

**E.M.G. YADAVA WOMEN'S COLLEGE , MADURAI – 625 014.**

*(An Autonomous Institution – Affiliated to Madurai Kamaraj University)*

Re-accredited (**3<sup>rd</sup> Cycle**) with Grade **A<sup>+</sup>** & **CGPA 3.51** by NAAC

## **DEPARTMENT OF BUSINESS ADMINISTRATION**



### **CBCS SYLLABUS**

### **BACHELOR OF BUSINESS ADMINISTRATION**

**PROGRAMME CODE - B**

### **COURSE STRUCTURE**

(w.e.f. 2021 – 2022 Batch onwards)



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## **CRITERION - I**

*1.1.3 Details of courses offered by the institution that focus on employability / entrepreneurship / skill development during the year.*

Syllabus copies with highlights of contents focusing on  
Employability / Entrepreneurship / Skill Development



**To be Noted:**

<b>HIGHLIGHTED COLORS</b>	<b>COURSES</b>
	<b>Employability</b>
	<b>Skill Development</b>
	<b>Entrepreneurship</b>
	<b>Skilled &amp; Employability</b>

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(w.e.f. 2021 – 2022 Batch onwards)

**COURSE STRUCTURE-SEMESTER WISE**

Sem	Part	Sub Code	Title of the paper	Teaching hrs (Per week)	Exam Duration (hrs)	Marks Allotted			Credits
						CIA	SE	Total	
V	III	21B51	Core :Operations Management	5	3	25	75	100	4
	III	21B52	Core :Management Accounting	6	3	25	75	100	4
	III	21B53	Core :Research Methodology	5	3	25	75	100	4
	III	21BI5	Core: Institutional Training	5	3	20	80	100	4
	III		Elective – I	5	3	25	75	100	5
	IV	21SEB51	SBE: Soft Skills	2	3	25	75	100	2
	IV	214EV5	Environmental Studies	2	3	25	75	100	2
VI	III	21B61	Core : Human Resource Management	5	3	25	75	100	4
	III	21B62	Core : Financial Management	5	3	25	75	100	5
	III	21B63	Core : Management Information System	5	3	25	75	100	4
	III	21B64	Core :Total Quality Management	5	3	25	75	100	4
	III		Elective - II	6	3	25	75	100	5
	IV	21SEB61	SBE: Interview Techniques	2	3	25	75	100	2
	IV	214VE6	Value Education	2	3	25	75	100	2
	V	215NS4 / 215PE4	Extension Activities NSS/ Physical Education	-	3	25	75	100	1

**Electives****Semester-V****ELECTIVE – I (Choose any one)**

Services Marketing - 21BE5A

Tourism Management - I - 21BE5B

**Semester-VI****ELECTIVE – II (Choose any one)**

Retail Management - 21BE6A

Tourism Management- II - 21BE6B

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<b>Title of the Paper</b>	<b>: OPERATIONS MANAGEMENT</b>	
<b>Semester</b>	<b>: V</b>	<b>Contact Hours: 5</b>
<b>Subject Code</b>	<b>: 21B51</b>	<b>Credits : 4</b>

**Objectives:**

1. To understand the basic concept of production management.
2. To identify the situations under which the different Production system is justified.
3. To familiarize with the basic types of plant layouts, plant design and the factors to be considered in designing layout.

**Unit - I**

Operations Management – Definition – Nature and Scope – Modern production management – Manufacturing system – Elements of production System – Basic factors affecting the production system – Types.

**Unit - II**

Plant location – Introduction – Importance – Factors responsible for plant location – Plant layout – Meaning and definition – Advantages of a good plant layout – Types – Product, Process and Fixed position Layout – principles.

**Unit - III**

Plant maintenance – Objectives – Importance – Losses due to poor maintenance – Types: Routine, Corrective, Preventive, Scheduled, Predictive – Maintenance Techniques.

**Unit - IV**

Production Planning and Control – Objectives – Procedure for setting up of a production planning and control system – Production Planning Function – Production Control Function – Routing, Scheduling, Expediting and Dispatching – Production control techniques – PERT Chart, GANTT Chart. Work Study and Work Measurement – Basic procedure of work study – Work Measurement Technique. (Stop watch, Time study)

**Unit - V**

Supply Chain Management-Need and Importance-Inventory Management –Concepts - Functions of Inventory – Types - Inventory Planning - Inventory Cost - Purpose of Inventory – EOQ - Inventory Replenishment Policies - Inventory Models – ABC Analysis –VED Analysis.

