

**BUSINESS ADMINISTRATION
ALLIED COURSES**

SEMESTER: I ALLIED: I PART: III	22UBBAA16-1 PRINCIPLES OF BANKING SYSTEM	CREDIT: 3 HOURS: 4 / Week
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Course Objectives

1. To assist the students in understanding the basic concepts in banking.
2. To enumerate the precautions to be taken by the bank while disclosing the customer information.
3. To acquaint learners with the importance and functions of RBI, commercial and private sector banks in India.
4. To enlighten learners with the meaning of negotiable instrument and cheque.
5. To accustom the recent trends in banking services.

Hours: 12

Unit I: Introduction

Definition of Banking – Development of Banking in India – Classification of Banks – Nationalization of Banks.

Unit II: Banker and Customer

Hours: 12

Banker and Customer: Definition – Differential relationship between Banker and Customer – General and Special relationship.

Unit III: RBI and Private Sector & Commercial Banks

Hours: 12

Reserve Bank of India: Objectives, Functions – Private Sector Banks in India – Importance – Commercial Banks – Function – Types of Accounts.

Unit IV: Negotiable Instrument

Hours: 12

Negotiable Instrument: Meaning, Types – Cheques: Definition – Characteristics of Cheques: Crossing, Endorsement.

Unit V: Recent Trends in Banking

Hours: 12

E-banking: Meaning, Service – Mobile Banking: Meaning, Service – Automated Teller Machine (ATM) – Net Banking – Small Finance Bank – Foreign Bank.

Course Outcomes

After completion of the course, the students will be able to

1. Learn the basic concepts of banking and evolution of banking in India.
2. Know the relationship between the banker and the customer
3. Have a clear picture about RBI and commercial banks
4. Understand the different types of negotiable instruments
5. Know the e-banking system, small and foreign banks.

Text Books

1. Natarajan, S., & Parameswaran, R. (2013). Indian Banking. New Delhi: S. Chand & Sons

2. Indian Institute of Banking & Finance. (2009). Principles & Practices of Banking. Chennai: Macmillan Publishers India Ltd. 2nd Edition.
3. Muraleedharan, D. (2014). Modern Banking Theory and Practice. New Delhi: PHI Learning Pvt. Ltd. 2nd Edition.
4. Somashekar, N. T. (2021). Banking. Chennai: New Age International Publishers.
5. Sukhvinder Mishra. (2012). Banking Law and Practice. New Delhi: Sultan Chand & Sons.

Supplementary Reading

1. Sundharam, K. P. M. & Varshney, P. N. (2014). Banking Theory Law and Practice. New Delhi: S. Chand & Sons.
2. Popli, G.S., & Jain, Anuradha. (2016). Principles and Systems of Banking. Sonepat: PHI Learning Pvt. Ltd.
3. Natarajan, S., & Parameswaran, R. (2007). Indian Banking. New Delhi: Sultan Chand & Sons.
4. Vijayaragavan Iyengar. (2007). Introduction to Banking. New Delhi: Excel Books.
5. Jyotsna Sethi, & Nishwan Bhatia. (2012). Elements of Banking and Insurance. New Delhi: PHI Learning Pvt. Ltd.

Outcome Mapping

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2			2			
CO3			2			
CO4				2		
CO5					2	

SEMESTER: I ALLIED: I PART: III	22UBBAA16-2 CONSUMER BEHAVIOUR	CREDIT: 3 HOURS: 4 / Week
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Course Objectives

- 1 To enable the students to learn the basics of consumer behaviour
- 2 To understand consumer motivation and perception
- 3 To learn consumer learning and attitude
- 4 To learn consumer decision making process

Hours: 12

Unit I: Introduction–Consumer Behaviour

Introduction – Consumer Behaviour: Definition, Scope – Discipline of Consumer Behavior – Customer Value Satisfaction – Retention – Marketing Ethics.

Unit II: Consumer Research

Hours: 12

Consumer Research – Paradigms – Process of Consumer Research – Consumer Motivation–Dynamics – Types – Measurement of Motives – Consumer Perception.

Unit III: Consumer Learning

Hours: 12

Consumer Learning – Behavioural Learning Theories – Measures of Consumer Learning –Consumer Attitude – Formation – Strategies for Attitude Change.

Unit IV: Social Class Consumer Behaviour

Hours: 12

Social class Consumer Behaviour – Life Style Profiles of Consumer Classes – Cross Cultural Customers Behaviour Strategies.

Unit V: Consumer Decision Making

Hours: 12

Consumer Decision Making – Opinion Leadership – Dynamics – Types of Consumer Decision Making – Model of Consumer Decision Making.

Course Outcomes

After completion of the course, the students will be able to

- 1 Explain the basic concepts and models of consumer behaviour
- 2 Analyse the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results
- 3 Distinguish the relationship between consumer behaviour and marketing practices
- 4 Define the importance of consumer behaviour for businesses
- 5 Compare the relationship between consumer behaviour and other disciplines.

