

# GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR – 639 005

## B.B.A COURSE STRUCTURE UNDER CBCS SYSTEM

(For the candidates admitted from the year 2011-12 onwards)

| SEMESTER                 | COURSE                               | SUBJECT TITLE                           | SUBJECT CODE | INSTR. HOURS<br>WEEK | CREDIT     | EXAM HOURS | MARKS |     | TOTAL       |
|--------------------------|--------------------------------------|---|--------------|----------------------|------------|------------|-------|-----|-------------|
|                          |                                      |   |              |                      |            |            | INT   | ESE |             |
| I                        | Tamil – I                            | Tamil – I                               | U11L1T1      | 6                    | 3          | 3          | 25    | 75  | 100         |
|                          | English – I                          | English – I                             | U11L1E1      | 6                    | 3          | 3          | 25    | 75  | 100         |
|                          | Core Course –I                       | Principles of Accountancy               | U11BA1C1     | 6                    | 5          | 3          | 25    | 75  | 100         |
|                          | Core Course-II                       | Principles of Management                | U11BA1C2     | 5                    | 4          | 3          | 25    | 75  | 100         |
|                          | First Allied Course-I                | Managerial Economics                    | U11BA1A1     | 5                    | 3          | 3          | 25    | 75  | 100         |
|                          | Environmental Studies                | Environmental Studies                   | UES1         | 2                    | 2          | 3          | 25    | 75  | 100         |
|                          |                                      |   |              | <b>30</b>            | <b>20</b>  |            |       |     | <b>600</b>  |
| II                       | Tamil – II                           | Tamil – II                              | U11L2T2      | 6                    | 3          | 3          | 25    | 75  | 100         |
|                          | English – II                         | English – II                            | U11L2E2      | 6                    | 3          | 3          | 25    | 75  | 100         |
|                          | Core Course – III                    | Business Communication                  | U11BA2C3     | 6                    | 5          | 3          | 25    | 75  | 100         |
|                          | First Allied Course-II               | Organizational Behavior                 | U11BA2A2     | 5                    | 4          | 3          | 25    | 75  | 100         |
|                          | First Allied Course-III              | Mathematics and Statistics for Managers | U11BA2A3     | 5                    | 3          | 3          | 25    | 75  | 100         |
|                          | Value Education                      | Value Education                         | UVE2         | 2                    | 2          | 3          | 25    | 75  | 100         |
|                          |                                      |   |              | <b>30</b>            | <b>20</b>  |            |       |     | <b>600</b>  |
| III                      | Tamil – III                          | Tamil- III                              | U11L3T3      | 6                    | 3          | 3          | 25    | 75  | 100         |
|                          | English – III                        | English -III                            | U11L3E3      | 6                    | 3          | 3          | 25    | 75  | 100         |
|                          | Core Course – IV                     | Marketing Management                    | U11BA3C4     | 6                    | 5          | 3          | 25    | 75  | 100         |
|                          | Core Course –V                       | Business Law                            | U11BA3C5     | 5                    | 4          | 3          | 25    | 75  | 100         |
|                          | Second Allied Course – I             | Business Environment                    | U11BA3A4     | 5                    | 3          | 3          | 25    | 75  | 100         |
|                          | Non Core Elective – I                | Communication for Career                | U11CA3N1     | 2                    | 2          | 3          | 25    | 75  | 100         |
|                          |                                      |   |              | <b>30</b>            | <b>20</b>  |            |       |     | <b>600</b>  |
| IV                       | Tamil – IV                           | Tamil- IV                               | U11L4T4      | 6                    | 3          | 3          | 25    | 75  | 100         |
|                          | English – IV                         | English – IV                            | U11L4E4      | 6                    | 3          | 3          | 25    | 75  | 100         |
|                          | Core Course – VI                     | Production Management                   | U11BA4C6     | 5                    | 5          | 3          | 25    | 75  | 100         |
|                          | Second Allied Course – II            | Customer Relationship Management        | U11BA4A5     | 5                    | 4          | 3          | 25    | 75  | 100         |
|                          | Second Allied Course – III           | Retail Management                       | U11BA4A6     | 4                    | 3          | 3          | 25    | 75  | 100         |
|                          | Skill Based Elective – I             | Practical Commerce                      | U11BA4S1P    | 2                    | 4          | 3          | 25    | 75  | 100         |
| Non Core Elective – II   | Consumer Protection                  | U11CA4N2                                | 2            | 2                    | 3          | 25         | 75    | 100 |             |
|                          |                                      |   |              | <b>30</b>            | <b>24</b>  |            |       |     | <b>700</b>  |
| V                        | Core Course – VII                    | Management Accounting                   | U11BA5C7     | 5                    | 5          | 3          | 25    | 75  | 100         |
|                          | Core Course – VIII                   | Entrepreneurial Development             | U11BA5C8     | 5                    | 4          | 3          | 25    | 75  | 100         |
|                          | Core Course – IX                     | Operation Research                      | U11BA5C9     | 5                    | 4          | 3          | 25    | 75  | 100         |
|                          | Core Course – X                      | Services Marketing                      | U11BA5C10    | 6                    | 4          | 3          | 25    | 75  | 100         |
|                          | Elective Course - I                  | Human Resource Management               | U11BA5E1     | 5                    | 5          | 3          | 25    | 75  | 100         |
|                          | Skill Based Elective II              | Marketing Research                      | U11BA5S2     | 2                    | 4          | 3          | 25    | 75  | 100         |
| Skill Based Elective III | Industrial Analysis – Project Report | U11BA5S3                                | 2            | 4                    | 3          | 25         | 75    | 100 |             |
|                          |                                      |   |              | <b>30</b>            | <b>30</b>  |            |       |     | <b>700</b>  |
| VI                       | Core Course – XI                     | Strategic Management                    | U11BA6C11    | 6                    | 5          | 3          | 25    | 75  | 100         |
|                          | Core Course – XII                    | Principles and Practice of Insurance    | U11BA6C12    | 6                    | 5          | 3          | 25    | 75  | 100         |
|                          | Core Course – XIII                   | Management Information System           | U11BA6C13    | 6                    | 5          | 3          | 25    | 75  | 100         |
|                          | Core Elective II                     | Financial Management                    | U11BA6E2     | 5                    | 5          | 3          | 25    | 75  | 100         |
|                          | Core Elective III                    | Promotion Management                    | U11BA6E3     | 6                    | 4          | 3          | 25    | 75  | 100         |
|                          | Extension Activities                 | Extension Activity                      |              |                      | 1          |            |       |     |             |
|                          | Gender Education                     | 8UEA6                                   | 1            | 1                    | 3          | 25         | 75    | 100 |             |
|                          |                                      |   |              | <b>30</b>            | <b>26</b>  |            |       |     | <b>600</b>  |
| <b>TOTAL</b>             |                                      |   |              | <b>180</b>           | <b>140</b> |            |       |     | <b>3800</b> |

