THIRUVALLUVAR UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION

DEGREE COURSE

CBCS PATTERN

(With effect from 2020 - 2021)

The Course of Study and the Scheme of Examinations

S.NO.	Part	Study Components	Course Title	Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
							CIA	Uni. Exam	Total
		SEMESTER I							
1	I	Language	Paper-1	6	4	Tamil/Other Languages	25	75	100
2	II	English (CE)	Paper-1	6	4	**Communicative English I**	25	75	100
3	III	Core Theory	Paper-1	5	3	Principles of Management	25	75	100
4	III	Core Theory	Paper-2	5	3	Business Mathematics & Statistics I	25	75	100
5	III	ALLIED -1	Paper-1	6	3	(**to choose any 1 out of 3**) 1. Business Organization 2. Principles of Insurance 3. Business Ethics	25	75	100
6	III	PE	Paper-1	6	3	**Professional English I**	25	75	100
7	IV	Environmental Studies		2	2	Environmental Studies	25	75	100
				36	22		175	525	700
		SEMESTER II					CIA	Uni. Exam	Total
8	I	Language	Paper-2	6	4	Tamil/Other Languages	25	75	100
9	II	English (CE)	Paper-2	4	4	**Communicative English I**	25	75	100
10	III	Core Theory	Paper-3	5	3	Business Environment	25	75	100
11	III	Core Theory	Paper-4	5	3	Business Mathematics & Statistics II	25	75	100
12	III	ALLIED-1	Paper-2	6	5	(**to choose any 1 out of 3**) A. Customer Relationship Management B. Principles of Banking System C. Fundamentals of Computer	25	75	100
13	III	PE	Paper-2	6	3	**Professional English II**	25	75	100
14	IV	Value Education		2	2	Value Education	25	75	100
15	IV	Soft Skill		2	1	Soft Skill	25	75	100
				36	25		200	600	800

THIRUVALLUVAR UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS
UNDER CBCS
(With effect from 2020-2021)

SEMESTER I

CORE THEORY
PAPER - 1

PRINCIPLES OF MANAGEMENT

Course Objectives

1. To familiarize the students with basic concept of management.

2. To acquire skills to become a good manager.

3. To plan effectively.

4. To take right decisions.

5. To understand the theories of management.

6. To understand the functions of management.

UNIT-1

Management - Definition - Importance - Nature and Scope of Management - Objectives of management - Process - Levels of Management - Role and function of a Manager – Administration vs Management - Management as an Art or Science - Management as a Profession - Contributions of Henry Fayol and F W Taylor to Management.

UNIT-2

Planning – Definition- Nature - Importance - Steps in Planning – Limitations of Planning- features of good plan- obstacles to effective planning- types- Objectives - Policies - Procedures - and Methods - Decision making – definition - Process of decision making - Types of managerial decision- key to success in decision making.

UNIT-3

Organizing – Meaning of organisation- elements of organisation – Process of organizing- Importance - Types of Organization structure - Span of Control –meaning- theory of Graicunass- factors determine span of management- Principles of Organisation- Departmentation Committee - formal organisation- Informal Organization.

UNIT-4

Authority - Delegation - Decentralization - Difference between authority and power - Uses of authority - Staffing - Sources of recruitment - Selection process - Training - Directing - Nature and purpose of Directing – Motivation (Maslow' s Need Hierarchy Theory , Hertzberg Theory, X and Y Theory) – Social responsibilities of business.

UNIT-5

Co-ordination – nature and characteristics - Need of co-ordination - Types - Techniques - Distinction between Co-ordination and Co-operation – Controlling – meaning- nature and purpose of control- need and importance of Controls - Control Process- problems in control process.

Text Books

Unit-1
 P.C. Tripathi & P.N. Reddy , Principles of Management , Tata McGraw-Hill
 Dr. C.D.Balaji, Principles of Management, Margham Publications.

Unit-2
J. Jayasankar , Principles of Management , Margham Publications.
Dr. C.B.Gupta Business Management, Sultan Chand & Sons

Unit-3
 P.C. Tripathi & P.N. Reddy , Principles of Management , Tata McGraw-Hill
Dr. C.B.Gupta Business Management, Sultan Chand & Sons

Unit-4
J. Jayasankar , Principles of Management , Margham Publications.
Dr. C.B.Gupta Business Management, Sultan Chand & Sons

Unit-5
J. Jayasankar , Principles of Management , Margham Publications.
Dr. C.B.Gupta Business Management, Sultan Chand & Sons