Text Books

- 1 Ramesh Kumar, S., Leon G. Schiffman, & Leslie Lazar Kanuk. (2014). Consumer Behaviour, New Delhi: Prentice Hall of India.
- 2 Paul Greenberg. (2013). Customer Relationship Management. Apogeo Education.
- 3 Barry R. Berman, & Joel R. Evans. (2013). Retail Management: A Strategic Approach. New Delhi: Pearson Education.

- 4 Gibson G. Vedamani. (2017). Retail Management: Functional Principles and Practice. New Delhi: Pearson India Education.
- 5 Satish Batra. (2008). Consumer Behaviour: Text and Cases. New Delhi: Excel Books Publishers.

Supplementary Reading

1. Leon Schiffman, & Leslie Kanuk. (2010). Consumer Behaviour. USA: Pearson Education.
2. Michael R. Solomon. (2020). Consumer Behaviour, Buying, Having and Being. USA: Pearson Education.
3. Varsha Jain, & Jagdish Sheth. (2019). Consumer Behaviour: A Digital Native. New Delhi: Pearson Education.

Outcome Mapping

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2					
CO2		2				
CO3				2		
CO4				3		
CO5					3	

SEMESTER: I ALLIED: I PART: III	22UBBAA16-3 BUSINESS ECONOMICS	CREDIT: 3 HOURS: 4 / Week
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Course Objectives

- 1 To introduce students to the basic elements of business and economics.
- 2 To identify various market structures relevant for commercial transactions and their impact on business decisions.
- 3 To illustrate what elements are considered while policy and decision making at the strategic level.
- 4 To analyze operations of markets under varying competitive conditions and make optimal business decisions.
- 5 The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Hours: 12

Unit I: Introduction

Basic Concepts – Economic Rationale of Optimization – Nature and Scope of Business Economics – Macro and Micro Economics – Basic Problems of an Economy – Marginalism – Equimarginalism – Opportunity Cost Principle – Discounting Principle – Risk and Uncertainty.

Unit II: Theory of Utility

Hours: 12

Theory of Utility – Cardinal and Ordinal Utility Theory – Law of Diminishing Marginal Utility – Law of Equimarginal Utility – Indifference Curves – Consumer Equilibrium – Consumer Surplus.

Unit III: Demand and Supply

Hours: 12

Different Concepts of Demand – Demand Curve – Determinants of Demand – Law of Demand – Demand Forecasting Methods – Market Equilibrium – Concepts of Elasticity – Concept of Supply – Supply Curve – Conditions of Supply – Elasticity of Supply – Economies of Scale and Scope.

Unit IV: Production and Cost Analysis

Hours: 12

Production Function – Short-run and Long-run Production Function – Law of Diminishing Returns and Returns to Scale – Fixed, Variable and other Cost Concepts – Least Cost-Input Combination – Relationship between Production and Cost.

Unit V: Pricing in different Market Structures

Hours: 12

Market – Types – Structures – Features – Price Determination (long run and short run) in Perfect Competition – Monopoly – Monopolistic and Oligopoly Markets – Pricing Strategies.

Course Outcomes On completion of this course, the student will be able to:

- 1 Understand and identify the economic variables in general business atmosphere.

- 2 Perceive the knowledge about economics at micro level and various economic concepts.
- 3 Comprehend the relationship between various policies of business.
- 4 Accomplish the identical short run and long run equilibrium of a firm and industry with different market structure
- 5 Describe how changes in demand and supply affect markets

Text Books

- 1 Dominick Salvatore. (2009). Principles of Microeconomics. New Delhi: Oxford University Press. 5th Edition.
- 2 Pindyck, Robert S., & Rubinfeld, Daniel L. (2017). Microeconomics. Pearson Education Inc. 8th Edition.
- 3 Singh, B. D. (2017). Compensation and Reward Management. Thrissur: Excel Books.
- 4 Tapomoy Deb. (2012). Compensation Management: Text and Cases. Thrissur: Excel Books. 1st Edition.
- 5 Samuelson, Paul A., & Nordhaus, William D. (2019). Economics. New Delhi: McGraw Hills. 20th Edition.
- 6 Chopra, P. N. (2011). Advanced Economics Theory Micro and Macro. New Delhi: Kalyani Publishers.
- 7 Maria John Kennedy, M. (2011). Micro Economic Theory. New Delhi: PHI Learning Pvt. Ltd.