CHAIRMAN  
BOARD OF STUDIES IN BUSINESS ADMINISTRATION

CONTROLLER OF EXAMINATIONS

Sl. No.: 1105

Subject Code: U11BA1C1

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05****BBA – I SEMESTER – CORE COURSE - I**

(For the candidates admitted from 2011-12 onwards)

**PRINCIPLES OF ACCOUNTANCY**

- UNIT- I** Double Entry System of Book Keeping – Concepts and Conventions – Journal – Ledger.
- UNIT- II** Subsidiary Books - Trial Balance - Rectification of Errors – Bank Reconciliation Statement.
- UNIT-III** Final accounts with adjustment - Consignment.
- UNIT-IV** Single Entry System of Book Keeping – Statement of Affairs and Conversion Method – Accounts for Non-Trading Concerns.
- UNIT-V** Depreciation – Straight Line Methods – WDV Method, Annuity Method and Sinking Fund Method – Average Due Date.

**Text Book:**

| <b>Title</b>              | <b>Author</b>   | <b>Publisher</b>    |
|---------------------------|-----------------|---------------------|
| Principles of Accountancy | Jain and Narang | Kalyani Publishers. |

**Reference Book:**

| <b>Sl.No.</b> | <b>Title</b>              | <b>Author</b>       | <b>Publisher</b>      |
|---------------|---------------------------|---------------------|-----------------------|
| 1.            | Modern Accountancy        | Mukerjee and Haneef | Tata McGraw Hill      |
| 2.            | Advanced Accountancy      | Shukla and Grewal   | S. Chand & Sons       |
| 3.            | Principles of Accountancy | Dastan L. Cecil     | Learn Tech.           |
| 4.            | Advanced Accountancy      | Arulnandam          | Himalaya Publications |

**CHAIRMAN – BOS****COE**

Sl. No.: 1106

Subject Code: U11BA1C2

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) :: KARUR-05****BBA – I SEMESTER – CORE COURSE - II**

(For the candidates admitted from 2011-12 onwards)

**PRINCIPLES OF MANAGEMENT**

**UNIT- I** Management – Concept – Nature – Management as a Science, an Art and Profession – Process – Levels of management – F.W. Taylor’s Scientific Management – Fayol’s Theory of Management.

**UNIT- II** Planning – Concept – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets.

**UNIT-III** Organizing – Concept – Organization as a process – Elements of Organization process – Types of organization – Delegation – Departmentation – Centralization – Decentralization.

**UNIT-IV** Staffing – Concept – Functions – Process – Selection – Recruitment – Training – Direction – Concept – Elements of Directing – Principles of Direction – Process of Directing.

**UNIT-V** Co-ordination – Controlling – Concept – Need and importance – Process – Characteristics of an ideal control system – Budgetary Control.

**Text Book:**

| <b>Title</b>        | <b>Author</b> | <b>Publisher</b> |
|---------------------|---------------|------------------|
| Management Concepts | Sharma        | Kalyani          |

**Reference Book:**

| <b>Title</b>             | <b>Author</b>   | <b>Publisher</b> |
|--------------------------|-----------------|------------------|
| Business Management      | Disckar Pagare. |                  |
| Principles of Management | CB Memoria      |                  |
| Principles of Management | LM Prasad       |                  |
| Business Management      | Gupta           |                  |

**CHAIRMAN – BOS****COE**

Sl. No.: 1107

Subject Code: U11BA1A1

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., - I SEMESTER – FIRST ALLIED COURSE - I**

(For the candidates admitted from 2011-12 onwards)

**MANAGERIAL ECONOMICS**

- UNIT- I** Utility of Economics in Business Management and Industrial Administration. Important Concepts. Analysis of Demand and Supply – Law of Diminishing Marginal Utility – Concepts of Consumer Surplus – Elasticity of Demand – Indifference Curve Analysis. Return to Scale, Importance of Increasing Returns in Industrial Activity – Concepts of Cost – Concepts of Elasticity of Supply – Forces Governing the Supply of Factors of Production.
- UNIT- II** Theory of Firm – Problems of Price Fixation – Role of Supply and Demand.
- UNIT-III** Concept of Normal Profit – Sales Maximization Principles – Monopoly – Monopolistic Competition – Perfect Competition – Imperfect Competition – Oligopoly.
- UNIT-IV** National Income – Circular Flow of Income – Measurement – Difficulties in the Measurement.
- UNIT-V** Functions of Money – Theories of Money Supply – Role of Commercial Banks – RBI – Methods of Credit Control – Monetary and Fiscal.

**Text Book:**

| <b>Title</b>    | <b>Author</b> | <b>Publisher</b> |
|-----------------|---------------|------------------|
| Micro Economics | M.L. Seth     |                  |

**Reference Book:**

| <b>Title</b>                  | <b>Author</b>                  | <b>Publisher</b> |
|-------------------------------|--------------------------------|------------------|
| Managerial Economics Analysis | P.L. Mehta                     |                  |
| Managerial Economics          | Mote, Paul, Gupta              |                  |
| Managerial Economics          | R.L. Varshney & K.L. Maheswari |                  |
| The Indian Economy            | Ishwar C. Dhingra              |                  |
| Managerial Economics          | Joel Dean                      |                  |

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Sl. No.: **1205**Subject Code: **U11BA2C3****GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A - II SEMESTER – CORE COURSE - III**

(For the candidates admitted from 2011-12 onwards)

**BUSINESS COMMUNICATION**

- UNIT- I** Communication – Meaning, Process and Significance. Objectives of communication – Principles of Communication. Types of Communication.
- UNIT- II** Media of Communication – Barriers of Communication – Writing Skill – Business Correspondence – Effective Business Letter.
- UNIT-III** Enquiries and Replies Letters - Complaint letters - Adjustment letters – Circular letters.
- UNIT-IV** Orders Execution and cancellation Letters - Collection Letters - Bank correspondence - Application Letters.
- UNIT-V** Report writing – Electronic communication – Internet - Fax – Video conference - E-mail and Creating web designing.

