radha, Marketing, Prasanna Publications, Chennai.
6. Santhanam, Marketing, Margham Publications, Chennai.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1406 | PRODUCTION MANAGEMENT | L | T | P | Credits | Total Marks |
|----------|-----------------------|---|---|---|---------|-------------|
|          |                       | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To understand the basic concepts of Production Management.
- To evaluate between Location and Layout.
- To know about the various Inspection techniques.

**UNIT 1 INTRODUCTION TO PRODUCTION MANAGEMENT****9 Hrs.**

Introduction to production and production management: Meaning - Definition - Objectives - Characteristics - Types of **Production System** - Productivity - **Product Design** - Process Planning. **Production planning and control**- Elements, objectives, stages, requirements, measurement of effectiveness of PPC

**UNIT 2 FACILITIES LOCATION AND LAYOUT****9 Hrs.**

Introduction to plant location - **location need analysis** - **factors affecting plant location decision** - **comparison of site location area** - Introduction to plant layout - essentials of good plant layout - types of layout - process , product, fixed position , group and cell layout.

**UNIT 3 MATERIALS HANDLING AND MAINTENANCE****9 Hrs.**

**Materials handling**- Principles of materials Handling - **Materials handling equipment**. Maintenance: **Types of maintenance, Procedure for maintenance.**

**UNIT 4 WORK AND METHOD STUDY****9 Hrs.**

**Work and Method study** - Importance of work study - **work study procedures** - **time study** - **human considerations in work study** - **Introduction to method study** - **objectives of method study** - steps involved in method study. Work measurement - objectives of work measurement - techniques of work measurement - computation of standard time - allowance - comparison of various techniques.

**UNIT 5 INSPECTION****9 Hrs.**

**Inspection** : Objectives - Functions - Centralized and Decentralized Inspection - **Quality Control: Objectives - Advantages - SQC (Statistical Quality Control ) :Techniques - Benefits - Control Charts - Advantages - X Chart - R Chart - C Chart - P Chart - Quality Circle - Characteristics - Advantages.**

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Understand the fundamentals of Production Management
- CO2 - Evaluate the various types of Location and Layouts
- CO3 - Apply knowledge to evaluate Maintenance Procedures
- CO4 - Use the various techniques of Work Measurement
- CO5 - Develop Statistical Quality Control
- CO6 - Analyze and improve the Inspection Procedures

**TEXT / REFERENCE BOOKS**

1. Aswathappa K. & Shridhar Bhat K., Production and Operations Mgt., 2<sup>nd</sup> Edition, Himalaya Publishing House, 2010.
2. Goel B.S., Production and Operations Management, 2<sup>nd</sup> Edition, Pramod Prakashan Publication, 2006.
3. Chary S., Production and Operations Management, 4<sup>th</sup> Edition, Tata McGraw Hill, 2009.
4. Panneer Selvam, Production and Operations Management, 2<sup>nd</sup> Edition, Prentice Hall Inc., 2010.
5. Gopalakrishnan. P., Materials Management, 1<sup>st</sup> Edition, Tata McGraw Hill, 2004.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1407 | OFFICE MANAGEMENT | L | T | P | Credits | Total Marks |
|----------|-------------------|---|---|---|---------|-------------|
|          |                   | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To familiarize the students with the activities in a modern office.
- Understand the facilities provided to the staff working in the office.
- To know the role of secretary in an organisation.

**UNIT 1 OFFICE MANAGEMENT - FILING AND INDEXING****9 Hrs.**

**Office Management:** Meaning of office. Functions of office - primary and administrative management functions, importance of office, duties of the office manager, his qualities and essential qualifications. **Filing and Indexing:** Filing and Indexing - Its meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, methods of filing and filing equipment.

**UNIT 2 MAIL AND MAILING PROCEDURE****9 Hrs.**

**Meaning and importance of mail,** centralization - its advantages - room equipment and accessories, sorting tables and rack - letter opener, time and date stamps, postal franking machine, addressing machine - mailing scales, mailing through post, courier, email, appending files with email. Inward and outward mail.

**UNIT 3 MODERN OFFICE EQUIPMENTS****9 Hrs.**

Introduction, meaning and Importance of office automation, objectives of office mechanization, advantages, disadvantages, factors determining office mechanization. Kind of office machines: personal computers, photocopier, fax, telephone, telephone answering machine, dictating machines, etc.

**UNIT 4 BANKING FACILITIES AND MODE OF PAYMENTS****9 Hrs.**

**Types of accounts. Passbook and cheque book.** Other forms used in banks. ATM and money transfer - Types of payments handled such as postal orders, Cheque (crossed/uncrossed), post-dated and pre-dated Cheques, stale Cheque, dishonored Cheque.