Reference Items: Books and Journal

1. Hanagan , Management Concepts & Practices , MacMillan India Ltd.

2. Prasad L.M. , Principles and Practice of Management, Sultan Chand & Sons, New Delhi.

3. Peter F. Drucker , Practice of Management,

4. Harold Koontz, Aryasri & Heniz Weirich , Principles of Management - Tata McGraw-Hill

5. R.N. Gupta , Principles of Management , S.Chand &Co.

6. R.K.Sharma and Shashi K Gupta , Principles of Management, Kalyani Publishers.

7. James A.F.Stoner , Edward and Daniel, Management , Pearson Education.

E- Materials

- www.sasurieengg.com

- www.toolshero.com

- www.mindtools.com

- https://education.stateuniversity.com

- https://iedunote.com

- https://managementhelp.org

- https://icmrindia.org

- https://casestudyinc.com

Course outcome

1. After studied unit-1, the student will be able to understand the concept of management.

2. After studied unit-2, the student will be able to plan and make decisions.

3. After studied unit-3, the student will be able to differentiate organisation structure and know the functioning

4. After studied unit-4, the student will be able to delegate work, differentiate between power and authority

5. After studied unit-5, the student will be able to coordinate activities in an organisation.

CORE THEORY
PAPER - 2

BUSINESS MATHEMATICS AND STATISTICS – II

Course Objectives

1. To familiarize students with the basic concepts in Business Mathematics and Statistics

2. To make students understands various Measure of central tendency.

3. To Know principles of construction of Dispersion

4. To be able to choose rational options in practical decision making Finance

5. To have Rules for Differentiation

UNIT- I

Statistics – Definition – scope and Limitation – Presentation of data- Simple Bar Diagram, Multiple Bar Diagram ,Component Bar Diagram ,Percentage Bar Diagram ,Pictogram Diagrammatic and graphical Representation of Data- Frequency Polygon, Frequency Curve, Cumulative Frequency Curve.

UNIT-II

Measure of central tendency – Arithmetic Mean ,Weighted Arithmetic Mean –Frequency Distribution ,Properties of AM Combination Mean ,Geometric Mean ,Harmonic Mean - Median and Mode ,Quartile and Deciles .

UNIT-III

Measure of Dispersion – Range, Merit and Demerit - Mean Deviation – Quartile Deviation - Standard Deviation –- Relative Measure- Coefficient Variation.

UNIT-IV

Mathematics for Finance – Simple and compound Interest, Effective rate of interest – Annuities, Leasehold estate, Free Hold Estate, Amortization, Immediate Annuity, Present value of an immediate annuity - Discounts and mathematics present values.

UNIT- V

Basic calculus – Rules for Differentiation, Introduction, Function, Properties of limits – Continuity -Derivative of trigonometric function, Product Rule, Quotient Rule, Function.

Proportion of Theory and Problem: 20:80

Text Books

Unit-1

Dr. P.R. Vittal Business Mathematics and Statistics – Margham Publications.

S P Rajagopalan and R Sattanathan - Business Mathematics- Vijay Nicole Imprients (p) Ltd
Unit-2

Dr. P.R. Vittal Business Mathematics and Statistics – Margham Publications.
S P Rajagopalan and R Sattanathan - Business Statistics - Vijay Nicole Imprients (p) Ltd
Unit-3

Dr. P.R. Vittal Business Mathematics and Statistics – Margham Publications.
Prof. A. V. Rayarikar , P. G. Dixit Business Mathematics And Statistics Kindle Edition

Unit-4

Dr. P.R. Vittal Business Mathematics and Statistics – Margham Publications.
Prof. A. V. Rayarikar , P. G. Dixit Business Mathematics And Statistics Kindle Edition
Unit-5

Dr. P.R. Vittal Business Mathematics and Statistics – Margham Publications.
S P Rajagopalan and R Sattanathan - Business Statistics - Vijay Nicole Imprients (p) Ltd
Reference Items: Books and Journal

1. J.K. Sharma Business Statistic ,Pearson Publication
2. P. Navaneetham. Business Statistic and Mathematics
3. S.P Gupta , Statistical Methods, Sultan Chand & Sons
4. S.G Gupta , and V K Kapoor,Fundametal of Applied Statistics , Sultan Chand & Sons
5. A Francis; Ben Mousley Business mathematics and statistics Andover, United Kingdom Cengage Learning

E- Materials

- https://www.worldcat.org/title/business-mathematics-and-statistics/oclc/942846251
- https://bookboon.com/en/statistics-and-mathematics-ebooks
- https://books.google.co.in/books/about/Business_Mathematics_and_Statistics.html?id=wuX_rGhbp60C

Course Outcome

After studied this course the students will be able -

1. To apply basic terms of statistical data solving practical problems field of as of business.

2. To explain basic methods of Measure of central tendency
3. To solve problems in the areas of simple and compound interest account, use of compound interest.
4. To discuss effects of various types and methods of interest account.
5. Connect acquired knowledge and skills with practical problems.

1. BUSINESS ORGANIZATION

Course Objectives

1. The course aims to provide the basic concept with regard to business enterprises
2. To obtain knowledge of business and its functional areas.
3. To understand in detail the types of Business.
4. To study the factors that influence the location
5. To obtain in depth understanding of the Stock Exchanges and its functions.
6. To gain Knowledge about Trade Associations and Chamber of commerce

UNIT-I

Business - Meaning - Types of Business and Profession - Organization - Meaning and Importance of Business Organization.

UNIT-II

Forms of Business Organization - Sole Trader, Partnership - Joint Hindu Family System - Joint Stock Companies - Co-operative Societies - Public Utilities and Public Enterprises.

UNIT-III

Location of Industry - Factors influencing location and size - Industrial Estates and District Industries Centre.

UNIT-IV

Stock Exchange - Functions - Working - Services - Regulations of Stock Exchange in India, Business combinations - Causes - Types - Effects.

UNIT-V

Trade Associations and Chamber of Commerce – Objectives - Functions – Differences between Trade Association and Chamber of Commerce.

Text Books

Unit 1

Sundar K, Business Organization, Vijay Nicole Imprints Pvt. Ltd.
G. Prasad, C.D. Balaji, Business Organization, Margham Publications.

Unit 2
Tapas Ranjan Saha, Business Organisation and Management , Vijay Nicole Imprints
Gupta C B –Modern Business Organisation, National Publishing House,

Unit 3
Gupta C B –Modern Business Organisation, National Publishing House,
Vasudevan and Radhaswami , Business Organization, S. Chand & Company, New Delhi.