**Text Book:**

| <b>Title</b>             | <b>Author</b>               | <b>Publisher</b>        |
|--------------------------|-----------------------------|-------------------------|
| Managerial Communication | Varinder Kumar and Bodh Raj | Kalyani Publishers 2010 |

**Reference:**

| <b>Sl.No.</b> | <b>Title</b>           | <b>Author</b>          |
|---------------|------------------------|------------------------|
| 1.            | Business Communication | Rajendrapal; Korahalli |

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Sl. No.: 1206

Subject Code: U11BA2A2

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05****BBA – II SEMESTER – FIRST ALLIED COURSE - II**

(For the candidates admitted from 2011-12 onwards)

**ORGANISATIONAL BEHAVIOUR**

- UNIT- I** The Concept of Organizational Behaviour – Nature of Man – Nature of Organization – Models of Organizational Behaviour – S.O.B.C. Model – Organizational Behaviour and Human Relations.
- UNIT- II** Individual Behaviour – Perception – Personality – Group Dynamics – Groups at Work – Formal and Informal Groups – Group Cohesiveness – Group Pressure and Norms – Individual Group Goals.
- UNIT-III** Leadership – Characteristics – Leadership Continuum – Styles of Leadership – Manager as a Leader – Theories of Leadership – Conference Leadership – Power and Authority.
- UNIT-IV** Communication – Process – Directions – Feedback – Barriers to Communication – Suggestion Schemes and Grievance Procedure.
- UNIT-V** Morale and Motivation – Herzberg’s Two-Factor Theory of Motivation – Management of change in Organization.

**Text Book:**

| Title                    | Author     | Publisher             |
|--------------------------|------------|-----------------------|
| Organisational Behaviour | L.M.Prasad | Sultan Chand and Sons |

**Reference Book:**

| Title                    | Author                      | Publisher           |
|--------------------------|-----------------------------|---------------------|
| Organizational Behaviour | M. Gangadhar Rao and others | Konark Pub Pvt Ltd. |
| Human Behaviour at Work  | Keith Davis                 | TMH.                |

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Sl. No.: 1207

Subject Code: U11BA2A3

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05****BBA– II SEMESTER – FIRST ALLIED COURSE - III**

(For the candidates admitted from 2011-12 onwards)

**MATHEMATICS AND STATISTICS FOR MANAGERS**

- UNIT- I** Nature and Scope of Statistics: Uses of Statistics in Business; Statistical Data – Primary and Secondary – Classification of Data – Frequency Distribution – Histogram, Frequency Polygon and Curve; Graphs and Diagrams – Bar Diagrams, Pie Diagram and Lorenz Curve.
- UNIT- II** Measures of Central Tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean – uses of Averages in Business; Measures of Dispersion – Range, QD, MD and SD – Co-efficient of Variation – Skewness – Bowley’s and Pearson’s Co-efficient of Skewness.
- UNIT-III** Simple Correlation – Pearson and Spearman’s Co-efficient of Correlation – Regression Lines – Index Numbers – Cost of Living Index.
- UNIT-IV** Elements of Differential Calculus – maxima and Minima – Applications of these Concepts to Business.
- UNIT-V** Matrices & Determinants – Definition – Different Types of Matrices: Addition and Subtraction matrices – Multiplication of Matrices – Transpose of Matrix – Elementary Operations – Consistency and Inverse of a Matrix – Determinants of Order One, Two and Three – Properties of Determinants (Simple Problems Only).

**Text Book:**

| Title                                  | Author                | Publisher       |
|--|-----------------------|-----------------|
| Mathematics for Business and Economics | J.D. Gupta P.K. Gupta | Man Mohan (TMH) |

**Reference Book:**

| Title   | Author                      | Publisher             |
|---|-----------------------------|-----------------------|
| Statistical Methods                             | S.P. Gupta                  | Sultan Chand and Sons |
| Quantitative technique for Managerial decisions | U.K. Srivastava G.V. Shenoy |                       |
| Practical Statistics                            | R.S.N. Pillai & Bhagawathi  | Sultan & Chand        |

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Sl. No.: 1306

Subject Code: U11BA3C4

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05****BBA– III SEMESTER – CORE COURSE - IV**

(For the candidates admitted from 2011-12 onwards)

**MARKETING MANAGEMENT**

- UNIT- I** Market and Marketing – Types of market – marketing – marketing concepts – functions of marketing – marketing management – objectives – importance of marketing management – marketing environment – micro and macro environment.
- UNIT- II** Market Segmentation – Criteria of effective segmentation – Benefits of segmentation – Bases for marketing segmentation – Buyer Behavior – factors influencing consumer behavior – Buyer motives – marketing mix.
- UNIT-III** Product – Product planning and development – product mix – new product development – product life cycle – pricing – meaning – factors – objectives – pricing methods.
- UNIT-IV** Marketing channels – meaning and definition – need and importance – classification – Types of Intermediaries – Agent middlemen – merchant middlemen – wholesalers – functions – Retailers – Functions of Retailers – Physical distribution – Elements of physical distribution (logistics).
- UNIT-V** Promotion mix – Personal selling meaning – process – advertising – objectives – types – sales promotion – objectives – sales promotion methods – publicity and public relation – meaning.