**UNIT 5 ROLE OF SECRETARY****9 Hrs.**

Definition; Appointment; Duties and Responsibilities of a Personal Secretary; Qualifications -Modern technology and office communication, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting. Agenda and Minutes of Meeting. Drafting, fax-messages, email. **Maintenance of appointment diary**

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Understand the various administrative systems required in an Office.
- CO2 - Apply competency in managing banking transactions.
- CO3 - Develop effective filing system.
- CO4 - Manage office equipment efficiently.
- CO5 - Discuss the roles and responsibilities of personal secretary.
- CO6 - Prepare Agenda and Minutes of Meeting.

**TEXT / REFERENCE BOOKS**

1. Bhatia R.C. Principles of Office Management, Lotus Press, 1<sup>st</sup> Edition, 2012.
2. Ghosh Evam Aggarwal: Karyalaya Prabandh, Office Management, Sultan Chand & Sons, 12<sup>th</sup> Edition, 2015.
3. Chopra R.K., Office Management, Himalaya Publishing House, 10<sup>th</sup> Edition, 2015.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1502 | MANAGEMENT ACCOUNTING | L | T | P | Credits | Total Marks |
|----------|-----------------------|---|---|---|---------|-------------|
|          |                       | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To gain the basic knowledge of Management accounting concepts.
- To enable the students to prepare Budgets.
- To interpret the financial data for managerial planning, control and decision making.

**UNIT 1 INTRODUCTION****9 Hrs.**

Meaning, definition, objectives, nature and scope, role of management accountant, relationship between financial accounting, cost accounting and management accounting - **Techniques of Financial Statements** - Types, methods of financial analysis - Comparative Statements, Common Size Statements, **Trend Analysis**, Problems.

**UNIT 2 RATIO ANALYSIS****9 Hrs.**

Accounting Ratios - Meaning, Definition - Interpretation - benefits and limitations - Classification of ratios - Liquidity, **profitability, turnover, and capital structure and leverage ratios.**

**UNIT 3 FUND FLOW AND CASH FLOW ANALYSIS****9 Hrs.**

Funds Flow and Cash flow analysis - **Statement of changes in working capital, calculation of funds from operation- funds flow statement. Cash flow analysis - as per the AS and IFRS requirements.**

**UNIT 4 BUDGETS AND BUDGETARY CONTROL****9 Hrs.**

Definition and Meaning of **Budgetary control**. Objectives of Budgetary control - Procedure - Essentials - Advantages and Limitations of Budgetary control - **Types of Budgets Cash Budget, Sales Budget, Production Budget, Materials Budget, and Master Budget- Various budgetary techniques and practices.**

**UNIT 5 MARGINAL COSTING****9 Hrs.**

**Absorption Costing and Marginal Costing** - Cost Volume Profit Analysis - Break Even Analysis - Break Even Chart - Margin of Safety.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Compare and discuss the financial statements.
- CO2 - Examine the financial position of an organization using ratio analysis.
- CO3 - Prepare budgets.
- CO4 - Analyse the Cash Flows.
- CO5 - Evaluate the financial performance of an organization.
- CO6 - Prepare financial reports for management.

**TEXT / REFERENCE BOOKS**

1. Jain and Narang. Cost and Management Accounting, Kalyani Publishers.
2. Prabhakara Rao. Management Accounting, Excel books.
3. Sharma and Shashi Gupta. Management Accounting, Kalyani Publishers.
4. S.N.Maheswari, Management accounting, Vikas publications.
5. A.K. Vashisht, J.S. Pasricha, Management Accounting, Unistar Books Pvt. Ltd.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

**Note:** Questions in Section B shall be in the proportion of 20:80 between Theory and Problems.

| SBAA1503 | BUSINESS ETHICS AND CSR | L | T | P | Credits | Total Marks |
|----------|-------------------------|---|---|---|---------|-------------|
|          |                         | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To understand the importance of business ethics.
- To classify the ethical issues facing businesses.
- To familiarise the concepts and challenges of incorporating social responsibility into corporate strategy.

