

Course code: 22BCCA1		Allied - IA	T/P	C	H/W
		Business Communication	T	5	5
<b>Objectives</b>	➤ To understand techniques of effective communication, make aware about barriers to communication with ethical context.				
<b>Unit –I</b>	Essential of Communication: Introduction- Objectives-Communication- Media – Types - Barriers to Communication- Non-verbal Communication-Principles of Effective Communication.				
<b>Unit-II</b>	Enquires: Need- Functions and Kinds of a Business Letter -Lay-Out- Enquires and Replies - Orders and their Execution- Credit and Status Enquires-Complaints and Adjustments Collection Letters- Circular Letters and Sales Letters				
<b>Unit- III</b>	Business Correspondence: Bank Correspondence, Insurance correspondence – Fire – Marine – Life Insurance; Import – Export Correspondence- Agency Correspondence				
<b>Unit- IV</b>	Employment Communication: Job Application Letters and Resume, Interview Letter, References, Testimonials, Letters of Appointment, Confirmation, Promotion, Retrenchment and Resignation. Characteristics of a Good Speech; Interview Techniques; Group Discussions and Presentation Skills				
<b>Unit -V</b>	Reports: Introduction – Importance – Oral and Written Reports – Functional Areas – Special Features – Types – Short and Long Report – Characteristics of a Good Report; Proposals, Agenda, Minutes. Correspondence with Public Authority: Electronic Media – Internet – E – Telecom Technology.				
<b>Textbook</b> Rajendra Pal and Korlahalli, 2016 <i>Essentials of Business Communication</i> , Sultan Chand & Sons, New Delhi.					
<b>Reference Books</b> Pillai R.S.N, Bagavathi, 2011 <i>Business Communication</i> , S Chand, New Delhi. Rodriquez M.V., 2013 <i>Effective Business Communication Concept</i> , Vikas Publishing Company, New Delhi. Sinha K.K., 2015 <i>Business Communication</i> , Galgotia Publishing Co, New Delhi.					
<b>Outcomes</b>	After completing this course the student will be able to ➤ Understand complex ideas in written communication formats. ➤ Express complex ideas accurately for claims, complaints and adjustments.				

<b>Course code:</b> 22BCCA2		<b>Allied – I B</b>	<b>T/P</b>	<b>C</b>	<b>H/W</b>
		<b>Principles of Management</b>	<b>T</b>	<b>5</b>	<b>5</b>
<b>Objectives</b>	➤ To make the students to understand the basic concepts of management. To prepare the students to know about the significance of the management in Business.				
<b>Unit -I</b>	Definition of Management – Functions of Management – Planning, Organization, Staffing, Directing, Coordinating and Controlling – The Evolution of Management: Contribution of F.W.Taylor, Henry Fayol, Douglas McGregor, Mary Parker Follet, Elton Mayo, Peter F.Drucker				
<b>Unit-II</b>	Planning: Meaning, Importance, Types, objectives, steps, Guidelines for Effective planning – Decision Making Process				
<b>Unit- III</b>	Organizing: Meaning, objectives and Principle of Organizing - Span of Management – Factors Governing the Span of Management – Departmentalization – Delegation of Authority and responsibility - Advantages – Disadvantages – Line and Staff Authority. Staffing: Meaning, Process, performance Appraisal.				
<b>Unit- IV</b>	Direction: Meaning – Principles of Direction – Communication: Process Barriers – Principles of Effective Communication. Motivation: Theories – Mallow’s Need Hierarchy Theory and Herzberg’s two factors Theory.				
<b>Unit- V</b>	Controlling – concept – definition – steps in controlling – Control techniques.				
<b>Books for Reference:</b>					
Dinkar Pagare, 2000 <i>Business Management</i> , Sultan Chand and Sons.					
Kathiresan And Radha, 1995 <i>Principles of Management</i> , Prasana And Co.					
Prasad I.M, 1996 <i>Principles and Practice of Management</i> , Sultan Chand And Sons.					
Ramasamy T, 2004 <i>Principles of Management</i> , Himalaya Publishing House.					
Sharma R., 1997 <i>Principles of Management</i> , Lakshmi Narain Agarwal.					
<b>Outcomes</b>	After completing this course the student will be able to ➤ Understand the basic concepts and significance of management in business				