**Text Books:**

1. Goel. B.S., *Production Operations Management*, Pragati Prakashan Educational Publishers, Meerut, 12<sup>th</sup> Revised reprint 2008.
2. Sekar.P.C., Ponraj.R., Saravanan.S, *Production Management*, Enpee Publications, Madurai, 1998.

**Reference Books:**

1. Aswathappa.K, *Essentials of Production Management*, Himalaya Publishers House, Second Edition 2001.
2. Aswathappa.K & Shridhara Bhat.K, *Production and Operations Management*, Himalaya Publishers House, Second Revised Reprint 2011.
3. Chunawalla.S.A & Patel.D.R, *Production and Operations Management*, Himalaya Publishing House, Mumbai, Seventh Revised reprint 2009.
4. Elwood S. Buffa & Rakesh K. Sarin, *Modern Production / Operations Management*, John Wiley & Sons, Singapore, Eighth Edition 1994.
5. Nair.N.G, *Production and Operations Management*, TataMcGraw – Hill Publishing Company, New Delhi, Third Reprint 1999.
6. Saravanavel.P & Sumathi.S, *Production and Materials Management*, Margham Publications, Chennai, 3<sup>rd</sup> Revised Reprint 2012.
7. Shridhara Bhat.K, *Production and Materials Management*, Himalaya Publishing House, Mumbai, Fourth Edition 2009.

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1. To understand the concept of Management Accounting.
2. To understand and interpret the changes in working capital identifying the causes for these changes.
3. To familiarize practical management accounting in real situation.

**Unit I**

Introduction: Management Accounting-Meaning-Nature and Scope-objectives-Functions of Management Accounting - Difference between Financial Accounting and Management Accounting - Financial Statement Analysis – Basic division of Balance Sheet- Forms of Balance Sheet and Profit & loss Accounts. Tools of Analysis- Comparative, Common size and Trend Analysis – Limitations of Financial Statement Analysis.

**Unit II**

Ratio Analysis: Ratio Analysis – meaning, mode of expression, importance, limitations – Classification of Ratios –Analysis of Short-term Financial position-Current Ratio-Quick Ratio- Activity Ratio- Inventory Turnover Ratio-Debtors Turnover Ratio -Creditors Turnover Ratio-Working Capital Turnover Ratio . Analysis of Long-term Financial Position-Debt-Equity Ratio-Proprietary Ratio, Analysis of Profitability Ratio – Gross Profit -Operating Profit-Operating Expenses- Net Profit Ratio (Simple problems only), DuPont Control Chart.

**Unit III**

Fund Flow Statement: Fund flow statement – meaning, importance– preparation of fund flow statement (simple problems only). Cash flow statement – meaning - uses –Difference between Fund flow statement and Cash flow statement- preparation of cash flow statement (Simple problems only).

**Unit IV**

Marginal Costing: Marginal Costing - Definition - Merits and Demerits – Differences

between absorption costing and marginal costing. Break even chart – Assumptions, advantages and disadvantages – Application of marginal costing Techniques- Product Mix, Make or Buy, - Key Factor-Pricing Decisions

### Unit V

Budgetary Control: Budgetary Control – Meaning, Characteristics- Essentials of successful Budgetary Control – organization of Budgetary Control- Advantages and limitations of Budgetary Control – classification of budgets- Flexible Budget, Production Budget, Sales Budget, Material Procurement Budget, Cash Budget- Zero Base Budgeting.

**Note: 70% for Problems and 30% for Theory**

#### Text Book:

1. Pillai R.S.N. and Bagavathi, *Management Accounting*, S. Chand Publication, New Delhi, Revised Reprint 2003

#### Reference Books:

1. Maheswari S. N, *Principles of Management Accounting*, Sultan and Chand & Sons, New Delhi, Revised Reprint 2012
2. Murthy.A,Gurusamy.S, *Management Accounting*, Tata McGraw Hill Publishing Company Ltd. New Delhi, Second Reprint 2012.
3. Shashi.K . Gupta, Sharma.R.K *Management Accounting* Kalyani Publications, New Delhi, print 2002
4. Ramachandran.R and Srinivasan.R, *Management Accounting* , Sri Ram Publications, Trichy, Fifth Revised Edition 2010
5. Reddy T.S, Hari Prasad Reddy. Y, *Management Accounting*, Margham Publications Chennai, Reprint 2012.

