

Detailed Syllabus of BBA (CA) - 2016 – 2017, with effect from 22-06-2016, Board of Studies Meeting

DEPARTMENT OF MANAGEMENT
RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
Rathinam Techzone, Pollachi Road, Eachanari, Coimbatore – 641021



Syllabus for

BBA (CA)

(III, IV, V and VI Semester) 2015 – 2016 Batch onwards

Advanced Learners Course Papers - Applicable from 2013-2014 Batch

onwards

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
Scheme of curriculum for BBA (CA)
for the Batch admitted during 2016-2017

SEM	PART	TYPE	SUB CODE	Subject & Paper	HRS /Week	CIA	ESE	MAX MARKS	EXAM HRS	CREDIT
SEMESTER - I										
I	I	L1	LANG1	Language-I	5	25	75	100	3	4
I	II	E1	15BGE12E	English -I	5	25	75	100	3	4
I	III	C1	15BBA13A	Core I - Management Process	5	25	75	100	3	4
I	III	C2	15BBA13B	Core II - Introduction to Information Technology	5	10	40	50	3	2
I	III	CP1	15BBA13P	Core Practical I - PC Software(MS Office)	3	20	30	50	3	2
I	III	AL1	15BBA1AA	Allied-I : Mathematics for Management	5	25	75	100	3	4
I	IV	FCA	15BGE1FA	Environmental Studies *	2	-	50	50	3	2
SEMESTER - II										
II	I	L2	LANG2	Language-II	5	25	75	100	3	4
II	II	E2	15BGE22E	English-II	5	25	75	100	3	4
II	III	C3	15BBA23A	Core III – Financial Accounting	5	25	75	100	3	4
II	III	CP2	15BBA23P	Core Practical II - Tally	3	20	30	50	3	2
II	III	C4	15BBA23B	Core IV – Managerial Economics	5	25	75	100	3	4
II	III	AL2	15BBA2AB	Allied-II : Operations Research for Management	5	25	75	100	3	4
II	IV	FCB	15BGE2FB	Value Education – Human Rights *	2	-	50	50	3	2
SEMESTER - III										
III	III	C5	15BBA33A	Core - V Business Ethics	5	25	75	100	3	4
III	III	C6	15BBA33B	Core VI - Organizational Behavior	5	25	75	100	3	4
III	III	C7	15BBA33C	Core VIII - Marketing Management	5	25	75	100	3	4
III	III	C8	15BBA33D	Core VIII - Executive Communication	5	25	75	100	3	4
III	III	AL3	15BBA3AC	Allied III: Taxation Law and Practice	4	25	75	100	3	4
III	IV	SB1	15BBA3ZA	Skill Based I: Retail Management	4	20	55	75	3	3
III	IV	OL	ALANG1	Tamil ** / Advanced Tamil ** (OR) Non-Major Elective - I Yoga for Human Excellence*/ Women's Rights */ Constitution of India*/Communicative English *	2	50	-	50	3	2
III	-	ALC	ALC1	ALC I - Advanced Learner Course – Paper I	-	-	100			#2