Unit 4
Gupta C B –Modern Business Organisation, National Publishing House,
Sundar K, Business Organization, Vijay Nicole Imprints Pvt. Ltd.

Unit 5
Gupta C B –Modern Business Organisation, National Publishing House,
Vasudevan and Radhaswami , Business Organization, S. Chand & Company, New Delhi

Reference Items: Books and Journal

1. Bhusan Y. K , Business Organization.

2. Prakesh Jagadeesh , Business Organization and Management.

3. Reddy P. N. and Gulshan S , Principles of Business Organization and Management.

4. Chabra T N , Business Organisation.

5. M C. Shukla , Business Organization & Management

E- Materials

- business.udemy.com

- www.coursera.org › browse › business

- www.businessmanagementdaily.com › business-management-daily-ed.

Course Outcome

1. After studied unit -1 , the students understands the basic fundamentals of the business organization.

2. After studied unit -2, the student aattains the knowledge of various forms and types of the business organization.

3. After studied unit -3, the student understands the main working aspects of organizations.

4. After studied unit -4 the student aacquires in depth understanding of the Stock Exchanges and its functions.

5. After studied unit -4, the students gain knowledge about Trade Associations and Chamber of commerce

2. PRINCIPLES OF INSURANCE

Course Objectives:
1. To understand the basic functions and legal principles of insurance.

2. To attain the knowledge of various types of Insurance.

3. To apply the knowledge on the insurance-related legal principles.

4. To attain in depth knowledge in Life Assurance.

5. To understand Marine and Fire Insurance.

UNIT-I

Definition of insurance - classification of Contracts of Insurance - Marine and Non-Marine - General principles of law as applied to non-marine insurance.

UNIT-II

Life Assurance - objectives of Life Assurance - principles of Life Assurance - different plans of Life Assurance and annuities - policy condition and privilege - assignment and nomination - lapses and revivals - surrender values and loans - claims - double insurance.

UNIT-III

Marine Insurance - principles of marine insurance - functions of marine insurance - proximate clause - subrogation and contribution

UNIT-IV

Types of marine policy - clauses in general use - warranties - kinds of marine losses - reinsurance and double insurance.

UNIT-V

Fire insurance - principles of law as applied to fire insurance - the subject matter of fire insurance - fire waste - hazard types of fire policy - cover notes - surveys and inspection average - re-insurance - renewals.

Text Books

Unit 1

Periasamy P – Fundamentals of Insurance –Vijay Nicole Imprints (P) Ltd.
Dr. A. Murthy, Elements of Insurance – Margham Publications

Unit 2

Dr. A. Murthy-Principles and Practice of Insurance, Margham Publications
Gupta P K – Insurance and Risk Management – Himalaya Publishing House

Unit 3

Dr. A. Murthy-Principles and Practice of Insurance, Margham Publications
Gupta P K – Insurance and Risk Management – Himalaya Publishing House
Mishra M N – Principles and Practice of Insurance – S Chand & Co

Unit 4

Dr. A. Murthy-Principles and Practice of Insurance, Margham Publications
Gupta P K – Insurance and Risk Management – Himalaya Publishing House
Panda G S –Principles and Practice of Insurance –Kalyani Publishers.

Unit 5

Dr. A. Murthy-Principles and Practice of Insurance, Margham Publications
Gupta P K – Insurance and Risk Management – Himalaya Publishing House

Reference Items: Books and Journal

1. Dr. B. Vardharajan - Insurance Vol 1 and 2. - Tamil Text Book.
2. R.S. Sharma - Insurance Principle & Practice - Vara Bombay, 2006.
3. A Murthy - Elements of Insurance Risk management & Insurance - Harrington, 2006 -
   Tata McGraw Hill

E- Materials

- www.kaplanfinancial.com › insurance

- www.insurancecareertraining.com
- www.nationalonlineinsuranceschool.com

Course Outcome

1. After studied Unit 1, the student understands the basic functions and legal principles of insurance.
2. After studied Unit 2, the student aattains the knowledge of various types of Insurance.
3. After studied Unit 3, the student will be able to apply their knowledge on the insurance-related legal principles.
4. After studied Unit 4 the student gains in depth knowledge acquisition in Life Assurance.
5. After studied Unit 5 the student aacquires in depth understanding of Marine and Fire Insurance.

ALLIED – 1
PAPER –1
3. BUSINESS ETHICS

Course Objectives:
1. To provide basic knowledge of business ethics and values and its relevance in modern context.
2. To attain knowledge invarious types of Ethics.
3. To learn the ethical practices to be followed in Human Resource and marketing activities.
4. To be socially responsible towards the stakeholders of Business.
5. To develop the social skills required for the successful practice of management within the framework of societal values.

UNIT-I
Role and importance of Business Ethics and Values in Business - Definition of Business Ethics Impact on Business Policy and Business Strategy - Role of CEO - Impact on the Business Culture.

UNIT-II
Types of Ethical issues - Bribes - Coercion - Deception - Theft - Unfair Discrimination.

UNIT-III
Ethics internal - Hiring - Employees - Promotions - Discipline - Wages - Job Description - Exploitation of employees.

UNIT-IV
Ethics External - Consumers - Fair Prices - False Claim Advertisements. Environment Protection - Natural - Physical - Society - Relationship of Values and Ethics - Indian Ethos - Impact on the performance.