Supplementary Reading

- 1 Ghosh, R. K., & Saha, S. (2016). Business Statistics, Kolkata: New Central Book Agency.
- 2 Agarwal, B. M. (2018). Quantitative Techniques for Business-I. New Delhi: Kalyani Publishers.
- 3 Pindyck, Robert., Rubinfeld, Daniel., & Banerjee, Sreejata. (2022). Microeconomics. New Delhi: Pearson Education. 9th Edition.
- 4 Suraj B Gupta. (2010). Monetary Economics: Institutions, Theory & Policy. New Delhi: Sultan Chand & Co.

Outcome Mapping

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2					
CO2		2				
CO3			2	2	1	
CO4				3		
CO5					3	

SEMESTER: II ALLIED: II PART: III	22UBBAA25-1 PRINCIPLES OF INSURANCE	CREDIT:3 HOURS: 4 / Week
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Course Objectives

- 1 To enable the knowledge about the insurance.
- 2 To acquire skills about the life insurance and its types.
- 3 To know about the fundamental principles of fire insurance.
- 4 To learn about the fundamental principles of marine insurance.
- 5 To gain insights in e-insurance.

Hours: 12

Unit I: Introduction

Insurance: Purpose, Need, Benefits, Functions, Importance, Principles – Nature of Insurance Contract – Types of Insurance Contract – Classification of Insurance.

Unit II: Life Insurance

Hours: 12

Life Insurance – Nature – Classification of Policies – Calculation of Premium – Claim Settlement in Life Insurance.

Unit III: Marine Insurance

Hours: 12

Marine Insurance – Nature – Types of Marine Policies – Marine Insurance Contract – Policy Procedure – Warranties in Marine Insurance – Types of Warranties.

Unit IV: Fire Insurance

Hours: 12

Fire Insurance: Nature, Kinds, Uses – Fire Insurance Contract – Procedure – Rate fixation – Payment of Claim – Re-insurance

Unit V: E-Insurance in India

Hours: 12

Insurance Regulatory and Development Authority (IRDA) – E-insurance – Benefits Challenges – Problems – IRDA Guidelines for e-insurance Policies.

Course Outcomes The student will be able to

- 1 Understand the basic fundamentals of insurance.
- 2 Apply the fundamentals of life insurance.
- 3 Understand the fundamentals of marine insurance.
- 4 Apply the fundamentals of fire insurance.
- 5 Understand the procedure of e-insurance.

Text Books

- 1 Murthy, A. (2019). Element of Insurance. Chennai: Margham Publication.
- 2 Gordon, E., & Gupta, P.K. (2017). Banking and Insurance. Mumbai: Himalaya Publishing House
- 3 Agarwal, O. P. (2019). Banking and Insurance. Mumbai: Himalaya Publishing House. 5th Edition.
- 4 Gupta, P. K. (2017). Principles of Insurance. New Delhi: Himalaya Publishing House.

5 Bhargava, B. D. (2017). Principles of Insurance. New Delhi: Pearl Books.

Supplementary Reading

- 1 Mishra, M. N., & Mishra, S. B. (2016). Insurance Principles and Practice. New Delhi: Sultan Chand & Sons. 22nd Edition.
- 2 Neelam C. Gulati. (2011). Banking and Insurance: Principles & Practices. Thrissur: Excel Books
- 3 Biswa Mohana Jena. (2019). Principles of Banking and Insurance. Agra: Shree Vinayak Publication.

Outcome Mapping

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1					
CO2		1				
CO3			1	2	1	
CO4				1		
CO5					1	

SEMESTER: II ALLIED: III PART: III	22UBBAA25-2 CUSTOMER RELATIONSHIP MANAGEMENT	CREDIT: 3 HOURS: 4 / Week
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Course Objectives

- 1 To understand the significance of customer satisfaction, how CRM enhance customer satisfaction, how customer loyalty benefits companies and how CRM help in marketing.
- 2 To enable students learn various stages of CRM, factors that drive CRM, benefits and growth of CRM market in India.
- 3 To understand what CRM program is, to know the groundwork required for effective use of CRM, to know various components of CRM and types of CRM.
- 4 To understand processes that involve in CRM to get customers and maintain a relationship with them.
- 5 Students will learn how to facilitate CRM processes and procedures while integrating with other business workflows.

Hours: 12

Unit I: Relationship Marketing

Overview of Relationship Marketing – Basis of building Relationship – Types of Relationship Marketing – Customer Life Cycle.

Unit II: CRM

Hours: 12

CRM: Concept, Overview, Evolution – CRM and Relationship Marketing – CRM Strategy – Importance of Customer Divisibility in CRM.

Unit III: Sales Force Automation

Hours: 12

Sales Force Automation – Contact Management: Concept – Enterprise Marketing Management – Core Beliefs – CRM in India.

Unit IV: Value Chain

Hours: 12

Value Chain: Concept – Integration Business Management – Benchmarks and Metrics – Culture Change – Alignment with Customer Eco-system – Vendor Selection.