SEM	PART	TYPE	SUB CODE	Subject & Paper	HRS /Week	CIA	ESE	MAX MARKS	EXAM HRS	CREDI T
SEMESTER - IV										
IV	III	C9	15BBA43A	Core IX - Human Resource Management	5	25	75	100	3	4
IV	III	C10	15BBA43B	Core X - Financial Management	5	25	75	100	3	4
IV	III	C11	15BBA43C	Core XI – MS Excel Using VBA-Theory	5	10	40	50	3	2
IV	III	CP3	15BBA43P	Core Practical III- MS Excel Using VBA-Practical	3	20	30	50	3	2
IV	III	AL4	15BBA4AD	Allied IV Production and Materials Management	5	25	75	100	3	4
IV	IV	SB2	15BBA4ZB	Skill Based II -Consumer Behavior	5	20	55	75	3	3
IV	IV	OL	ALANG2	Tamil ** / Advanced Tamil ** (OR) Non-Major Elective - II General Awareness */Communicative English *	2	50		50	3	2
IV	V	EA	15BGE45A	Extension Activity	-	-	-	0	-	-
IV	-	ALC	ALC2	ALC II - Advanced Learner Course – Paper 2	-	-	100	-	-	#2
SEMESTER - V										
V	III	C12	15BBA53A	Core XII – Cost and Management Accounting	5	25	75	100	3	4
V	III	C13	15BBA53B	Core XIII –Research Methods for Management	5	25	75	100	3	4
V	III	C14	15BBA53C	Core XIV –Enterprise Resource Planning	5	10	40	50	3	2
V	III	CP4	15BBA53P	Core Practical IV – Statistical Package for Social Sciences (SPSS)	3	20	30	50	3	2
V	III	CP5	15BBA53V	Core Practical -Industrial Report	3	20	30	50	3	2
V	III	EL1	ELE1	Elective-I	5	25	75	100	3	4
V	IV	SB3	15BBA5ZC	Skill Based -III Digital Marketing	4	20	55	75	3	3
V	-	ALC	ALC3	ALC III - Advanced Learner Course – Paper 3	-	-	100	-	-	#2
SEMESTER - VI										
VI	III	C15	15BBA63A	Core XV - International Business Management	5	25	75	100	3	4
VI	III	C16	15BBA63B	Core XVI -Advertising and Sales Promotion	5	25	75	100	3	4
VI	III	C17	15BBA63C	Core XVII – Cyber Law	4	25	75	100	3	4
VI	III	EL2	ELE2	Elective-II	5	25	75	100	3	4
VI	III	EL3	ELE3	Elective-III	4	25	75	100	3	4
VI	III	CP6	13BBA63V	Core Practical - Project Report	3	20	80	100	3	4
VI	IV	SB4	13BBA6ZD	Skill Based -IV Entrepreneurship and Project Management	4	20	55	75	3	3
VI	-	ALC	ALC4	ALC IV - Advanced Learner Course – Paper 4	-	-	100	-	-	#2
TOTAL						955	2545	3500	126	140

* No Internal Examinations only External Examinations

** No External Examinations only Internal Examinations

- Optional Credits, Advanced Learners will learn and appear for the exam – No Internal Mark and Not Counted for CGPA.

List of Elective Papers

Elective-I	A	Strategic Management
	B	Industrial Relations and Labour Laws
	C	Performance Management
	D	Human Resource Development
Elective-II	A	Insurance Principles and Practice
	B	Financial Services
	C	Portfolio Analysis and Management
	D	Banking Theory and Practice
Elective-III	A	Systems Analysis and Design
	B	Software Design Technique
	C	E-Commerce
	D	RDBMS and ORACLE Programming

List of Advanced Learner Course

Semester – III	<ol style="list-style-type: none"> 1. Logistics and Supply Chain Management 2. Total Quality Management 3. Written Communication
Semester – IV	<ol style="list-style-type: none"> 1. Micro Finance 2. Corporate Finance 3. International Trade Finance
Semester – V	<ol style="list-style-type: none"> 1. Hospitality and Tourism Marketing 2. Service Marketing 3. Integrated Marketing Communication
Semester – VI	<ol style="list-style-type: none"> 1. Web Analytics 2. E-Commerce+ 3. Cryptography and Network Security

TAMIL - I

Kjw;gUtk;(nra;As;> fl;Liu> ,yf;fzk;> ,yf;fpatuyhW)

myF I jw;fhy ,yf;fpak;

1. ghujpahh; - fz;zd; vd; Njhod;
2. ghujpjhrd; - jkpopd; ,dpik
3. ituKj;J - kiogpurq;fk; - (,e;j G+f;fs; tpw;gidf;fy;y)
4. fz;zjhrd; - mtd; jhd; ,iwtd;
5. rpw;gp - jkpo; epyT
6. Nkj;jh - kuq;fs;

myF II ngz;zpak;