UNIT-V
Social Responsibilities of Business towards Shareholders, Employees, Customers, Dealers, Vendors , Government - Social Audit.

Text Books

Unit 1
Dr.S. Shankaran , Business Ethics & Values, Margham Publications
Memoria & Subba Rao, Business Panning and Policy, Himalaya Publishing House, Mumbai.

Unit 2
Dr.S. Shankaran , Business Ethics & Values, Margham Publications
Memoria & Subba Rao, Business Panning and Policy, Himalaya Publishing House, Mumbai.

Unit 3
Dr.S. Shankaran , Business Ethics & Values, Margham Publications
Memoria & Memoria, Business Policy,

Unit 4

Dr.S. Shankaran , Business Ethics & Values, Margham Publications

Unit 5

Dr.S. Shankaran , Business Ethics & Values, Margham Publications
Bodi R and Bodi N. V , Business Ethics,

Reference Items: Books and Journal

1. David J. Fritzsche, Business Ethics: A Global & Management Perspective , Tata McGraw-Hill
2. Ramaswamy Namakumari - Strategic Planning - Corporate Strategy , Laxmi Publications Pvt. Ltd.
3. Velasquez - Business Ethics , Prentice - Hall of India
4. Peter Madsen & Jay M. Shafritz , Essential of Business Ethics
5. Ken Smith and Phil Johnson , Business Ethics and Business Behavior.
6. Pratley - Essence of Business Ethics , Prentice - Hall of India.

E- Materials

- josephsononbusinessethics.com

- www.globethics.net

- www.ethicssage.com

Course Outcomes

1. After studied Unit 1, the student understands the importance of Ethics and Values in Business.
2. After studied Unit 2, the student aacquires the knowledge of various types of Ethics.
3. After studied Unit 3, the student learns the ethical practices to be followed in Human Resource and marketing activities.
4. After studied Unit 4, the students learn to be socially responsible towards the stakeholders of Business.
5. After studied Unit 5, the students develop the social skills required for the successful practice of management within the framework of societal values.

SEMESTER II

CORE THEORY
PAPER - 3

BUSINESS ENVIRONMENT

Course Objectives

1. To know factors that affect the business environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

2. To understand how Political Environment - Government and Business relationship in India - Provisions of Indian constitution pertaining to business have an influence on any organization.

3. To understand how influences from the society, cultural heritage, social attitudes, foreign culture, castes and communities, joint family systems, linguistic and religious groups and types of social organizations impact organizations.

4. To know how Economic Environment - Economic Systems influence organizations. To understand the impact from Macro-Economic Parameters - GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment and Per capita Income.

5. To know how Financial Environment - Financial System - Commercial banks - RBI - IDBI - Non-Banking Financial Companies NBFC's influence organizations.

UNIT-I

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

UNIT-II

Political Environment - Government and Business relationship in India - Provisions of Indian constitution pertaining to business

UNIT-III

Social Environment - Cultural heritage - Social attitudes - impact of foreign culture - castes and communities - Joint family systems - Linguistic and Religious groups - Types of Social Organization

UNIT-IV

Economic Environment - Economic Systems and their impact of Business - Macro Economic Parameters like GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment - Per capita Income and their impact on business decisions

UNIT-V

Financial Environment - Financial System - Commercial banks - RBI - IDBI - Non-Banking Financial Companies NBFC's

Text Books
Unit 1
Dr. S. Sankaran - Business Environment, Margham Publications
K. Aswathappa – Essentials of Business Environment, Himalaya Publishing House

Unit 2
Dr. S. Sankaran - Business Environment, Margham Publications
Namitha Gopal –Business Environment –Vijay Nicole Imprints
K. Aswathappa – Essentials of Business Environment, Himalaya Publishing House

Unit 3
Dr. S. Sankaran - Business Environment, Margham Publications
Joshi - Business Environment- Kalyani Publishers
K. Aswathappa – Essentials of Business Environment, Himalaya Publishing House

Unit 4
Dr. S. Sankaran - Business Environment, Margham Publications
Namitha Gopal –Business Environment –Vijay Nicole Imprints

Unit 5
Dr. S. Sankaran - Business Environment, Margham Publications
Joshi - Business Environment- Kalyani Publishers
K. Aswathappa – Essentials of Business Environment, Himalaya Publishing House

Reference Items: Books and Journal

1. Francis Cherunilam: Business Environment – Text and Cases, Himalaya Publishing House, New Delhi.

2. A.C. Fernando, Business Environment, Pearson.

3. Ian Worthington and Chris Britton: The Business Environment, Prentice Hall

4. Shaikh Saleem, Business Environment, Pearson

5. Rudder Dutt and Sundharam, K.P.M.: Indian Economy, S. Chand & Company Limited, New Delhi.

6. Misra, S.K. and Puri, V.K.: Economic Environment of Business, Himalaya Publishing House, New Delhi.
7. Misra, S.K. and Puri, V.K.: Indian Economy, Himalaya Publishing House, New Delhi.

E- Materials

*   https://study.com/academy/lesson/what-is-business-environment-definition-factors-quiz.html
*   https://www.investopedia.com/terms/p/pest-analysis.asp
*   https://www.mindtools.com/pages/article/newTMC_09.htm
*   https://link.springer.com/chapter/10.1007/978-3-319-32754-9_3
*   https://en.wikipedia.org/wiki/Gross_domestic_product

Course Outcome

After studying unit-1, the student will be able to learn factors that affect the business environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

After studying unit-2, the student will be able to understand how Political Environment - Government and Business relationship in India - Provisions of Indian constitution pertaining to business have an influence on any organization.