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(w.e.f. 2021 – 2022 onwards)

**Title of the Paper : RESEARCH METHODOLOGY****Semester : V****Contact Hours: 5****Subject Code : 21B53****Credits : 4****Objectives:**

1. To understand the basic concept of Research Methodology
2. To familiarize the concepts of sampling, methods of data collection and report writing.
3. To understand the uses of SPSS for business research

**Unit I**

Research methodology- An Introduction- Meaning- Objectives- Types- Significance- Research Process- Problems encountered by Researchers in India- Criteria of Good Research. Research Process- Important Concepts relating to Research Design.

**Unit II**

Samples Design- characteristics of a good sample- Sample design process –Types of sampling techniques- Probability sampling, Non- probability sampling –measurement and scaling- measurement scale- Goodness of measures- Methods of scaling-scale construction techniques.

**Unit III**

Primary data, secondary data - sources of secondary data - methods of data Collection- Questionnaire - characteristics of a good questionnaire - Procedure for designing a questionnaire. SPSS as a tool for analysis–Uses of SPSS for business research.

**Unit IV**

Data Processing and analysis –factors influencing data analysis strategy – hypothesis testing- characteristics- importance- types.

**Unit V**

Report writing -significance of report writing– steps in writing report– layout of the research report – types of reports – mechanics of writing a report – precautions for writing research reports – reference – appendix – bibliography and foot note.



**Text Book:**

1. Shashi K. Gupta, Praneet Rangi, *Research Methodology and Report Writing*, Kalyani Publishers, New Delhi, 2010

**Reference Books:**

1. Beri G.C , *Marketing Research* ,Tata McGraw Hill Education Private Limited, New Delhi, Fourth Edition, Reprint, 2011
2. Dr.Goel B.S, *Marketing Research*, Pragathi Prakashan Publishers, Meerut, Eighth Edition 2009
3. Kothari C.R , *Research Methodology (Methods of Techniques)*, New Age International Private Limited, New Delhi, 2003
4. Pawankumar and Oberoi, *Research Methodology*, Global Academic Publishers, New Delhi, First Edition 2013
5. Ravilochanan.P, *Research Methodology*, Margham Publications,Chennai, Second Revised edition 2003, Reprint 2009

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1. Each student should undergo 4 weeks Institutional Training during end of the fifth semester holidays. Attendance certificate from the organization should be submitted to the department on the first week of working day of the sixth semester.
2. Prior sanction must be obtained from the department regarding the approval of organizations selected for training.
3. The work load for correction and presentation of the Training report is 5 hours/ Week
  - a. The activities to be undertaken include report submission, verification and correction by the staff and report presentation by the students in the class.
4. The training program is evaluated for a total of 100 marks.
  - a. **Internal marks 20** evaluated by faculty guide.
  - b. **Viva – voce marks 80** evaluated by a panel consisting of student guide, Head of the Department and External Examiner.
5. The total marks put together, required for a pass in 40 marks
6. The Training report must contain:
  - a. Attendance certificate, Introduction, Reason for selecting the organization, Company profile, Organization structure, data from functional areas viz production, marketing human resource and finance, student's observation of problems and suggestions
7. The student has to submit two copies of report, in not less than 50 type written pages.
8. The training report must be submitted to the department by during the first week of October and internal marks would be submitted on the instructions of the controller of examination.

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1. To understand the key factors influencing personality
2. To develop a positive attitude mentality
3. To develop interpersonal skills and conflict resolution mechanisms
4. To improve their communication ability
5. To effectively use leadership skills for better acceptance and understanding.

**UNIT- I:**

Personality: Definition, personality traits, factors influencing personality, self concept- self original, self image, self identity. Attitude: meaning, factors affecting attitude, attitude building.

**UNIT – II:**

Interpersonal skills: Meaning, factors affecting interpersonal relations, methods for developing interpersonal skills – sensitivity training and transactional analysis.

**UNIT – III:**

Formal and Informal Conversation – Conversation in the work place – Interviews – Public Speech – Lectures.