1. jkpor;rp jq;f ghz;bad; -Kl;fs; %ba ghij
2. fdpnkhop - nusj;jpuk; jJk;g...
3. kD\;a Gj;jpud; - gprhir gof;Fjy;
4. ,sk;gpiw - ahjhh;j;j rpijg;G
5. jpyfghkh - GidT Kfq;fs;

myF III fl;Liufs;

1. mwk; vdg;gLtJ – fl;Liufs; - mKjd;

myF IV ,yf;fzk;;

1. ty;ypdk; kpF> kpfh ,lq;fs;
2. ftpij vOJjy;
3. rpWfij vOJjy;
4. Ngr;Rj;jpwd;

myF V ,yf;fpatuyhW

1. GJf;ftpijapd; Njhw;wKk; tsh;r;rpAk;
2. ciueilapd; Njhw;wKk; tsh;r;rpAk;
3. rpWfijapd; Njhw;wKk; tsh;r;rpAk;

gapw;rp;Fhpad

nkhopngah;g;G

ghh;it Ehy;fs; : ,yf;fpa tuyhW – Nguh. Kidth; ghf;fpaNkhp

ENGLISH I

Objectives

1. To make students to understand and use familiar everyday expressions.
2. To inculcate a sense of appreciate and enjoyment of English prose and Poetry.

UNIT - I

1. Prose - The Stonecutter
2. Poem - Mending Wall by Robert Frost
3. Letter writing - Introduction (Formal Vs Informal)
4. Grammar - Parts Of Speech

UNIT - II

1. Prose - A Serious Case - by Chris Rose
2. Poem - Night Of The Scorpion by Nissim Ezekiel
3. Letter writing - Letters of Complaint, & Apology & Invitation
4. Grammar - Tenses

UNIT - III

1. Prose - Scarlett by Chris Rose
2. Poem - Loveliest Of Trees by A. E. Housman
3. Letter writing - Asking for /Giving Advice
4. Grammar - Making Subject Verb Agreement & Punctuation Marks

UNIT - IV

1. Prose - My Financial Career by Stephen Leacock
2. Poem - Where The Mind Is Without Fear By Rabindranath Tagore
3. Letter writing - Letter of Application
4. Grammar - Question Tag

UNIT - V

1. Prose - The Gift of Magi by O. Henry
2. Poem - Death, Be Not Proud (Holy Sonnet 10) John Donne
3. Letter writing - Asking of information /Making Request
4. Grammar - Wh Questions

Text Book

1. Dr. M. Richard Robert Raa. (2015). KALOS. Laxmi Publications (P) Ltd. New Delhi.

Reference Book

1. Dr. Sumanth, English for Engineers
2. Raymond Murphy, English Grammar in Use. Cambridge University press
3. Learnenglish.britishcouncil.org/stories

MANAGEMENT PROCESS

Goal : To enable the students to learn principles, concepts and functions of Management.

Objective : On successful completion of this course, the students should have understood

- The nature and types of Business Organizations
- Principles & functions of Management
- Process of Decision Making
- Modern trends in Management Process

Unit –I

Business - Meaning -Business and Profession, Requirements of a Successful Business-Organisation - Meaning - Importance Of Business Organisation. Forms of Business Organisation-Sole Traders, Partnership, Joint Hindu Family Firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises

UNIT –II

Nature And Scope Of Management Process – Definitions Of Management –Management: A Science Or An Art? - Scientific Management - Managerial Functions and Roles – The Evolution Of Management Theory.

UNIT –III

Planning: Meaning and Purpose Of Planning - Steps In Planning - Types Of Planning. Objectives and Policies - Decision Making: Process Of Decision Making - Types Of Decisions.

UNIT –IV

Organizing: Types of Organisation - Organizational Structure - Span of Control – Use Of Staff Units and Committees. Delegation: Delegation and Centralization Staffing: Sources Of Recruitment - Selection Process - Training.

UNIT – V

Directing: Nature And Purpose Of Directing. Controlling: Need For Co-Ordination - Meaning And Importance Of Controls - Control Process - Budgetary And Non-Budgetary Controls - Modern Trends In Management Process - Case Studies.