After studying unit-3, the student will be able to understand how influences from the society, cultural heritage, social attitudes, foreign culture, castes and communities, joint family systems, linguistic and religious groups and types of social organizations impact organizations.

After studying unit-4, the student will be able to know how Economic Environment - Economic Systems influence organizations. To understand the impact from Macro-Economic Parameters - GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment and Per capita Income

After studying unit-5, the student will be able to know how Financial Environment - Financial System - Commercial banks - RBI - IDBI - Non-Banking Financial Companies NBFC's influence organizations.

BUSINESS MATHEMATICS AND STATISTICS II

Course Objectives

1. To familiarize students with the basic concepts in Business Mathematics and Statistic.

2. To make students understands various tools and techniques in Matrix.

3. To Know principles of Correlation & Regression.

4. To be able to choose rational options in Time Series.

5. To have skills in analysis of Index Number & UN weighted Index Numbers.

UNIT-1

Matrix Theory, Equal Matrices ,Diagonal Matrix ,Scalar Matrix, Unit Matrix ,Null Matrix, Row Matrix, Column Matrix, Matrix Operation – Operation on Determinants – Inverse of a Square Matrix (not more than 3rd)

UNIT-2

Solving Simultaneous Equation using matrix Method, Simulation Linear Equations, General properties of matrices, Method of Reduction

UNIT-3

Correlation .Karl Pearson's Correlation ,Positive Correlation ,Negative Correlation ,No Correlation ,Simple Correlation – Scatter Diagram – Numerical Value of the Correlation Coefficient - Concurrent Deviation method – Rank Correlation – Properties of Correlation Coefficient ,Limitation -Uses of Correlation in Business regression – Regression Lines – Regression coefficients – Uses of Regression in Business Problems.

UNIT-4

Time Series – Component of time Series, Secular trend, Seasonal Variation, Cyclical Variation, Irregular Variation – Measurement of Trend, Graphic Method – Semi Average method –Moving Average method –Method of Least Squares – Measurement of Seasonal Variations – Simple Average Method – Ratio to Moving Average Method

UNIT-5

Index Number – Weighted and UN weighted Index Numbers – Cost of Living Index Number – Average of Relative Price Indices-Quality Index Number- Test on index Numbers- Time reversal test, Factors reversal test- Circular test.

Proportion of Theory and Problem: 20:80

Text Books

Unit-1

Dr. P.R. Vittal Business Mathematics and Statistic – Margham Publications.
S P Rajagopalan and R Sattanathan - Business Mathematics- Vijay Nicole Imprients (p) Ltd
Unit-2

Dr. P.R. Vittal Business Mathematics and Statistic – Margham Publications.
S P Rajagopalan and R Sattanathan - Business Statistics - Vijay Nicole Imprients (p) Ltd
Unit-3

Dr. P.R. Vittal Business Mathematics and Statistic – Margham Publications.
Prof. A. V. Rayarikar , P. G. Dixit Business Mathematics And Statistics Kindle Edition
Unit-4

Dr. P.R. Vittal Business Mathematics and Statistic – Margham Publications.
Prof. A. V. Rayarikar , P. G. Dixit Business Mathematics And Statistics Kindle Edition
Unit-5

Dr. P.R. Vittal Business Mathematics and Statistic – Margham Publications.
Agarwal B.M. Business Mathematics & Statistics
Reference Items: Books and Journal

1. Agarwal B.M. Business Mathematics & Statistics Ane Books Pvt Ltd, 2009
2. Andre Francis Business Mathematics and Statistics Six Edition
3. A Francis; Ben Mousley Business mathematics and statistics Andover, United Kingdom Cengage Learning, 2014
4. Prof. A. V. Rayarikar , P. G. Dixit Business Mathematics And Statistics Kindle Edition
5. B M Aggarwal Business Statistics Ane Books Pvt Ltd

E- Materials
- https://www.researchgate.net/publication/316507362_Business_Mathematics_Statistics
- https://www.toppr.com/guides/business-mathematics-and-statistics/
- https://www.dphu.org/uploads/attachements/books/books_3502_0.pdf

Course Outcomes

After studied this subject the student will be able to :

1. Identify statistical tools needed to solve various business problems.
2. Solving Simultaneous Equation using matrix Method.
3. Able to find out the Correlation & regression.
4. Develop Time Series Component of time Series Secular trend Seasonal Variation Cyclical Variation, Irregular Variation.
5. Students can Use Index Number , Weighted and UN weighted Index Numbers in practical application .

1. CUSTOMER RELATIONSHIP MANAGEMENT

Course Objectives

1. To understand the significance of customer satisfaction, and how Customer Relationship Management (CRM) can enhance customer satisfaction, its definition, how customer loyalty benefits companies. In addition, how CRM can help in marketing.

2. To enable students, learn various stages of CRM, factors that drive CRM, Benefits of CRM, growth of CRM market in India and vital principles of CRM.

3. To understand what CRM Program is, to know the groundwork required for effective use of CRM, to know various components of CRM and types of CRM.

4. To understand processes that involve in customer relationship management (CRM) to get customers and maintain a relationship with them. Other processes include the management of customer data, information analysis, and generating reports to gain insights. Other aspects of the business operation that involves customers such as sales, business development, sales, marketing, and customer service will also be understood.

   You will also learn how to facilitate CRM processes and procedures while integrating with other business workflows.