**UNIT – IV:**

Conflict Management: Johari Window and Eric Bernie's life positions. Intelligent Quotient, Emotional Quotient, Spiritual Quotient.

**UNIT – V:**

Development of communication skill - listening, Presentation skill - public speaking skill.

## REFERENCE BOOKS

- 1.Luthans , F, “ *Organizational Behaviour*” , 12<sup>th</sup> Edition , Tata Mc Graw Hill Ltd., New York, 2006.
- 2.Krishna Mohan and Meera Banerjee , “ *Developing Communication Skills*”, Macmillan India Limited , New Delhi, 2005.
- 3.Kopmeyer, M.P., “ *Thoughts to Build on*” , UBS Publishers Distributors Ltd ., New Delhi, 2000.
- 4.Peter Urs Bender , “ *Leadership From Within* “, Macmillan India Ltd ., Delhi, 1997.
- 5.Stephen R. Covey , “ *The 7 Habits of Highly Effective People* “ , Simon and Schuster U.K. Limited , London , 1998.

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1. To understand the meaning and concept of Human Resource Management
2. To understand the role of human resource management in real situation
3. To enlighten on the problems while handling people

**Unit I**

Introduction -Human resource management - concept, nature, objectives and importance, Function and Scope - organization of HR department - Qualities of HR manager and status of HR manager

**Unit II**

Man power planning - concept and objectives - Need and importance - process - Job analysis - concept and uses -, Job description and job specification. Procurement: Recruitment and selection process, Meaning and process of recruitment - Sources and techniques of recruitment - Selection - meaning and process of Selection, Selection test and Interview.

**Unit III**

Human resource development: Career planning and counseling, Employer Training - concept and need of training – objectives - methods. Management development

**Unit IV**

Performance appraisal - Concept and objectives - Essentials of effective appraisal system - Methods and Techniques – Potential appraisal system Grievances - meaning and causes of grievances – Redressal, Procedure - Grievance Redressal in India.

**Unit V**

Collective bargaining – meaning – objectives. Industrial relations and Industrial disputes - concept, objectives, causes of industrial disputes - preventive and settlement machinery. Recent Trends in HRM - Human Resource Audit - Human Resource Accounting - Human

Resource Information System – Recruitment and selection, International Human Resource Management and Human Resource Analytics.

**Text Book:**

1. Gupta C.B, *Human Resource Management*, Sultan Chand and Sons, New Delhi, Twelfth Revised Edition 2010
2. Biswajeet Pattanayak, *Human Resource Management*, Prentice Hall of India, New Delhi Second Printing 2002

**Reference Books:**

1. IndranilMutsuddi, *Essentials of Human Resource Management*, New Age International, NewDelhi, Reprint 2011
2. Jayashankar.J, *Human Resource Management*, Margham Publications, Chennai, Reprint 2010
3. C.B. Mamoria, *Personnel Management*, Himalaya Publishing House, New Delhi, Edition 2011.
4. Tripathi, *Personnel Management & Industrial Relations*, Sultan Chand & Sons, New Delhi, Reprint 2008
5. Radha, *Human Resource Management*, Prasanna Publishers, Chennai, Edition 2011

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<b>Title of the Paper</b>	<b>: FINANCIAL MANAGEMENT</b>	<b>Contact Hours: 5</b>
<b>Semester</b>	<b>: VI</b>	<b>Credit : 5</b>
<b>Subject Code</b>	<b>: 21B62</b>	

**Objectives:**

1. To learn the principles of financial Management
2. To apply the financial management principles in real situation
3. To make sound financial Decision in business

**Unit I**

Financial Management - Definition –Approaches to finance function- Scope- Relationship of finance with other business Finance-Objectives of Financial Management- Financial decisions- Functional of a financial Manager - organization of finance function.