**Text Book:**

| <b>Title</b>         | <b>Author</b> | <b>Publisher</b>   |
|----------------------|---------------|--------------------|
| Marketing Management | S. P. Bansal  | Kalyani Publishers |

**Reference Book:**

| <b>Title</b>              | <b>Author</b>                  | <b>Publisher</b> |
|---------------------------|--------------------------------|------------------|
| Principles of Marketing   | Philip Kotler & Gary Armstrong |                  |
| Fundamentals of Marketing | William J. Stanton             |                  |
| Marketing Management      | Marvin A. Jolson               |                  |



Sl. No.: 1307

Subject Code: U11BA3C5

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS): KARUR-05****BBA– III SEMESTER – CORE COURSE - V**

(For the candidates admitted from 2011-12 onwards)

**BUSINESS LAW**

- UNIT- I** Introduction – Definition – Scope and Growth of Merchantile law – Sources of merchantile Law – Nature and kinds of contracts – Offer and acceptance – consideration – contractual capacity – consent – Void agreements – contingent contracts.
- UNIT- II** Performance of Contract – Quasi contract – Discharge of Contracts – Remedies for Breach of contract.
- UNIT-III** Contract of Agency, contract of Bailment and pledge.
- UNIT-IV** The Sale of Goods Act – conditions and warranties - performance of contract - rights of an unpaid seller.
- UNIT-V** The Indian partnership Act – creation of partnership, Types of partnership, rights and duties of partners and dissolution of partnership.

**Text Book:**

| <b>Title</b> | <b>Author</b>               | <b>Publisher</b>     |
|--------------|-----------------------------|----------------------|
| Business Law | R.S.M. Pillai and Bagawathi | S. Chand & Sons 2008 |

**Reference Book:**

| <b>Sl.No.</b> | <b>Title</b>    | <b>Author</b>   | <b>Publisher</b>       |
|---------------|-----------------|-----------------|------------------------|
| 1.            | Business Law    | N.D. Kapoor     | S. Chand & Sons        |
| 2.            | Commercial law  | Chawla and Garg | Kalyani Publishers     |
| 3.            | Merchantile Law | M.C. Slukla     | S. Chand & Sons        |
| 4.            | Merchantile Law | M.C. Kuchal     | Vikas Publishing House |

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Sl. No.: 1308

Subject Code: U11BA3A4

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS): KARUR-05****BBA– III SEMESTER – SECOND ALLIED COURSE - I**

(For the candidates admitted from 2011-12 onwards)

**BUSINESS ENVIRONMENT**

- UNIT- I** Business – Scope – Characteristics – Business Goals – Criticisms – Business Environment – Objectives – Types of Environment.
- UNIT- II** Economic Environment – Nature – Economic factors – Basic Economic System – Economic Planning – Objectives of economic planning - Economic planning in India
- UNIT-III** Political and Legal Environment- Constitutional Environment- Functions and Roles of the State –Economic roles of Government.
- UNIT-IV** Social and Cultural Environment – Nature – Impact of Culture on Business Culture and Goods, Services – Social Responsibility of Business – Business and Society.
- UNIT-V** Global / International Environment: Globalization – Meaning and nature of Globalisation – Essential conditions of Globalisation- Foreign Direct Investment- Foreign Direct investment in India.

**Text Book:**

| <b>Title</b>         | <b>Author</b>              | <b>Publisher</b> |
|----------------------|----------------------------|------------------|
| Business Environment | Roshy Joshi, Sangam Kapoor | Kalyani          |

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Sl. No.: 1309

Subject Code: U11CA3N1

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS):KARUR-05****B.B.A., III SEMESTER – NON CORE ELECTIVE - I**

(For the candidates admitted from 2011-12 onwards)

**COMMUNICATION FOR CAREER**

- UNIT- I** The process of communication – Public speaking – Communication factors and skills - Effective Communication Drafting a speech.
- UNIT- II** Major Pitfalls in Public Speaking – Body language - Developing Power threat in your Speech.
- UNIT-III** Group Discussion – Group Psychology and Team work - Guidelines for Group Discussion.
- UNIT-IV** Listening skills and voice exercises.
- UNIT-V** Interview and Career Guidance – success in Interview - Presentation techniques – Career Guidance.

**Text Book:**

| <b>Title</b> | <b>Author</b>                                | <b>Publisher</b>                   |
|--------------|--|------------------------------------|
| Power Talk   | Dr. Joseph Chandra Dr. Xavier<br>Alphones. S | S.MC Graw – Hill Education – 2010. |

**Reference Book:**

| <b>Title</b>                | <b>Author</b>              | <b>Publisher</b> |
|-----------------------------|----------------------------|------------------|
| Principles of Communication | Rajendra pal and Korahalli |                  |

CHAIRMAN – BOS

COE

Sl. No.: 1407

Subject Code: U11BA4C6

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – IV SEMESTER –CORE COURSE - VI**

(For the candidates admitted from 2011-12 onwards)

**PRODUCTION MANAGEMENT**

- UNIT- I** An overall view of production management– factors influencing plant location  
plant layout – different types of layouts and their suitability.
- UNIT- II** Production Planning and Control–Planning – routing – Scheduling –  
Dispatching
- UNIT-III** Work study – as a tool of a job study – Work standardization – Method study –  
Time study – Work measurement Techniques.
- UNIT-IV** Quality control and inspection – acceptance sampling technique – statistical  
quality control – control charts.
- UNIT-V** Inventory Management - Inventory Management and Control ABC Analysis,  
VED analysis and FSN analysis – Safety stock and Reorder level.