Text Book

1. Business Organisation - Bhushan Y.K

Reference Books

1. Principles of Management - L.M. Prasad
2. Business Management - Dinkar Pagare
3. Principles of Business organisation and Management - P.N. Reddy

INTRODUCTION TO INFORMATION TECHNOLOGY

Goal : To enable the students to learn of basics of Computer and its uses in Business.

Objective : On Successful completion of this course, the students should have

1. Understood the types and components of the Computer System
2. Usage of Computer System/Hardware and Software
3. To learn to use Information Technology to gain competitive advantage in Business

Unit 1:

Introduction to Computers – Role of the Computer – Importance of Computers in Business – Data and Information – Five Generations of Modern Compute - Types of Computers – Classification of Digital Computers : Micro Computers (Personal Computers, Workstations, Portable Computers)- Mini Computers- mainframe Computers – Supercomputers-Network Computers

Unit 2:

Components of Computer – Input, Output and storage devices – Memory Units –Primary and Secondary memory - Hardware and Software of a Computer- Computer Languages – Machine Language – Assembly Language – High level Language

Unit 3:

Operating Systems – Functions of an OS - Classification of Operating system (Multi user – Multiprocessing- Multitasking- Multithreading – Real time) Dos – Windows – Unix – Windows NT – Windows 198- Introduction to software development : Defining the problem – Program design – Coding – Testing the Program – Documenting the program – Maintaining the Program

Unit 4:

Telecommunication Networks: Introduction - LAN - WAN-MAN- Internet – Intranet – WWW, HTTP – Email and its uses. Computer Security – Types of computer Crimes – viruses – Various security software.

Unit 5:

Computers and Management: E-Business – Decision support systems – Online Analytical Processing (OLAP) – Web Advertising – Transaction Processing – Expert Systems.

Text Book

1 . Introduction to Computers - Alexis and Mathew Leon, Vikas Publishing House Pvt Limited, New Delhi, Paperback version

Reference Books

1. Introduction to Information Technology – Peter Norton (VI Edition) Tata McGraw Hill Publication
2. Information Technology for Management –Henry C Lucas, 7th Edition, McGraw Hill Publication

PC SOFTWARE (MS OFFICE) & TALLY- PRACTICAL

MS Word

1. Prepare a Newsletter for your class (using Text, Images, Margins, bullets & Numbering, use alignments and various font size, colors).
2. Prepare a job application letter enclosing your bio-data.
3. Write a letter to various newspapers using Mail – Merge Concept
4. Prepare a document containing 2 pages about your college(use header, Footer, hyperlink and table)
5. Demonstrate OLE concept by linking an excel worksheet into a work document.

MS Excel

6. Prepare Student Personal and academic details using spreadsheet
7. Calculate the Total and average marks of the student using Formulas.
8. Use Charts for illustrating the overall class performance.
9. An excel worksheet contains monthly sales details of five companies comparing using bar chart.

MS Access

10. Simple commands perform sorting on name, place and pin code of students database and Address printing using label format
11. Pay roll processing
12. Inventory control
13. Screen designing for Data entry

MS Power Point

14. Prepare a PowerPoint presentation for your class (at least 5 slides – Import images, use different slide designs)
15. Draw an organization chart with minimum three hierarchical levels for a college.
16. Insert an excel chart into a power point slide.

MATHEMATICS FOR MANAGEMENT- I

Goal: To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

Objective: On successful completion of this course, the students should have understood

1. Set operations, matrix and Mathematics of Finance
2. Statistical tools and their applications

UNIT - I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous liner equations.

UNIT-II

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. - Presentation of data by Diagrammatic and Graphical Method - Measures of Central tendency - Arithmetic Mean, Median, Mode.

UNIT-IV

Measures of variation and standard, quartile deviations - Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices.