**Unit II**

Source of Capital –meaning- kinds of ownership securities- Equity Shares- Characteristics – Preference Shares –Deferred Shares-No Par Stock-Creditorship Securities – Debentures- Features - Difference between Debentures and Shares. Short-term Loans and Credits-Indigenous Bankers-Trade Credit- Instalment Credit-Advances-Account Receivables- Accrued Expenses-Deferred Incomes-Commercial Paper. Capital Structure - Forms of Capital Structure -importance-impact of leverage on EPS (simple problems), Factors Determining the Capital Structure – Optimal Capital Structure

**Unit III**

Working Capital Management - Meaning, concepts, kinds of working capital- Factors determining the working capital – Estimate of working capital requirements (simple problems only)- Cash management (Theory only)

Cost of Capital –Definition-Significance of the Cost of capital-classification of cost - Computation of Cost of Capital - Cost of Debt, equity, retained earnings and Weighted Average Cost of Capital (Simple Problems) - Marginal Cost of Capital.

**Unit IV**

Capital Budgeting –Meaning – needs - importance of Capital Budgeting- Kinds of Capital Budgeting Decisions- Methods of Capital Budgeting- Payback period - Accounting rate of return, Net present value method, and Internal Rate of Return- Factors Influencing Capital Expenditure Decisions.

**Unit V**

Dividend Decision – Introduction— Theories of dividend- theory of irrelevance and theory of relevance-Walter's Model, MM Model and Gordon's Model (simple problems only), determinants of dividend Policy-forms of dividend.

**Note: 60% for Problems and 40% for Theory**

**Text Book:**

1. Shashi K.Gupta, R.K. Sharma, *Financial Management* ,Kalayani Publishers, New Delhi Third Revised Edition 2007

**Reference Books:**

1. Khan, P.K Jain, *Financial Management*, Tata McGraw Hill Publishing Co,Ltd, Tenth Revised Edition 2003
2. Kulkarni P.V,Satyaprasad, *Financial Management*, B.G., Himalaya Publishing House, New Delhi, Sixteenth, Revised Edition 2011
3. Maheswari S.N, *Financial Management*, Sultan Chand & Sons, New Delhi, Tenth Revised Edition 2005
4. Murthy.A, *Financial Management*, Margham Publications, Chennai, Reprint 2013.
5. Pandey I.M, *Financial Management*, Vikas Publishing House, Pvt,Ltd., Noida, Ninth Edition Reprint 2009



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<b>Title of the Paper</b>	<b>: MANAGEMENT INFORMATION SYSTEM</b>	
<b>Semester</b>	<b>: VI</b>	<b>Contact Hours: 5</b>
<b>Subject Code</b>	<b>: 21B63</b>	<b>Credits : 4</b>

**Objectives:**

1. To understand the concept of data base management system
2. To equip themselves in building DSS in an organization.
3. To acquaint with the basic idea for system design and Implementation.

**Unit I:**

Introduction to MIS – Evolution of MIS – Growth – Characteristics. Information

Research Management – Role of MIS – Evolution of ERP – Implementation of ERP.

**Unit II:**

Decision Support System &amp; Planning for MIS – Types of DSS – Characteristics of DSS

– Components of DSS – DSS tools for different levels of Support System – Types of

Information System – Planning approaches – Challenges in Information System Planning.

**Unit III:**

System development &amp; System Analysis – System development Methodologies –

People involved in system development – Software development process.

**Unit IV:**

System design &amp; Implementation – Input Design – Procedure design – File design –

Database design – DBMS – DBA – Design Documentation – Steps in System implementation.

Factors for successful implementation – Causes for implementation.

**Unit V:**

Usage of computers in MIS – Role of Computers in functional information system –

Functional areas in Informational system. Internet &amp; Business – Business opportunities on

Internet – Securing on Internet – Types of Electronic Commerce – Security and Control:

Securing the web: Computer Crime, Hacking –Unauthorized use at work-Software privacy –

Computer viruses-privacy the internet –Ethics and IT.

**Text Book:-**

1. Mohan.P, *Management Information System*, Himalaya Publishing House, New Delhi, Eleventh Revised Edition 2012.

**Reference Books:-**

1. Goyal.D.P, *Management Information System*, Managerial Perspectives, MacMillan India Ltd, Delhi, Second Edition 2007.
2. James A'O'Brien, George.M. Marakas, Ramesh Behl, *Management Information System*, TATA McGraw Hill Education private limited, New Delhi, First Edition 2010.
3. Jawadekar.W.S, *Management Information System*, TATA McGraw Hill Education private limited, New Delhi, 2002.
4. Sadagopan, *Management Information System*, PHI Learning Private Limited, Delhi, 2013.
5. Shivani Joshi, *Management Information System*, Centrum Press, New Delhi, First Edition 2011.