5. To know the use of use of technology in CRM – Call Center Process – CRM Technology Tools – Implementation – Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM.

UNIT-I
CRM – Introduction – Definition – characteristics- objectives- Need for CRM – Complementary Layers of CRM – Customer Satisfaction – factors influencing customer satisfaction- determinants- benefits- customer value- building customer satisfaction - Customer Loyalty –features- importance- loyal customer ladder- Product Marketing – importance – marketing mix- Direct Marketing- meaning- nature difference between direct and conventional marketing- functions- advantages and limitations.

UNIT-II
Customer Learning Relationship – meaning- areas of learning relationship- categories of relationship- basis for building learning relationships – Promise- trust- commitment- satisfaction- strategies and guidelines or building learning relationships- Key Stages of CRM – Forces Driving CRM –key principles of CRM- Benefits of CRM – limitations of CRM- Growth of CRM Market in India – CRM in different sectors in India.

UNIT-III
CRM Program and strategy– Components of CRM -Groundwork for Effective use of CRM – types of CRM program- planning CRM program - role of CRM program- managing

CRM program- measuring effectiveness of CRM program- Information Requirement for an Effective use of CRM .

UNIT-IV

        CRM Process Framework – Formation process- Governance Process – Performance Evaluation Process- evolution process- customers in CRM- Relationship marketing and CRM process – tool- difference between relationship marketing and CRM- objectives of relationship marketing- customer relationship hierarchy- six market framework of relationship marketing- dimensions- strategies- essentials of Relationship Marketing.

UNIT-V

        Use of Technology in CRM – 11 C's of relationship criteria for creating value for customers- use of technology- CRM Technology Tools – E-CRM – Requirement Analysis for CRM technology- Implementation of CRM technology– emerging trends in CRM technology- pitfalls of IT focus in CRM-Call centre- classification- call centre process- use of technology in call centre- operational challenges- CRM Package/ software – functional areas- Key CRM software packages- selection of CRM packages- benefits of software- CRM implementation- phases- business transformation process- issues in CRM implementation- Reasons for Failure of CRM- guidelines for successful CRM implementation.

Text books

Unit 1
Dr. Freda Gnanaselvam & A.V. Aruna Kumar, Customer Relationship Management, Takur Publications
G.Shainesh, Jagdish N Sheth – Customer Relationship Management – Laxmi Publication Pvt. Ltd.
K.Balasubramaniyan - Customer Relationship Management, , GIGO publication, 2005.

Unit 2
Dr. Freda Gnanaselvam & A.V. Aruna Kumar, Customer Relationship Management, Takur Publications
G.Shainesh, Jagdish N Sheth – Customer Relationship Management – Laxmi Publication Pvt. Ltd.
Dr. P. Sheela Rani – Customer Relationship Management – Margham Publications.

Unit 3
Dr. Freda Gnanaselvam & A.V. Aruna Kumar, Customer Relationship Management, Takur Publications
K.Balasubramaniyan - Customer Relationship Management, , GIGO publication, 2005.

Unit 4
Dr. Freda Gnanaselvam & A.V. Aruna Kumar, Customer Relationship Management, Takur Publications
G.Shainesh, Jagdish N Sheth – Customer Relationship Management – Laxmi Publication Pvt. Ltd.
Dr. P. Sheela Rani – Customer Relationship Management – Margham Publications.

Unit 5

Dr. Freda Gnanaselvam & A.V. Aruna Kumar, Customer Relationship Management, Takur Publications

K.Balasubramaniyan - Customer Relationship Management, , GIGO publication, 2005.

Reference Items: Books and Journal

1. Dr.Ravi Kalakota E-business – Roadmap for success, , Pearson education Asia, 2000.
2. Rebecca Saunders - Business – The Dell way, India book distributors, 2000.
3. Amrit tiwana - The essentials guide to knowledge management – E-business and CRM application, , Pearson education, 2001.

1.   HANDBOOK OF CRM: Achieving Excellence in Customer Management by Adrian Payne, Butterworth-Heinemann is an imprint of Elsevier, Linacre House, Jordan Hill, Oxford OX2 8DP, ISBN-13: 978-07506-6437-0 ISBN-10: 07506-6437-1

2.   Customer Relationship Management by Kristin Anderson and Carol Kerr, McGraw-Hill, DOI: 10.1036/0071394125

3.   CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers Hardcover – December 9, 2009 by Paul Greenberg, Publisher: McGraw-Hill Education; 4 edition, ISBN-10: 0071590455, ISBN-13: 978-0071590457

4.   The Definitive Guide to Social CRM: Maximizing Customer Relationships with Social Media to Gain Market Insights, Customers, and Profits (FT Press Operations Management) 1st Edition by Barton J. Goldenberg, Publisher: Pearson FT Press; 1 edition (March 20, 2015), Language: English, ISBN-10: 0134133900, ISBN-13: 978-0134133904

5.   Salesforce.com For Dummies (For Dummies (Computer/Tech)) 6th Edition by Liz Kao and Jon Paz, Publisher: For Dummies; 6 edition (April 25, 2016), Language: English, ISBN-10: 9788126563012, ISBN-13: 978-1119239314

6.   Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service Hardcover – August 12, 2014 by John Goodman, Publisher: AMACOM; First edition (August 12, 2014), Language: English, ISBN-10: 081443388X, ISBN-13: 978-0814433881