Text Book

1. P.A.Navanitham, "Business Mathematics & Statistics" Jai Publishers,Trichy-21

Reference Book

1. Sanchetti, D.C and Kapoor, V.K, " Business Mathematics" , Sultan chand Co& Ltd, New Delhi

ENVIRONMENTAL STUDIES

UNIT I

Multi Disciplinary Nature of Environmental Studies: Definition –Scope and Importance- Need For Public Awareness-Natural Recourses: Introduction-Renewable and Non-Renewable Recourses-Forest Recourses-Water Recourses-Mineral Recourses-Food Resources-Land Recourses-Role of an Individual in Conservation Of Natural Resources.

UNIT II

Eco Systems: Concept of an Ecosystems-Ecosystem Degradation-Resource Utilization-Structure and Functions of an Ecosystem-Procedures, Consumers and Decomposers-Energy Flow in the Ecosystem-Food Chains, Food Webs and Ecological Pyramids.

UNIT III

Environmental Pollution: Definition-Causes, Effects and Control Measures – Solid Waste Management-Role of Individual In Pollution Prevention- Disaster Management- Floods-Earthquakes-Cyclones-Landslides.

UNIT IV

Social issues and the environment - From unsustainable development – urban problems related to energy – water conservation, rain water harvesting- watershed management – Resettlement and Rehabilitation of people, its problems and concerns

UNIT V

Environment ethics – climate change – global warming – acid rain – ozone layer depletion – nuclear accidents – wasteland reclamation – consumerism and wasteland reclamation – environment protection act –(air , water, wildlife and forest) – public awareness.

Text Book

1. Environmental Studies- Erach Bharucha

Reference Books

1. Agarwal KC, 2001. Environmental Biology, Nidi Publishing Ltd.Bikaner
2. Down to Earth, Center for science and environment
3. Jadhav H and Bhosale VM, 1995 Environmental Protection and Laws – Himalaya Publishing House , Delhi.

TAMIL II

SEMESTER II

,uz;lhk; gUtk;

(gf;jp ,yf;fpak;> rpw;wpyf;fpak;>mw ,yf;fpak;> rpWfijfs;>,yf;fpa tuyhW)

myF I gf;jp ,yf;fpak;

1. Mz;lhs; - jpUg;ghit (10 ghly;fs;)
2. ts;syhu; - 10 ghly;fs;
3. Njk;ghtzp - 10 ghly;fs;
4. rPwhg;Gwhzk; - 10 ghly;fs;
5. fhiuf;fhy; mk;ikahh; - jpUthyq;fhl;L gjpfk; (10 ghly;fs;)

myF II rpw;wpyf;fpak;

1. kPdhl;rpak;ikg; gps;isj;jkpo; - 2 ghly;fs;
2. fypq;fj;Jg;guzp - Nfhapy; ghbaJ
3. kJiuf;fyk;gfk;
4. fps;is tpL J}J

myF III mw ,yf;fpak;

1. jpUf;Fws; - mwj;Jg;ghy; - nrhy; td;ik nghUl;ghy; - mikr;R
d;gj;Jg;ghy; - jifazq;F cWj;jy;
2. Mrhuf;Nfhit – Kjy; 10 ghly;fs;
3. gonkhop – 5 ghly;fs; (20>40>46>66>278)
4. ed;ndwp – 5 ghly;fs;

myF IV rpWfijfs;

1. rpWfijfs; -10 fijfs; (GJikg;gpj;jd-5;> nlafhe;jd;-5)

myF V ; ,yf;fpa tuyhW

1. ePjp ,yf;fpak;
2. rpw;wpyf;fpak;
3. gf;jp ,yf;fpak; - irtk;> itztk;> ngsj;jk;>rkzk;> ,];yhpak;> fpwpj;Jtk;
(K.t.,yf;fpatuyhW gf;jpg;ghly;fs; (1 to 30) gf;fk; rkaNehf;F tiffs;.