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## DEPARTMENT OF BUSINESS ADMINISTRATION - UG

(w.e.f. 2021 – 2022 onwards)

**Title of the Paper : TOTAL QUALITY MANAGEMENT**

**Semester : VI**

**Contact Hours: 5**

**Subject Code : 21B64**

**Credits : 4**

### Objectives:

1. To Provide a thorough understanding of TQM Principles
2. To develop the knowledge on ISO 9000 Certification and the importance of TQM functions in the global scenario.
3. To understand the Six Sigma Principle.

### Unit I

Total Quality Management – Definition, characteristics, concepts, elements, pillars, principles, Barriers to TQM implementation.

### Unit II

Continuous process improvement – Introduction, Input/output process model, PDCA cycle, 5W2H method, 5S House Keeping, Kaizen. Seven tools of Quality (Q-7 Tools) – Check sheets, histogram, Cause and effect diagram, Pareto diagram, Stratification analysis, Scatter diagram, Control chart.

### Unit III

The Six Sigma Principle – Meaning, Need, Concept, Process and Scope. New Seven Management tools – Affinity diagram, Relationship diagram, Tree diagram, Matrix diagram, Decision tree, Arrow diagram, Matrix data analysis diagram.

### Unit IV

Bench marking – Introduction, meaning, objectives, types, process, benefits and pitfalls. Quality function deployment – concept, objectives, House of quality, QFD methodology, QFD process, Benefits.

### Unit V

ISO 9000 Quality Management Systems – Introduction, meaning, need, ISO 9000 series of standards, classification and comparison of standards, selection of ISO standards, Registration, Documentation, Quality Auditing.

**Text Books:**

1. P. Saravanavel & S. Balakumar (2010), *Total Quality Management*, Margham Publications, Chennai ISBN-13 : 978-9383242283

**Reference books:**

1. K.ShridharaBhat, 2016, *Total Quality Management: Text & Cases*, Second Revised Edition, Himalaya Publishing House, Mumbai – ISBN: 8178662523, 9788178662527.
2. D.D.Sharma 2008, *Total Quality Management – Principles, Practices and Cases*, Sulthan Chand& Sons, New Delhi – ISBN-13: 9788180545757.
3. V.Jayakumar, 2008, *Total Quality Management*, Lakshmi Publications, Chennai - ISBN:9789383103119.
4. Besterfield, Dale H, Besterfield-Michna, Carol, Besterfield, Glen H, BesterfieldSacre, Mary, 2012, *Total Quality Management*, Pearson Education- ISBN 9788131764961.
5. P.N. Mukherjee,2006, *Total Quality Management*, Prentice-Hall of India. ISBN 81-203-3056-0.

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1. To understand the meaning, objectives and types of Interview
2. To understand the guidelines for conducting the Interview
3. To develop the personality and effective language

**Unit –I**

Interview: Meaning- Employers goal - Factors affecting an interview.

**Unit – II**

Interview types and technique - Some Guidelines for conducting an interview.

**Unit- III**

Preparing the Bio – Data curriculum vitae, types

**Unit- IV**

Common interview mistakes –Ten steps to getting prepared for interview. Do's and Don'ts during the interview.

**Unit- V**

Attitude formation – reasons for negative attitude, components, functions and developing positive mental attitude.

**Reference Books:**

1. Sajitha Jayaprakash, Interview Skills, Himalaya Publishing House, Mumbai, First Edition 2010.
2. Memoria.C.B, Gankar S.V, *Human Resource Management*, Sultan Chand & Co, New Delhi, Second Revised Edition-2003
3. Competition success review, Interview at a glance, second edition 2003.
4. Hemant Goswani, How to be successful in interview and get a job, First Edition 2001
5. Juile, Ann Amos, Handling Tough job Interviews, Jaico impression-Fourth edition 2007.

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## **DEPARTMENT OF BUSINESS ADMINISTRATION - UG**

(w.e.f. 2021 – 2022 onwards)

**Title of the Paper : SERVICES MARKETING**

**Contact Hours: 5**

**Semester : V**

**Credits : 5**

**Subject Code : 21BE5A**

### **Objectives:**

1. To identify the uniqueness of different services like Banks, Tourism and Hospitals
2. To know the marketing strategy for services and how to apply them.
3. To enable to develop the services, marketing mix for different service industries.