Note : 100% Theory Only

Text Book:

| <b>Title</b>                              | <b>Author</b>       | <b>Publisher</b>   |
|---|---------------------|--------------------|
| Production and<br>Materials<br>management | Saravanavel Sumathi | Margham Publishers |

**Reference Book:**

| <b>Title</b>                              | <b>Author</b>    | <b>Publisher</b> |
|---|------------------|------------------|
| Modern production<br>Operation management | E.S.Buffa        |                  |
| Production and Operation<br>management    | raymond r. mayor |                  |
| Production management                     | keith lockyeer.  |                  |
| Production inventory<br>system            | buffs & miller.  |                  |

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Sl. No.: 1408

Subject Code: U11BA4A5

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05****B.B.A., – IV SEMESTER – SECOND ALLIED COURSE - II**

(For the candidates admitted from 2011-12 onwards)

**CUSTOMER RELATIONSHIP MANAGEMENT**

- UNIT- I** Introduction to Customer Relationship Management: Relationship Marketing – Difference between traditional marketing and Relationship Marketing – Customer Relationship survey design – graphical design tools, branching logic and customer satisfaction survey design – Requisite for a survey for a design – types of customer relationship program – Process model of relationship Marketing – Scope for Customer Relationship Management – Causes of failure – Relationship between buyer and seller – leady bucket theory – Relationship Portfolio – Ladder – Relationship Life Cycle – Customer acquisition and Retention.
- UNIT- II** E-CRM introduction – Different levels of E-CRM. CRM business transformation process – Planning for transformation – CRM business cycle – CRM implementation – CRM and internet challenges – effect of internet – Data Warehousing benefits of Data Warehousing – Relationship Marketing Goal – Customer segmentation in relationship marketing.
- UNIT-III** Customer loyalty – Defining loyalty advantages frame work of customer loyalty – stages of customer loyalty – classification of customers with reference to loyalty – types of customer loyalty – types of customer behavior – features of successful loyalty scheme – Relationship Drivers, Risk, Salience and emotion, trust and commitment perceived need for closeness and customer satisfaction.
- UNIT-IV** Implementing relationship marketing programs: Strategy structure, System Shared Values, Staff, Skill and Styles.
- UNIT-V** Monitoring and control relationship – Different approaches to monitoring and control – Measures of relationship success satisfaction – Service Quality Models – SERVQUAL – SERVPERF – relationship return – measuring financial performance – Service Recovery – Call Centre – Objectives of Call Centre – Call Centre Features – Call Centre Planning.

**Text book:**

Customer Relationship Management – Dr. Sheela Rani ( Margam Publication).

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Sl. No.: 1409

Subject Code: U11BA4A6

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05****B.B.A., – IV SEMESTER – SECOND ALLIED COURSE - III**

(For the candidates admitted from 2011-12 onwards)

**RETAIL MANAGEMENT**

- UNIT- I** Retailing: Introduction – Meaning and definition of retailing – Elements of retailing – Types of retailing – Factors responsible for retailing in India – Meaning of Retailing management – future of retail in India.
- UNIT- II** Retailers: Meaning – Types of Retailers – Functions of Retailers – Classification of Retail Institutions – Classification on the Basis of ownership – Partnerships – Classification based on the Strategy.
- UNIT-III** Retail locations – deciding a retail location – shopping centres – types of shopping centres – successful location and Retail strategy - Sources of information.
- UNIT-IV** Store layout and design – factors to be consider – Types of store layouts – Store design and the Retailing Image mix – The space mix – ways to turn-off customers.
- UNIT-V** Managing Retail Ecosystem: Introduction – The Evolving Ecosystem - Managing the Ecosystem - Managing Human resources working areas of human resources – Role of Human resources in Retailing – Training and Management.

**Text book:**

| <b>Title</b>      | <b>Author</b>  | <b>Publisher</b>        |
|-------------------|----------------|-------------------------|
| Retail Management | Dr. R. K. Jain | VAYU Education of India |

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Sl. No.: 1410

Subject Code: U11BA4S1

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – IV SEMESTER – SKILL BASED ELECTIVE - I**

(For the candidates admitted from 2011-12 onwards)

**PRACTICAL COMMERCE**

- UNIT- I**
1. Preparation of invoice, receipts, voucher, delivery, challan, entry pass and Gate pass debit and credit notes.
  2. Preparation of transaction from the receipts, vouchers credit notes and debit notes.
  3. Preparation of application for shares and allotment letter for share transfer forms from the secretary.
- UNIT- II**
1. Drawing, endorsing and crossing of cheques filling up of pay in slips demand draft application and preparation of demand drafts.
  2. Making entries in the passbook and filling up of account opening forms for SB account, Current account and FDR's preparation of FDR's.
  3. Drawing and endorsing of bills of exchange and promissory notes.
- UNIT- III**
1. Filling up of application forms for admission to co-operative societies. Filling up loan application forms and deposit challan.
  2. Filling up Jewel loan application form, procedure for releasing of jewelers in jewel loan and repayment.
- UNIT- IV**
1. Preparation of agenda and minutes of meetings-both general body and board of directors.
  2. Using bin card and inventories.
  3. Using cost sheets.
- UNIT- V**
1. Filling up of an application form for a LIC policy, filling up of the premium form sending premium notice and filling up the challan for remittance receipt for the premium. The procedure for settling account while the insured is alive or dead.
  2. Preparation of audit programmes.
  3. Preparation of audit report and the replies to audit objections.
  4. Preparation of an advertisement copy, collection of advertisement in dailies and journal, critically evaluating the advertisement copy.
  5. Filling up income-tax returns and application for permanent account number.

**Note:**

Students may be requested to collect original or Xerox copies of the document and affix then on the records note books after having filling up. Drawing of the document should no be insisted. Distribution of marks: Practical 75% and Record note book 25%

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Sl. No.: 1411

Subject Code: U11CA4N2

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – IV SEMESTER – NON CORE ELECTIVE - II**

(For the candidates admitted from 2011-12 onwards)

**CONSUMER PROTECTION**

**UNIT- I** Consumer Rights in India – Short title, extent, Commencement and application – Definitions.

**UNIT- II** Consumer Protection Council - Central Protection council - state protection Council and District Protection Council.

**UNIT-III** Consumer Redressal Agencies:  
 i) District forum – Composition – jurisdiction – Appeal - findings of the forum.  
 ii) State commission – composition – Jurisdiction appeal – findings of the forum.

**UNIT-IV** National Commission – composition – Jurisdiction Appeal, findings of the forum.

**UNIT-V** Miscellaneous:  
 Protection of Action, in good faith – power to remove difficulties – Power of the national commission to make regulations - power to make rules – Rules and regulation to be laid before each house of Parliament.

**Reference Book:**

Consumer Protection Act 1986.