7.   ROI from CRM: It's about sales process, not just technology Paperback – May 4, 2016, by Brian K. Gardner, Publisher: Gale Media, Inc. (May 4, 2016), Language: English, ISBN-10: 0990673847, ISBN-13: 978-0990673842

E- Materials

- https://www.forbes.com/sites/forbesagencycouncil/2017/10/24/why-is-customer-relationship-management-so-important/#5418b6cb7dac
- https://managementstudyguide.com/importance-of-crm.htm
- https://www.slideshare.net/jaiserabbas/customer-relationship-management-crm-10974369
- https://www.salesforce.com/crm/what-is-crm/

- https://searchcustomerexperience.techtarget.com/definition/CRM-customer-relationship-management
- https://www.investopedia.com/terms/c/customer_relation_management.asp
- https://financesonline.com/what-is-crm-process/
- https://www.itarian.com/customer-relationship-management.php
- https://www.intelestream.net/en/25-reasons-crm-fails-and-how-to-fix-them/
- https://www.gartner.com/en/newsroom/press-releases/2019-06-17-gartner-says-worldwide-customer-experience-and-relati
- https://marketersmedia.com/crm-software-market-2019-global-size-growth-status-latest-application-share-recent-trends-and-better-investment-opportunities-by-forecast-to-2023/465591

Course Outcome

1. After studied unit-1, the student will be able to know CRM's broad category of concepts, tools, and processes that allows an organization to understand and serve everyone with whom it comes into contact. CRM is about gathering information that is used to serve customers – basic information, such as name, address, meeting and purchase history, and service and support contacts. In a supplier relationship it might be procurement history, terms and conditions, or contact information. This information is then used to better serve the clients.

   This chapter will also let you know how CRM helps businesses build a relationship with their customers that, in turn, creates loyalty and customer retention. Since customer loyalty and revenue are both qualities that affect a company's revenue, CRM is a management strategy that results in increased profits for a business.

2. After studied unit-2, student will be able to learn various stages of CRM, driving forces beyond CRM, Benefits of implementing CRM, growth of CRM market in India and important principles of CRM.

3. After studied unit-3, student will be able to know what CRM Program is; the groundwork required for effective use of CRM; various components of CRM and types of CRM

4. After studied unit-4, you will be able to learn various processes that involve in customer relationship management (CRM) to get customers and maintain a relationship with them; other processes include the management of customer data, information analysis, and generating reports to gain insights. Other aspects of the business operation that involves customers such as sales, business development, sales, marketing, and customer service will also be understood. You will also learn procedures that facilitate and help in the integration of CRM with other business workflows.

5. After studied unit-5, student will be able to know the use of technology in CRM – call center process; implementation of CRM; Requirements Analysis of CRM; selection of CRM package and reasons for the failure of CRM.

2. PRINCIPLES OF BANKING SYSTEM

Course Objectives

1. To know how banking system functions within the financial system: Banks and their development.
2. To know the concept of Social Responsibility of Banks - Role of banks in the economy, and various types of banking.
3. To understand the role of Reserve Bank of India (central bank) - Commercial Banks - Cooperative Banks - flow of cooperative funds - Urban Cooperative Bank - Land Development Banks - Development Bank - NABARD (National Bank for Agriculture and Rural Development) - Regional Rural Bank - EXIM bank
4. To know the functions of modern Commercial Banks - Savings and Current accounts, various deposits, loans, Overdraft and Cash Credit.
5. To know a few financial services including Factoring - Lease Finance - Export Finance - Credit Card - Credit Rating - E-business - E-commerce - E-banking - Automatic Teller Machines.

UNIT-I

Introduction - Origin of Banks - Definition of Bank - Types of Bank - Banking Systems - Unit Bank - Merits of Unit Bank - Demerits of Unit Banks - Branch Bank - Its merits and demerits - Financial System - Components of financial system.

UNIT-II

Concept of Social Responsibility of Banks - Role of banks in Primary, Secondary and Territory sector - Mixed Banking - Retail Banking - Wholesale Banking - Universal Banking.

UNIT-III

Reserve bank of India (central bank) - Commercial Banks - Cooperative Banks - flow of cooperative funds - Urban Cooperative Bank - Land Development Banks - Development Bank - NABARD (National Bank for Agriculture and Rural Development) - Regional Rural Bank - EXIM bank

UNIT-IV

Functions of Modern Commercial Banks - Savings account - Current account - Difference between savings account and current account - Fixed Deposit - Recurring Deposit - Granting of Loan - Clean Loan - Second loan - Overdraft -Cash Credit.

UNIT-V

Factoring - Lease Finance - Export Finance - Credit Card - Credit Rating - E-business - E-commerce - E-banking - Automatic Teller Machines.

Text Books

Unit 1

Santhanam -Banking and Financial System ,Margham Publications
S.N.Maheshwari -Banking Law Theory and Practice , Kalyani Publishers

Unit2

Santhanam -Banking and Financial System ,Margham Publications
Sundharam & Varshney- Banking Theory Law and Practice – Sultan Chand & Sons
S.N.Maheshwari -Banking Law Theory and Practice , Kalyani Publishers

Unit 3

Santhanam -Banking and Financial System ,Margham Publications
Sundharam & Varshney- Banking Theory Law and Practice - Sultan Chand & Sons

Unit 4

Santhanam -Banking and Financial System , Margham Publications
S.N.Maheshwari -Banking Law Theory and Practice , Kalyani Publishers
Gurusamy -Banking Theory Law and Practices — Vijay Nicole Imprints (P) Ltd.