**UNIT 1 INTRODUCTION****9 Hrs.**

Business ethics -Definition- nature - Characteristics, **Ethical theories**-Causes of unethical behavior; Ethical abuses- Work ethics; Code of conduct;- Public good

**UNIT 2 ETHICS THEORY AND BEYOND****9 Hrs.**

Management of Ethics - **Ethics analysis** [ Hosmer model ]; Ethical dilemma; Ethics in practice ethics for managers; Role and function of ethical managers- Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; **Cost of ethics in Corporate ethics evaluation. Business and ecological / environmental issues in the Indian context and case studies**

**UNIT 3 LEGAL ASPECTS OF ETHICS****9 Hrs.**

Political - legal environment; Provisions of the Indian constitution pertaining to Business; **Political setup** - major characteristics and their implications for business; Prominent features of MRTP & FERA. Social - cultural environment and their impact on business operations, Salient features of Indian culture and value- Economic Environment,-Main features of **Economic Planning with respect to business**

**UNIT 4 CORPORATE SOCIAL RESPONSIBILITY****9 Hrs.**

Corporate social responsibility: Meaning, Evolution of corporate social responsibility, **Limits of corporate social responsibility**, Voluntary responsibility Vs. Legal requirements, Profit maximization vs. social responsibility.

**UNIT 5 SOCIALLY RESPONSIVE MANAGEMENT****9 Hrs.**

**Strategies of response**, formulating socially responsive strategies, Implementing social responsiveness, making a social strategy work, **Conceptual framework of social responsibilities of business, SWOT analysis for evaluating organizational framework for discharging social responsibility, Financial incentives for social responsibility, Role of self-regulation in discharge of social responsibility.**

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Understand the ethical aspects in all areas of business.
- CO2 - Discuss the social responsibility of business.
- CO3 - Critically analyse legal aspects of ethics in business.
- CO4 - Evaluate CSR initiatives.
- CO5 - Develop appropriate CSR alternatives.
- CO6 - Apply ethical principles in managing and decisions making.

**TEXT / REFERENCE BOOKS**

1. A.C. Fernando-Business Ethics, Prentice Hall, Latest Edition.
2. Andrew Crane and Dark Matter, Business Ethics, Oxford Publications.
3. M. Jennings, Business Ethics, Latest Edition
4. Hartman-Business Ethics, Latest Edition

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1504 | BUSINESS POLICY AND STRATEGY | L | T | P | Credits | Total Marks |
|----------|------------------------------|---|---|---|---------|-------------|
|          |                              | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To enhance student's ability to integrate and appreciate the changes in the business environment.
- To understand the culmination of different functional areas into building up of a corporate strategy.
- To expose the students to the various approaches in crafting business strategy and tools.

**UNIT 1 INTRODUCTION****9 Hrs.**

Introduction- Overview of Business Policies-Importance of Business Policies- Definitions of Policy, Procedures, Process and Programmes, -Types of Policies- Business Policy Statements- Corporate Culture-Objectives-Types-Characteristics-Objective Setting-Policy Formulation and Implementation -Factors Considered Before Framing Business Policies, Steps Involved in Framing Business Policies.

**UNIT 2 SOCIETY AND BUSINESS****9 Hrs.**

Society and Business: Business ethics -Ethics and Values- Ethical Conduct and Unethical Conduct- Impact of Ethical Conduct-, Social responsibility of Business / Indian Businessmen-Areas of social Responsibility- Social Audit. Business Policy in Various Economic Systems: Capitalist Economy: Economic System of Socialism and mixed Economic system.

**UNIT 3 ENVIORNMENTAL ANALYSIS****9 Hrs.**

Introduction, Strategy Analysis and its Importance, Environmental Appraisal and Scanning Techniques, Organisational Position and Strategic Advantage Profile, Strategic Management Model-Swot Analysis: Elements of Business Policy: Implementation of Policy.

**UNIT 4 STRATEGIC MANAGEMENT****9 Hrs.**

Strategic Management: Introduction, Strategic Management, Need, scope, key features and importance of strategic management, Role of Strategists in Decision Making, strategists at various management levels, , Limitations of Strategic Management-Strategy Formulation-Process in Strategy Formulation- Strategy Implementation and its Stages.

**UNIT 5 CORPORATE STRATEGY****9 Hrs.**

Corporate Strategy: Functions and importance - Types of strategies -Grand Strategies - BCG Matrix strategy, GEC Matrixstrategy, TOWS Matrix strategy, Ansoff Product Matrix strategy.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Identify and the various levels at which strategic decision making happens in an organization.
- CO2 - Understand the factors that shape the SWOT analysis of a firm and develop an environment appraisal that will lead to formulation of strategic plans.
- CO3 - Analyze the suitability of strategies that firms have developed in the real world scenario to achieve valuable outcomes.
- CO4 - Understand the basic concepts and principles of strategic management analyse the internal and external environment of business.
- CO5 - Develop and prepare organizational strategies that will be effective for the current business environment.
- CO6 - Devise strategic approaches to managing a business successfully in a global context.