Course Code: 22BCCA3	Allied - II A	T/P	C	H/W
	Business Organization	T	5	5
<b>Objectives</b>	➤ To give an idea about business firms, managing a business and trade objectives.			
<b>Unit -I</b>	Nature of Business – Divisions of Business – Types of Trade – Objectives of Business – Requisites for success in Modern Business – Qualities of good businessman – Evolution of Business – Industry– Industrial Revolution – Economic and Political Consequences.			
<b>Unit-II</b>	Ownership of business firms – Forms: Sole Proprietorship, Partnership, Co-operative society and Joint stock Company – Ideal form of organization – Choice of suitable form, features, merits and demerits – Evaluation – Distinction between various forms.			
<b>Unit -III</b>	Size of business firms – Criteria for measurement – Economies of large scale production – Evils of big business – Reasons for survival of small units – Optimum size – Factors affecting optimum size– Representative firm.			
<b>Unit- IV</b>	Company management: Organization – Shareholders – Board of Directors – Powers and duties– Chief executives – Managing Directors – Managers – Problems in Management – Oligarchy – Causes – Democratization.			
<b>Unit- V</b>	Government and business: Forms of Government regulation – General regulations of business activity – Industrial policy in India including Industrial Policy Resolutions. Public Enterprise: Rationale – Case against public enterprise – Organization of public enterprises – Problems of administration – Pricing policy – Problems of public enterprises. Public Utilities: Characteristics – Special problems – Price policy – Management.			
<b>Books for Reference:</b> Bhushan Y.K, <i>Fundamentals of Business Organisation and Management</i> , Sultan Chand&Sons Kathiresan & Radha, <i>Business Organisation</i> Presenna Publications. Premavathi N, <i>Business Organisation</i> , Sri Vishnu Publications. Reddy P.N., <i>Principles of Business Organisation and Management</i> , S.Chand &Co., Shukla M.C. <i>Business Organisation and Management</i> S.Chand &Co.,				
<b>Outcomes</b>	After Completing this course student will be able to ➤ analyse the powers and duties of the shareholders. ➤ establish the business knowledge along with government regulation.			

<b>Course Code:</b> 22BCCA4		<b>Allied – II B</b>	<b>T/P</b>	<b>C</b>	<b>H/W</b>
		<b>Secretarial Practice</b>	<b>T</b>	<b>5</b>	<b>5</b>
<b>Objectives</b>	➤ To enlighten the students of their duties of company secretary.				
<b>Unit -I</b>	Company Secretary: Definition – Secretarial work – Types of secretaries – Routine Executive Secretary – Appointment – Dismissal Rights – Duties and responsibilities.				
<b>Unit-II</b>	Company Secretary and company formation: Promotion of joint stock companies with special reference to duties and liabilities of secretary – licensing – Industries Development and Regulation) Act – Controller of Capital Issues.				
<b>Unit -III</b>	Registration – Preparation and filing of relevant documents – Memorandum, Articles – Incorporation – Certificate of Commencement – Prospectus – Allotment of shares – Forfeiture– Re-Issue of share certificates and share warrants.				
<b>Unit- IV</b>	Law and Procedure of Meeting: Secretarial duties – Kinds of meeting – Conduct – Procedure of discussion – Chairman – Rules for debates – Voting – Proxy – (A detailed study with reference to the Companies Act, 1956 needed).				
<b>Unit -V</b>	Meeting – Secretarial Work – Drafting notices – Agenda – Motion – Resolution, Minutes - minutes books – Drafting of statutory report – Director’s report and chairman’s speech.				
<b>Books for Reference:</b>					
Acharya and Govekar, <i>Company Law and Secretarial Practice</i> , Himalaya Publishing House, Mumbai.					
Ashok K. Bagriyal, <i>Company Law</i> , Vikas Publishing House Pvt.Ltd., New Delhi.					
Jain D.P. <i>Secretarial Practice</i> , knark Publication.					
Kapoor N.D, <i>Company Law and Secretarial Practice</i> , Sulthan Chand and Sons.New Delhi.					
Sundaram and M.Muthupandi. <i>Secretarial Practice</i> , SSM.					
<b>Outcomes</b>	After completing this course the students will be able to ➤ The students will be able to familiarise the duties of company secretary relating to meeting, minutes and resolution.				