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Sl. No.: 1507

Subject Code: U11BA5C7

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – V SEMESTER – CORE COURSE – VII**

(For the candidates admitted from 2011-12 onwards)

**MANAGEMENT ACCOUNTING**

**UNIT- I** Definition – Nature – Scope – Objectives – Merits – Limitations – Differences between Management Accounting and Financial Accounting – Financial Statement analysis – Comparative statements – Common size statements – trend percentages – ratio analysis – types.

**UNIT- II** Fund flow statement – Cash flow statement – Forecasting of working capital requirements.

**UNIT- III** Marginal Costing – CVP analysis – Break even analysis – Managerial applications.

**UNIT- IV** Budget and Budgetary control – Production, Production cost, raw material cost, sales, cash, flexible budgets, standard costing – Material and labour variance only.

**UNIT- V** Capital Budgeting – Importance – Payback – discounted cash flow – net present value – Profitability index – accounting rate of return.

**(PROBLEM – 60%; THEORY 40%)****Text book recommended:**

| <b>Title</b>                        | <b>Author</b>  | <b>Publisher</b>     |
|-------------------------------------|----------------|----------------------|
| Principles of Management Accounting | S.N. Maheswari | Sultan Chand & Sons. |

**Reference:**

| <b>Sl.No.</b> | <b>Title</b>                                | <b>Author</b>                   | <b>Publisher</b> |
|---------------|---|---------------------------------|------------------|
| 1.            | Theory and Problem of Management Accounting | Khan & Jain                     | TMH              |
| 2.            | Management Accounting                       | Higorani & Ramanathan           | S. Chand & Sons. |
| 3.            | Management Accounting                       | R. Ramachandran & R. Srinivasan |                  |

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Sl. No.: 1508

Subject Code: U11BA5C8

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., - V SEMESTER – CORE COURSE - VIII**

(For the candidates admitted from 2011-12 onwards)

**ENTREPRENEURIAL DEVELOPMENT**

- UNIT- I** Concept of Entrepreneurship – Entrepreneur and Entrepreneurship: Meaning – Definition – Characteristics - Functions of Entrepreneurs – Classifications of Entrepreneurs – Factors influencing Entrepreneur.
- UNIT- II** Institutional Finance to Entrepreneurs – Commercial Banks – DICS – SIDOS – SISIS – Khadi and Village Industries Commission – All India financial Institutions – IDBI - IFCI – UTI – LIC –GIC – SFCS – SIDBI – Industrial Investment Bank of India.
- UNIT-III** Business Idea Generation Techniques – Identification of Business Opportunities – Market Feasibility.
- UNIT-IV** Financial and Economic Feasibility – Technical and Locational Feasibility – Manager and Legal Feasibilities – Project Appraisal – Project Report.
- UNIT-V** Entrepreneurial Development Programme – Role of Entrepreneur in Economic Development – Small Entrepreneurs – Franchising.

**Text Books Recommended:**

| <b>Title</b>                | <b>Author</b> | <b>Publisher</b>    |
|-----------------------------|---------------|---------------------|
| Entrepreneurial Development | Dr. Radha     | Prasanna Publishers |

**Reference Books:**

| <b>Title</b>                | <b>Author</b>    | <b>Publisher</b>   |
|-----------------------------|------------------|--------------------|
| Entrepreneurial Development | N.P. Srinivasan  |                    |
| Entrepreneurial Development | R. Arora & S. K. | Kalyani Publishers |
| Entrepreneurial Development | S. S. Khanka     | S. Chand & Co.,    |

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Sl. No.: 1509

Subject Code: U11BA5C9

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – V SEMESTER – CORE COURSE - IX**

(For the candidates admitted during 2011-12 onwards)

**OPERATIONS RESEARCH**

- UNIT- I** Scientific method – O.R. Models and model building - Resource allocation – Linear programming – Graphical Method –Simple Problems Only (Duality in linear programming problem excluded) .
- UNIT- II** Transportation and Assignment Models - Sequential decision making – Sequencing Problems.
- UNIT- III** Inventory Management – deterministic and elementary stochastic models.
- UNIT- IV** Network analysis- construction of network – time and critical path calculation- PERT and CPM methods.
- UNIT- V** Replacement Decisions- replacement of item deteriorates with time (disregard the money value)

**Text book recommended:**

| <b>Title</b>       | <b>Author</b>           | <b>Publisher</b>    |
|--------------------|-------------------------|---------------------|
| Operation Research | Vijay K. Gupta & Others | Kalyani Publishers. |

**Reference:**

| <b>Sl.No.</b> | <b>Title</b>                                 | <b>Author</b>  |
|---------------|--|----------------|
| 1.            | Operation Research                           | Hamdy A. Taha  |
| 2.            | Operation Research<br>Problems and Solutions | V.K. Kapoor    |
| 3.            | Operation Research                           | Gupta & Others |

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Sl. No.: 1510

Subject Code: U11BA5C10

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – V SEMESTER – CORE COURSE - X**

(For the candidates admitted from 2011-12 onwards)

**SERVICES MARKETING**

- UNIT-I** Services marketing – Introduction – Services: The concept – Goods and Services: A comparative analysis. Salient features of marketing services. Significance of services marketing – service marketing mix.
- UNIT- II** Bank Marketing – Introduction – The users of Banking services- Market segmentation – Importance of Segmentation to the Banking organizations – Criteria for Banking segmentation- Marketing mix for the Banking Services – Product Mix – Product portfolio for Banks- promotion Mix – Public relations – Personal selling.
- UNIT-III** Tourism Marketing – Introduction – Tourism – concept – users of Tourism services – Market Segmentation for Tourism – Formulation of Marketing Mix for the Tourist organization – product mix – salient features of Tourism product – Designing a package Tour- promotion Mix – price Mix – Place Mix- Tourism Marketing in Indian Perspective.
- UNIT-IV** Entertainment services – Introduction – Entertainment Marketing – A conceptual frame work – Rationale behind entertainment Marketing- The formulation of Marketing Mix – Product Mix – Price mix- place mix – Promotion mix – People mix – Entertainment Marketing in Indian perspective
- UNIT-V** Telecommunications services : Introduction – Telecommunications Marketing – A conceptual frame work – Rationale behind Telecommunications Marketing- The formulation of Marketing mix for telecommunication organizations- Product mix – Price mix – Promotion mix- People mix – Telecommunication Marketing in The Indian Perspective.