**TEXT / REFERENCE BOOKS**

1. Lawrance, Jauch and William Blucck Business Policyand Strategi Mgt., McGraw Hill Intl. 2015.
2. Mamoria and Mamoria, Business planning and Policy', Himalaya Publishing House, 2013.
3. Budhiraja S.B. and Athreya M.B., Cases in Strategic Management, Tata McGraw Hill, 2017.
4. Wheelan and Kansal, Concepts in Strategic Management and Business Policy, Pearson. 14<sup>th</sup> Edition, 2016.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1601 | RESEARCH METHODOLOGY | L | T | P | Credits | Total Marks |
|----------|----------------------|---|---|---|---------|-------------|
|          |                      | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To understand the concepts of research.
- To provide an insight into the techniques of research.
- To learn the requisites of writing a research report.

**UNIT 1 INTRODUCTION****9 Hrs.**

Definition of Research - Objectives - Characteristics - Methods of Research - Relevance of Research in Decision making in various functional areas of management.

**UNIT 2 RESEARCH PROCESS****9 Hrs.**

**Formulation of Research problem** - Literature survey developing Hypothesis - Research Design and Types - Determination of sampling plan - collection of Data - Analysis of Data - Testing of Hypothesis

**UNIT 3 SAMPLING METHODS****9 Hrs.**

Methods - Merits & Demerits - **Sample size and its determination - Collection of Data** (Methods, Merits and Limitations) - **Designing of a Questionnaire - Types Construction Procedure - Questionnaire Vs Schedule.**

**UNIT 4 DATA ANALYSIS****9 Hrs.**

**Editing and Coding of Data** - Classification and usefulness of Statistical tools - Hypothesis Testing - Tabulation -Significance and Guidelines - Types of Tables and Diagrams used in Research.

**UNIT 5 RESEARCH REPORT****9 Hrs.**

**Research Report** -Types - **Mechanics in writing report precautions - Structure of a report - appendix - bibliography - Executive Summary - Briefing - Evaluation of Research report- Ethics in research**

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Demonstrate research processes
- CO2 - Describe measurement scales and instruments and their appropriate uses
- CO3 - Analyze the different sampling methods
- CO4 - Examine the various data sources
- CO5 - Conduct research in different areas
- CO6 - Prepare a research report

**TEXT / REFERENCE BOOKS**

1. Kothari K.C., Research Methodology, 2nd Edition, New age publications.
2. Pannerselvam, Research Methodology, 1st Edition, Prentice Hall Inc.
3. Dr.Tripathi P.C, Research Methodology in Social Science, sultan Chand & Sons.
4. P.Saravanavel, Research Methodology, KitabMahal, New Delhi.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA1602 | INTERNATIONAL TRADE | L | T | P | Credits | Total Marks |
|----------|---------------------|---|---|---|---------|-------------|
|          |                     | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To help students acquire familiarity of the knowledge and process of export and import trade.
- To expose them to the recent trends and practices prevalent in the international trade;
- To make the students understand the issues and challenges in the international trade.

**UNIT 1 INTRODUCTION TO INTERNATIONAL TRADE****9 Hrs.**

International Trade - Importance of international trade - **Theories of Foreign Trade** Smith, Ricardo, Haberier's Hechsher - Ohlin- Domestic Vs International - Advantages of International Trade International Business Environment (IBE) - Elements of IBE - Importance of understanding IBE - **Trade in Services**.

**UNIT 2 EXPORT AND IMPORT****9 Hrs.**

Legal aspects of exports and trade - **International Law** - Private Law Transport Contracts- Payment and Credit Settlement of disputes- Indian Laws: Exim Policy - Law relating to packing - Pricing - Advertising Distribution. Free Trade Vs Protection: Barriers to Trade - Tariff & Non-tariff barriers -GATT and WTO - Origin, objectives, **structure and functions - GATS & TRIPS** - UNCTAD - Objectives, structure and functions - GSP & GSTP.

**UNIT 3 EXPORT FINANCE****9 Hrs.**

Export financing- methods and sources of export finance - terms of payment for export - letter of credit - Institutional aid for export financing. RBI - Exim Bank, ECGC- Commercial Banks - **Export pricing; factors influencing export price**- forms of pricing **International Economic Groupings: Meaning and stages in their evolution - Regional Trading Agreements - EU, NAFTA, SAFTA, BIMSTEC, ASEAN - objectives and functions** -

**UNIT 4 INTERNATIONALISATION****9 Hrs.**

Multinational Corporations (MNCs): Stages in Internationalisation of a firm - Emergence, definition, characteristics & classification of MNCs - merits & demerits of MNCs - **Regulation of MNCs - MNCs and International Business**.