Unit 5

Santhanam -Banking and Financial System , Margham Publications
S.N.Maheshwari -Banking Law Theory and Practice , Kalyani Publishers
Gurusamy -Banking Theory Law and Practices — Vijay Nicole Imprints (P) Ltd.

Reference Items: Books and Journal

1. Kandasami K P- Banking Law and Practice
2. Varshney and Malhotra – Principles of Banking – Sultan Chand & Sons

E-Materials

- https://www.bookden.in/products/macmillan-book-ebook-principles-practices-of-banking

- https://www.freebookcentre.net/business-books-download/Banking-principles-and-practice.html

- https://gurukpo.com/Content/BBA/fundamental_of_Banking.pdf

Course Outcome

1. After studied unit-1, student will be able to learn the Origin of Banks - Definition of Bank - Types of Bank - Banking Systems - Unit Bank - Merits of Unit Bank - Demerits of Unit Banks - Branch Bank - Its merits and demerits - Financial System - Components of financial system.

2. After studied unit-2, student will be able to know the Concept of Social Responsibility of Banks - Role of banks in Primary, Secondary and Territory sector - Mixed Banking - Retail Banking - Wholesale Banking - Universal Banking.

3. After studied unit-3, student will be able to understand the roles of various banks: Reserve bank of India (central bank) - Commercial Banks - Cooperative Banks - flow of cooperative funds - Urban Cooperative Bank - Land Development Banks - Development Bank - NABARD (National Bank for Agriculture and Rural Development) - Regional Rural Bank - EXIM bank

4. After studied unit-4, student will be able to understand the Functions of Modern Commercial Banks - Savings account - Current account - Difference between savings account and current account - Fixed Deposit - Recurring Deposit - Granting of Loan - Clean Loan - Second loan - Overdraft -Cash Credit

5. After studied unit-5, student will be able to learn various financial services in the economy including Factoring - Lease Finance - Export Finance - Credit Card - Credit Rating - E-business - E-commerce - E-banking - Automatic Teller Machines.

3. FUNDAMENTALS OF COMPUTER

Course Objectives

1. To know the importance of computers, their types and uses.
2. To understand the Computer Architecture and various components of a computer system
3. To learn computers input-output devices and display devices
4. To know what a computer program is, its development, basic steps involved developing a computer program, Computer Languages and the Software.
5. To know the basics of connecting electronic devices, internet and computer virus

UNIT-I

Introduction - Characteristics of computers – Five Generations of computers – Classification -Computer System - Uses of Computers .

UNIT-II

Computer Architecture - CPU - Memory - Communication between various units of a computer system - Storage Devices - Magnetic Tape - Magnetic Disk - Optical Disk - CD/ROM.

UNIT-III

Input Devices - Types - keyboard - Mouse - Output Devices - Classification of Output - Printers - Plotters - Monitors.

UNIT-IV

Computer program - Developing a Program - Algorithm - Flowchart Program Testing and Debugging - Program Documentation - Types of Documentation - Characteristics of a good program - Computer Languages - Software.

UNIT-V

Internet basics - Basic internet terms - Getting connected to internet - Internet applications - Electronic Mail - How e-mail works - Searching the Web - Internet and Viruses.

Text Books

Unit 1

Kritka Gupta, Sunil Chauhan,Akash Saxena – Fundamentals of Computer – Laxmi Publication Pvt. Ltd
Raja Raman – Fundamentals of Computer – Prentice Hall of India

Unit 2

Alex Leon and Mathews Leon –Computer Application in Business – Vijay Nicole Imprints Ltd.,
Kritka Gupta, Sunil Chauhan,Akash Saxena – Fundamentals of Computer – Laxmi Publication Pvt. Ltd

Unit 3

Raja raman – Fundamentals of Computer – Prentice Hall of India
P K Sinha – Fundamentals of Computer-BPH Publication

Unit 4

P K Sinha – Fundamentals of Computer-BPH Publication
Arora,Ashok and Bansal Shefali –Computer Fundamentals –Excel Books

Unit 5

Alex Leon and Mathews Leon –Computer Application in Business – Vijay Nicole Imprints Ltd.

Kritka Gupta, Sunil Chauhan,Akash Saxena – Fundamentals of Computer – Laxmi Publication Pvt. Ltd

Reference Items: Books and Journal

1. Introduction to Computer Science, ITL Education Solutions Limited, Pearson Education.

E-Materials

- https://www.academia.edu/14277811/Computer_Fundamental_for_BBA_B.Com_and_BCA

- https://theintactone.com/2019/08/31/ccsubba-506-computer-fundamentals/

Course Outcome

1. After studied unit-1, student will be able to characteristics of computers – various generations of computers – Classification - Computer System - Uses of Computers

2. After studied unit-1, student will be able to computer architecture - CPU - Memory - Communication between various units of a computer system - Storage Devices - Magnetic Tape - Magnetic Disk - Optical Disk - CD/ROM.

3. After studied unit-1, student will be able to learn Input Devices - Types - keyboard - Mouse - Output Devices - Classification of Output - Printers - Plotters - Monitors.

4. After studied unit-1, student will be able to computer program - Developing a Program - Algorithm - Flowchart Program Testing and Debugging - Program Documentation - Types of Documentation - Characteristics of a good program - Computer Languages - Software.

5. After studied unit-1, student will be able to know the basic internet terms - Getting connected to internet - Internet applications - Electronic Mail - How e-mail works - Searching the Web - Internet and Viruses

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