**Text book recommended:**

| <b>Title</b>          | <b>Author</b> | <b>Publisher</b>  |
|-----------------------|---------------|---|
| 1. Services Marketing | S.M.Jha       | Himalaya Publishing House, sixth revised edition – Reprint -2005. |

**Reference Books:**

| <b>Title</b>          | <b>Author</b> | <b>Publisher</b> |
|-----------------------|---------------|------------------|
| Services Marketing    | M.Y.Khan      |                  |
| Marketing Management  | C.B.Memoria   |                  |
| Marketing Management  | Kotler        |                  |
| Marketing of Services | Cowell        |                  |

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Sl. No.: 1511

Subject Code: U11BA5E1

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05****BBA – V SEMESTER – ELECTIVE COURSE - I**

(For the candidates admitted from 2011-12 onwards)

**HUMAN RESOURCE MANAGEMENT**

- UNIT- I** Introduction – Meaning and Definition of Human Resources – Evolution of the management of Human Resources – Objectives – Scope and Significance of Human Resources – Future trends and challenges of HRM Studies in Indian scenario.
- UNIT- II** Human Resource Planning – Definition and Meaning – Importance – Objectives – Components and the process of Human Resource Planning. Human Resource Planning in India.
- UNIT-III** Recruitment and Selection – Sources of Manpower supply – Methods and Techniques of Recruitment – Indian perspective on Recruitment. The Selection and Placement Processes.
- UNIT-IV** Training and Development – Definition and significance -Training Policy – Principles and Methods – Performance Appraisal: Nature, Significance and Methods of Performance Appraisal.
- UNIT-V** Wages and Salary Administration: Essentials of a Wage and Salary Administration – Issues in Indian Wage Policy – Methods of Wage Fixation in India – Nature and Role of Incentives – Perspectives on Incentives in India.

**Text book recommended:**

| <b>Title</b>              | <b>Author</b> | <b>Publisher</b> |
|---------------------------|---------------|------------------|
| Human resource management | L.M .Prasad   | Sultand Chand.   |

**Reference Books:**

| <b>Title</b>         | <b>Author</b>  | <b>Publisher</b>           |
|----------------------|----------------|----------------------------|
| Personnel Management | Memoria        | Himalaya Publishing House. |
| Personnel Management | Fillippo       | Mc Graw Hill               |
| Personnel Management | Monappa        | Mc Graw Hill               |
| Personnel Management | P.C. Tripathi. | Kalyani Publishing         |

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Sl. No.: 1512

Subject Code: U11BA5S2

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – V SEMESTER – SKILL BASED ELECTIVE - II**

(For the candidates admitted from 2011-12 onwards)

**MARKETING RESEARCH****UNIT – I**

Definition of Marketing Research – Nature and Scope –Marketing Research process.

**UNIT – II**

Research Design – Types of Research Design – Exploratory , Descriptive and Experimental Research Design .

**UNIT – III**

Data collection – Primary data – Secondary data – Methods – Survey method – Questionnaire and Interview Schedule – Interview technique –observation method.

**UNIT – IV**

Sampling Methods – Probability Sampling – Non Probability Sampling.

**UNIT –V**

Product Research – Advertising Research, – Preparation of Research Report.

**TEXT BOOK**

1. D.D. Sharma Marketing Research

**REFERENCE BOOKS**

1. Boyd and Westfall - Marketing Research
2. Mc.Gown - Marketing Research
3. Green Paul and Full - Marketing Research

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Sl. No.: 15P1

Subject Code: U11BA5S3P

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – V SEMESTER – SKILL BASED ELECTIVE - III**

(For the candidates admitted from 2011-12 onwards)

**INDUSTRIAL ANALYSIS – PROJECT WORK****Objective:**

Business Administration students are expected to capitalize the current industrial success scenario.

- I. The students have to analyze any two business company.
- II. Firstly, they have to learn SWOT analysis of these two companies.
- III. Second, they have to analyze those two company's production, marketing, finance and other performance. Viz – Technology, Advertising, Distribution Network etc.,
- IV. Thirdly they have to compare these two company's performance with Industry average.
- V. Finally, based on the analysis, Students should submit a detailed report about their selected companies performance.
  - a. Profiles of the selected company.
  - b. Details of Production, Marketing, Financial and other performance.
  - c. Comparative analysis.
  - d. Findings.
- VI. Industrial analysis shall be prepared by the students under the supervision and guidance of the faculty of the concerned department.
- VII. Viva – voce examination will be conducted with internal & external examiners at the end of the semester and the credits will be awarded.

**Note :**

1. Students have to undergo collection of data, in the month of June and July and analysis is made in the month of August.
2. The report should be submitted by the students at the end of the month of October.
3. External marks 75 and internal marks 25.
  - External marks ( Viva Voce - 25 Marks ; Project Report – 50 Marks)
  - Internal Marks ( Collection of Data – 10 Marks; Preparation – 10 Marks; and Attendance – 5 Marks ).

**CHAIRMAN – BOS****COE**

Sl. No.: 1605

Subject Code: U11BA6C11

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – VI SEMESTER – CORE COURSE - XI**

(For the candidates admitted from 2011-12 onwards)

**STRATEGIC MANAGEMENT**

- UNIT- I** Strategy – Concept, Importance, Limitations – Strategic Management – Conceptual frame work for strategic management – Definition –Mission, Vision – Objectives- Strategic planning process – Approaches – Analysis.
- UNIT- II** Environmental Analysis –SWOT analysis- Strategic Formation – Situational analysis and Competitive advantages.
- UNIT- III** Strategy Formulation– Corporate level, Business and Functional level – Competitive advantages.
- UNIT- IV** Portfolio analysis: GE Matrix- BCG Matrix – Porters five forces model - Strategic choice and Balanced Scorecard – Implementation- approaches
- UNIT- V** Strategic Evaluation and control: Strategic control – Evaluation Techniques.