### **Unit: I**

Service marketing – Introduction – Types- Nature- Characteristics – Classification of services- difference between services and products- services marketing management – managing demand and supply.

### **Unit: II**

Services marketing mix- Elements of service marketing mix-Services product – Introduction-conceptualization of service concept-service life cycle concept-Branding in services-Pricing-Role of pricing-factors affecting pricing decisions-pricing strategies.

### **Unit: III**

Services Promotion-promotion mix for services-Advertising media-Word of mouth communication-public relations and publicity-sponsorship-direct marketing-corporate identity-corporate image – place in service –Designing a distribution system-Franchising-role of customers in service delivery.

### **Unit: IV**

Strategic planning process-Designing the strategy, Functional strategies – marketing planning for services – benefits of marketing planning – problems in marketing planning

### **Unit: V**

Managing service quality- – marketing of services – marketing mix of Bank marketing – marketing mix of Tourism marketing - marketing mix of Hospital marketing – marketing mix of Airline marketing.

**Text book:**

1. Vasanthi Venugopal, Raghu,V.H, *Services Marketing*, Himalaya Publishing House, Mumbai, First Edition – 2001

**Reference Books:**

1. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, *Services Marketing* Pearson Education, Seventh Edition 2011
2. Jha S.M, *Services Marketing*, Himalaya Publishing House, Delhi, Sixth Revised, Edition 2003
3. Rama Mohana Rao, *Services Marketing*, Pearson Education, India, Second Edition-2011
4. Harma S.P, *Services Marketing*, Paradex Publishers, Jaipur, India, 2012.
5. Valarie, Zeithml, Mary Jo Bitner, Ajay Pandit, Dwarne D Giremler, *Services Marketing*, Tata Mcgraw Hill, Second Edition 2011

**E.M.G.YADAVA WOMEN'S COLLEGE, MADURAI-14.****(An Autonomous Institution – Affiliated to Madurai Kamaraj University)****(Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> and CGPA 3.51 by NAAC)****CBCS****DEPARTMENT OF BUSINESS ADMINISTRATION - UG****(w.e.f. 2021 – 2022 onwards)****Title of the Paper : TOURISM MANAGEMENT - I****Semester : V****Contact Hours: 5****Subject Code : 21BE5B****Credits : 5****Objectives:**

1. To understand various forms of tourism.
2. To develop the guide services skill.
3. To understand socio, economic and environmental impact of tourism.
4. To understand employment potential of tourism.
5. To understand national tourism profile.

**Unit I**

Introduction/general introduction and back ground- history of travel and tourism- ancient, medieval - contemporary periods. The concept of tourism a tourism as defined by various organizations - tourism concepts-motivations for travel- barriers to travel- forms of tourism-travel industry network.

**Unit II**

Dimensions of international and domestic tourism. international tourism – a profile- technologies (new) –technology & tourism- national tourism profile- socio, economic & environmental impact of tourism - significance of tourism –revenue to the state-employment potential of tourism-merits & demerits of tourism- tourism & environments.

**Unit III**

Major Services- transport-land - air- water- travel agency –tour operation- guide service- hoteleion- other segment of service industry- tourism and the state –national tourism administration- comparative study of N.T.Adm's- activities of department of tourism industry- central ITDC- State ITDC & others.

**Unit IV**

Tourism planning: Need for planning- process of planning- two poles of market-demand and supply- factors influencing Tourism development-what constitute Tourist attractions.



**Unit V**

Automation in Travel Industry: Computer Reservation system-importance of CRS for travel agents – CRS & air Lines- Internet new Dimensions- future trends- glossary of terms relating to travel and Tourism.

**Reference Books:**

1. Jaya Palan.N. “*An Introduction to Tourism*” Altantic Publishers and Dist, 2001.
2. Leonard.J Lickorish “*An Introduction to Tourism*” Routledge, 1997.
3. Peter.M. Burns, Andrew Holden “*Tourism a new perspective*” Prentice Hall, 1995.
4. Ray Youell “*Tourism*” Addison Wesley Longman, 1998.
5. Roday.S Archana Biwal “*Tourism operations and Management*” Oxford University, 2009.