Unit V: Database Marketing

Hours: 12

Database Marketing – Prospect Database – Data Warehouse and Data Mining – Analysis of Customer Relationship Technologies – Best practices in Marketing Technology – Indian Scenario.

Course Outcomes After reading each unit, student will be able to understand

- 1 Basis of building relationship, types of relationship marketing, customer life cycle.
- 2 CRM and relationship marketing, CRM strategy, importance of customer divisibility in CRM.
- 3 Sales force automation, contact management.
- 4 Benchmarks and metrics
- 5 Data warehouse and data mining.

Text Books

- 1 Shajahan, S. (2006). Relationship Marketing: Concepts and Cases. New Delhi: McGraw Hill.
- 2 Paul Greenberg. (2013). CRM. Customer Relationship Management. New Delhi: McGraw Hill.
- 3 Philip Kotler. (2020). Marketing Management. New Delhi: Prentice Hall.
- 4 Barry Berman, & Joel R. Evans. (2017). Retail Management: A Strategic Approach. New Delhi: Pearson Education Ltd.
- 5 Singh, P. P., & Kumar, N. J. (2009). Customer Relationship Management. New Delhi: Deep & Deep Publication.

Supplementary Reading

- 1 Kavitha, B. (2020). Customer Relationship Management. Bhilai: Orange Books Publications.
- 2 Mallika Srivastava. (2016). Customer Relationship Management (CRM). New Delhi: Vikas Publishing House Pvt. Ltd.
- 3 Alok Kumar Rai. (2013). Customer Relationship Management: Concepts and Cases. New Delhi: PHI Learning Pvt Ltd.

Outcome Mapping

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1				3		
CO2						2
CO3				3		
CO4						2
CO5		3				

SEMESTER: II ALLIED: III PART: III	22UBBAA25-3 MANAGERIAL ECONOMICS	CREDIT: 3 HOURS: 4 / Week
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Course Objectives

- 1 To promote the ability to understand the basic concepts of economics
- 2 To give students the capacity to make relevance of economics in business decisions
- 3 To equip them with economic tools for business analysis.

Hours: 12

Unit I: Introduction

Managerial Economics – Nature and Characteristics – Scope – Importance – Role of Managerial Economist.

Unit II: Demand Analysis

Hours: 12

Law of Demand – Types of Demand: Price Demand, Income Demand – Elasticity of Demand – Price of related Goods and Demand – Indifference Curve Analysis – Demand Forecasting.

Unit III: Production and Cost Analysis

Hours: 12

Factors of Production – Production Function – Law of Returns – Law of variable Proportions – Law of Returns to Scale – Different Cost Concepts – Cost-Output Relationship – Supply Analysis.

Unit IV: Pricing Methods and Strategies

Hours: 12

Objectives – Factors – General consideration of Pricing – Methods of Pricing – Dual Pricing – Price Discrimination – Market Classification – Perfect Competition – Monopoly – Monopolistic Competition – Duopoly – Oligopoly.

Unit V: National Income

Hours: 12

Definition – Concepts involved in National Income – Problems Involved in National Income – Business Cycle: Definition, Objectives, Phases of Business Cycle – Recent Trends in Managerial Economics

Course Outcomes At the end of the course, the students will be able to

- 1 Understand the concepts and reasons for existence of firms and optimal decision making
- 2 Learn to analyse the market supply and demand on market dynamics.
- 3 Acquire knowledge on production and cost analysis.
- 4 Know the applications of price discrimination and analyse the output decision of monopolistic and oligopolistic firms.
- 5 Understand about national income and business cycle

Text Books

- 1 Varshney, R.L. & Maheshwari, K.L. (2018). Managerial Economics. New Delhi: Sultan Chand & Sons.
- 2 Sankaran, S. (2018). Managerial Economics. Chennai: Margham Publications.

- 3 Maheswari, Yogesh. (2012). Managerial Economics. New Delhi: PHI Learning.
- 4 Kumar. N., & Mittal, R. (2002). Managerial Economics. Bangaluru: Anmol Publications Pvt Ltd.
- 5 Mote, V. L., Samuel Paul, & Gupta, G. S. (2017). Managerial Economics: Concepts and Cases. New Delhi: McGraw Hill Edition.

Supplementary Reading

- 1 Mehta, P.L. (2016). Managerial Economics: Analysis, Problems & Cases. New Delhi: Sultan Chand & Sons.
- 2 Lokanathan, V. (2003). Principles of Economics. New Delhi: S. Chand & Co.
- 3 Sundharam, K. P. M. & Sundharam, E. N. (2014). Economic Analysis. New Delhi: Sultan Chand & Sons.
- 4 Cauvery, R., Sudha Nayak, U. K., Girija, M., & Meenakshi, R. (2013). Managerial Economics. New Delhi: Sultan Chand & Co.

Outcome Mapping

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2					
CO2		2				
CO3			2	2	1	
CO4				3		
CO5					3	