**Text book recommended:**

| <b>Title</b>         | <b>Author</b>     | <b>Publisher</b> |
|----------------------|-------------------|------------------|
| Strategic Management | Dr. M. Jayaratnam | HPH              |

**Reference:**

| <b>Title</b>       | <b>Author</b>                  | <b>Publisher</b> |
|--------------------|--------------------------------|------------------|
| Strategic Planning | V.S. Ramaswamy<br>S.Namakumari | Macmillan        |

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Sl. No.: 1606

Subject Code: U11BA6C12

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – VI SEMESTER – CORE COURSE - XII**

(For the candidates admitted from 2011-12 onwards)

**PRINCIPLES AND PRACTICE OF INSURANCE**

- UNIT- I** Nature and scope of Risk Management – Methods of handling Risks – Types of Risk- Functions of insurance Nature of Insurance Business – Classification of Insurance.
- UNIT- II** Life Insurance – Classification of life insurance Policies – Assignment of life policies – Life Insurance corporation of India (LIC)
- UNIT- III** Nature of Marine Insurance contract – Kinds of marine insurance policies – Important clauses in Marine policy – Marine Losses and Abandonments.
- UNIT- IV** Nature of Fire insurance contract – Types of Fire policies – Fire insurance claims – Miscellaneous Insurance – National Agricultural Insurance Schemes.
- UNIT- V** General Insurance Business and Role of GIC – Role of Development officer – Role of Insurance Agents – Motor Vehicle insurance – Health Insurance – Cattle and public Liability insurance – Privatization of Insurance Business in India - Insurance Regulatory and Development Authority (IRDA).

**Text book recommended:**

| <b>Title</b>                         | <b>Author</b>    | <b>Publisher</b>           |
|--------------------------------------|------------------|----------------------------|
| Principles and Practice of Insurance | Dr. P. Periasamy | Himalaya Publishing House. |

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Sl. No.: 1607

Subject Code: U11BA6C13

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – VI SEMESTER – CORE COURSE - XIII**

(For the candidates admitted from 2011-12 onwards)

**MANAGEMENT INFORMATION SYSTEM**

- UNIT- I** Managerial overview of Information System – Introduction to Information system – Characteristics of Information – Process of converting data into information – Information system and organization Structure –Challenges - Application in Managerial decision making.
- UNIT- II** Technical Foundations of Information System – Computer Hardware – Components of a computer – computer software –Programming Languages – Systems software and Applications software.
- UNIT- III** Business Applications of information system – Decision support system and Transaction processing system.
- UNIT- IV** Maintenance Information – System Analysis and Decision: Methodology and Implications –Tools for information system development.
- UNIT- V** Managerial Implementation – Strategic Information System – Managing information Resources – Computer Scanning.

**Text book recommended:**

| <b>Title</b> | <b>Author</b> | <b>Publisher</b> |
|--------------|---------------|------------------|
| MIS          | P.Mohan       | HPH              |

| <b>Reference Books:</b> | <b>Author</b>   | <b>Publisher</b> |
|-------------------------|-----------------|------------------|
| MIS                     | James A.O'Brien | TMH              |
| MIS                     | Gordan B.Davis  | TMH              |

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Sl. No.: 1608

Subject Code: U11BA6E2

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – VI SEMESTER – ELECTIVE COURSE - II**

(For the candidates admitted from 2011-12 onwards)

**FINANCIAL MANAGEMENT**

- UNIT- I** Financial Management: Meaning and scope concepts in valuation – Time value of money Risk and Return – cost of capital – cost of debt – cost of equity – cost of Retained Earnings
- UNIT- II** Financial Planning – Meaning and scope – capital structure – Net income approach – Net operating income Approach – MM Approach Arbitrage process – Traditional approach – capital structure planning.
- UNIT- III** Leverage – Meaning and types – significance – Operating leverage, Financial leverage – combined leverage.
- UNIT- IV** Dividend policy – Theories – Relationship with value of firms – stock Dividend – stock splits.
- UNIT- V** Working capital Management Risk, Liquidity of profitability trade off – Determination of working capital – cash management –Receivable management – credit standards – credit policies – Inventory Management – Order quantity – Order point – safety stock.

**(Theory only)****Text book recommended:**

| <b>Title</b>                                | <b>Author</b> | <b>Publisher</b> |
|---|---------------|------------------|
| Theory and Problems of Financial Management | Khan & Jain   |                  |

**Reference:**

| <b>Sl.No.</b> | <b>Title</b>                         | <b>Author</b>    | <b>Publisher</b>     |
|---------------|--------------------------------------|------------------|----------------------|
| 1.            | Fundamentals of Financial Management | Prasanna Chandra |                      |
| 2.            | Elements of Financial Management     | S.N. Maheswari   | Sultan Chand & Sons. |

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Sl. No.: 1609

Subject Code: U11BA6E3

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05****B.B.A., – VI SEMESTER – CORE ELECTIVE – III**

(For the candidates admitted from 2011-12 onwards)

**PROMOTION MANAGEMENT**

- UNIT- I** Promotion – Promotion Mix – Personal Selling: Salesmanship – Qualities of Sales force – Personal selling process – Types of Personal Selling.
- UNIT- II** Sales Promotion – Objectives – Significance – Forms of Sales Promotion – Consumer Promotion – Trade Promotion – Sales force Promotion – Sales Promotion Programmes – Sales Promotion strategy.
- UNIT- III** Advertising: Nature – Scope – Objectives – Types - Importance of Advertising.
- UNIT- IV** Media Selection - Media Strategy – Factors affecting print media – Direct mail – Broadcasting media – Other Advertising Media.
- UNIT- V** Public relations - Public relations and Publicity – Publicity Messages and Vehicles – Publicity Plans – Publicity Organization – Evaluating Publicity results.

**Text book:**

| <b>Title</b>                               | <b>Author</b> | <b>Publisher</b>          |
|--|---------------|---------------------------|
| Sales Promotion and Advertising Management | M.N. Mishra   | Himalaya Publishing House |

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