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**CBCS**

## **DEPARTMENT OF BUSINESS ADMINISTRATION - UG**

(w.e.f. 2021 – 2022 onwards)

**Title of the Paper : RETAIL MANAGEMENT**

**Semester : VI**

**Contact Hours: 6**

**Subject Code : 21BE6A**

**Credits : 5**

### **Objectives:**

1. To develop familiarity with functions and benefits of retail scenario.
2. To understand the concept of retailing environment.
3. To acquire them self with the retail organization and formats.

### **UNIT I:**

Introduction: Retailing- Definition and Scope- Retailing & Marketing Mix- Retailing Scenario in India- Key drivers for Retailing in India- Growth of Organized India – Retail formats & their revolution- Store formats in parlance.

### **UNIT II:**

Store Operation Management: Store planning- Meaning, Location planning- types of locations- stores design & retailing image mix- space mix- Concepts, floor space management- Merchandise hierarchy- Visual Merchandising- Meaning- advantages- stores atmospherics- Contents – Shop displays- types.

### **UNIT III:**

Supply Chain Management: Meaning, Concept- Integrated supply chain- Components – Retail automation & Supply Chain Management with examples- Customer Relation Management- Meaning – Retail technology & Customer retail Management- Retail automation in Merchandise & Supply Chain Management

### **UNIT IV:**

Managing Retail Personnel & Customer Service Management: HR Issues- Concerns in Retailing – Manpower Planning – Recruitment- Motivation & Retention- Remuneration Structure- Various types- Salary only- Commission –Bonus- Non Cash incentives- Service Management Model.

**UNIT V:**

Online Retail- types- Key enablers of online Retailing – Strategies of online Retailer –  
Barriers to growth in e-retailing – advantages and disadvantages of e- retailing.

**TEXT BOOK:**

1. Gibson Vedhamani, Functional Principles & Practices *Retail Management*, Jaico Publishing House, Fourth Edition 2012

**REFERENCE BOOKS:**

1. Arif I. Sheikh, Kaneez Fatima, *Retail Management*, Himalaya Publications, Mumbai, Edition 2011
2. Chetan Bajaj, Rajnishtuli, Nidhi V. Srivastara, *Retail Management*, Oxford University, NewDelhi, Thirteenth Edition 2009
3. InbaLakshmi.M, *Retail Management* Kalyani Publishers, NewDelhi, Edition 2011
4. Michael Levy, Barton A Weitz, Ajay Pandit, *Retailing Management*, Tata Mc Graw Hill, NewDelhi, Edition 2008
5. Suja Nair, *Retail Management*, Himalaya Publishing, Mumbai, Edition 2007

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1. To understand marketing aspect of tourism.
2. To understand role and importance of tourism promotion.
3. To understand distribution functions of tourism.
4. Familiarize forecasting techniques of tourism.
5. To understand distribution structure of tourism.

**Unit I****Introduction to Marketing of Tourism Products / Services- Definition of travel****marketing- concept of marketing- tourism products-planning process in marketing –market****research- segmentation- product formulation- sales promotion.****Unit II****Tourism Promotion: advertising and publicity – role & importance in tourist promotion-****audio-visual publicity, films, media presentation. Photography for the tourist market-posters and****display – methods used in designing and production- public relation.****Unit III****Marketing of Indian Tourism: Indian tourism profile- pattern of traffic-seasonality-****foreign exchange earnings- length of stay- physiography &demography of tourist-tourism****marketing in India- integrated market planning- joint promotion with industry.****Unit IV****Distribution channels for tourism: tourist supply, characteristics of tourist product****distribution- distributive functions- distribution structure-selection of distribution channels.****Unit V****Forecasting techniques: applies to tourist demand-forecasting method & targets –****characteristics (tourism demand forecasting, basis data)- marketing mix- the future of tourism**

**Reference Books:**

1. Jaya Palan.N. “*An Introduction to Tourism*” Altantic Publishers and Dist, 2001.
2. Leonard.J Lickorish “*An Introduction to Tourism*” Routledge, 1997.
3. Peter.M. Burns, Andrew Holden “*Tourism a new perspective*” Prentice Hall, 1995.
4. Ray Youell “*Tourism*” Addison Wesley Longman, 1998.
5. Roday.S Archana Biwal “*Tourism operations and Management*” Oxford University, 2009.