**UNIT 5 EXPORT PROCEDURE****9 Hrs.**

Export Procedure and documentation export order execution, Project Preparation - Quality control and shipment inspection - packaging - freight forwarders - cargo insurance - customs clearances - documentation procedure and clearing export bills, **Import procedure - import licensing - Replenishment license- Advance import license- Pass book scheme- import of capital good**.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Understand the concept of international trade.
- CO2 - Analyze and evaluate different trade policies of various nations.
- CO3 - Understand the EXIM policy and procedures.
- CO4 - Explain the benefits of immigration.
- CO5 - Perform analyses of foreign exchange transactions.
- CO6 - Differentiate between various monetary systems.

**TEXT / REFERENCE BOOKS**

- Francis Cherunilam, International Business Text & Cases, 4<sup>th</sup> Revised Edition, Prentice Hall of India 2017.
- International Business, P. Subba Rao, 2<sup>nd</sup> Edition, Himalaya Publishing House, Mumbai, 2016.
- Rakesh Mohan Joshi, International Marketing, Oxford University Press, New Delhi, 2015.
- Neelamegam, International Trade, 1<sup>st</sup> Edition, Vrinda Publications, New Delhi, 2014.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****PART A:** 10 Questions of 2 marks each - No choice**PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**Exam Duration: 3 Hrs.****20 Marks****80 Marks**

| SBAA1603 | ENTREPRENEURSHIP ESSENTIALS | L | T | P | Credits | Total Marks |
|----------|-----------------------------|---|---|---|---------|-------------|
|          |                             | 4 | 0 | 0 | 4       | 100         |

**COURSE OBJECTIVES**

- To orient the learner toward entrepreneurship as a career option and creative thinking.
- To gain the knowledge about the concepts and role of business houses.
- To identify the sources of new ideas.

**UNIT 1 INTRODUCTION****9 Hrs.**

Meaning, elements, determinants and importance of entrepreneurship and creative behavior; Entrepreneurship and creative response to the society' problems and at work; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship and social entrepreneurship.

**UNIT 2 ENTREPRENEURSHIP AND MSME****9 Hrs.**

Concept of business groups and role of business houses and family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations; Conflict in family business and its resolution.

**UNIT 3 PUBLIC AND PRIVATE SYSTEM****9 Hrs.**

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

**UNIT 4 SOURCES OF BUSINESS IDEAS AND TESTS OF FEASIBILITY****9 Hrs.**

Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

**UNIT 5 MOBILISING RESOURCES****9 Hrs.**

Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management.

**Max.45 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 - Understand the nature of entrepreneurship.
- CO2 - Describe the function of the entrepreneur.
- CO3 - Build an entrepreneurial business idea.
- CO4 - Assess opportunities and constraints for new business ideas.
- CO5 - Identify personal attributes that enable best use of entrepreneurial opportunities.
- CO6 - Design strategies for successful implementation of ideas.

**TEXT / REFERENCE BOOKS**

1. Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning, 1<sup>st</sup> Edition, 2012.
2. Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw Hill Education, 8<sup>th</sup> Edition, 2013.
3. Desai, Vasant. Dynamics of Entrepreneurial Development and Management, Mumbai Himalaya Publishing House, 6<sup>th</sup> Edition, 2011.
4. Holt, David H. Entrepreneurship: New Venture Creation. Pearson, 2016.

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each - No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

| SBAA2501 | MS-OFFICE LAB | L | T | P | Credits | Total Marks |
|----------|---------------|---|---|---|---------|-------------|
|          |               | 0 | 0 | 2 | 1       | 100         |

**I. MS WORD****Creating Business Documents using the following facilities:**

1. Text Manipulations
2. Usage of Numbering, Bullets, Footer and Headers
3. Usage of Spell check, Find & Replace
4. Text Formatting
5. Picture insertion and alignment
6. Creation of documents, using templates
7. Mail Merge Concepts
8. Copying Text & Pictures from Excel

**II. MS-EXCEL**
**Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression using the following facilities:**

9. Cell Editing
10. Usage of Formulae and Built-in Functions
11. Data Sorting (both number and alphabets)
12. worksheet Preparation
13. Drawing Graphs
14. Usage of Auto Formatting

**III. MS-POWER POINT****Creating Business Presentations using following facilities**

15. Inserting Tables, Images, texts, Symbols, Clip arts, Pictures, and New Slides
16. Frame movements of the above
17. Preparation of Organization Charts
18. Presentation using Wizards
19. Usage of design templates Slides,
20. Design; Transition; Animation; and Slideshow