ENGLISH II

Objectives

1. To encourage students to inculcate effective communication

Unit I - Communication

- Verbal and Non Verbal
- Barriers of communication
- Process of Communication
- Communication through Body Language
 - Eye Contact
 - Body Posture
 - Distance Contact
 - Facial Expression
 - Gestures
 - Vocal Tone
- Communication through Technology
 - Telephonic Etiquette
 - Email Etiquette
 - SMS Language

Unit II - Oral Communication

- Public Speaking
- Presentation Skills
- Group Discussion

Unit III - Written Communication

- Report Writing
- Precis Writing
- Technical Proposals
- Writing for conferences & journals

Unit IV- Corporate Communication

- Intrapersonal Communication, Interpersonal Communication, Group Communication
- Meetings
- Agenda & Minutes
- Memo

Unit V- Etiquette and Manners

- Table Etiquette, Workplace Etiquette, Social Etiquette, Dress Etiquette, Toilet Etiquette

Reference Book

1. Dr. M. Richard Robert Raa. (2015). Developing Communication Skills . Laxmi Publications (P) Ltd. New Delhi.
2. Dr. Sumanth, English for Engineers
3. Meenakshi Raman & Sangeetha Sharma, Technical Communication, Oxford University Press
4. Krishna Mohan, Developing Communication Skills, Macmillian

FINANCIAL ACCOUNTING

Goal : To enable the students to acquire knowledge of Accounting principles and practice

Objective : On successful completion of this course, the students should have understood

- The basic accounting concepts
- Double entry book keeping system and various books of accounts
- Preparation of final accounts, etc.

UNIT I

Basic Accounting Concepts - Kinds Of Accounts -Double Entry Book Keeping – Rules Of Double Entry System – Preparation Of Journal And Ledger Accounts- Problems - Subsidiary Books - Cash Book – Types Of Cash Book - Problems - Purchase Book - Sales Book - Sales Return And Purchase Return Books.

UNIT II

Trial Balance - Errors – Types of Errors - Rectification of Errors – Problems – Bank Reconciliation Statement – Problems.

UNIT III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT IV

Accounting For Non-Trading Institutions-Income & Expenditure Account- Receipts And Payment Accounts And Balance Sheet - Accounting For Depreciation – Methods Of Depreciation – Problems (Straight Line Method And Written Down Value Method Only)

UNIT V

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

Text Book

1. Grewal, T.S. : Double Entry Book Keeping

Reference Books

1. 2. Jain and Narang : Advanced Accountancy.
2. 3. Shukla and Grewal : Advanced Accountancy.
3. 4. Gupta and Radhaswamy : Advanced Accountancy.
4. 5. Gupta R.L. : Advanced Accountancy

TALLY PRACTICAL

1. Create a company With VAT options.

2. Create Single ledgers under appropriate predefined groups

Cash a/c	Computer sales a/c
Buildings a/c	Machinery a/c
Furniture a/c	Commission received a/c
Printer purchase a/c	Commission paid a/c
Rent received a/c	Salary a/c
Rent paid a/c	Indian bank a/c
Wages a/c	Sales returns a/c
Capital a/c	Depreciation a/c
Purchase returns a/c	

John & Co. a/c (purchased goods from this company), Ram agency a/c (sold goods to this Company).

3. Create Multiple Ledgers under appropriate predefined groups

	₹
Started Business with	2, 50,000
Purchase machinery on credit from Ramesh	50,000
Bought Furniture for cash	25,000
Sold goods to Anand	22,500
Goods returned by Anand	2,500
Bought goods for cash	25,000
Goods sold for cash	50,000
Cash Received from Anand	10,000
Paid Advertisement	5,000
Cash paid to Ramesh	20,000
Cash withdrawn from Bank	50,000
Cash withdrawn for personal use	6,250
Paid Salary	15,000
Paid Rent	2,500

4. Create Vouchers for the following:	₹
Sold goods to Selvam on credit	1,700
Paid wages	85
Received Commission	70
Sold goods to Kannan for cash	200
Cash Sales	500
Received 5 Chairs form Godrej & Co @	45 per Chair
Paid Godrej & Co cash for 5 chairs	
Paid Rent	250
Bought goods for Cash From Somu for	1,700

5. The following balances are extracted from the books of Kautilya & Co, on 31st march 2012. You are required to make the necessary closing entries and prepare Trading and Profit & Loss a/c and Balance sheet as on that date:

		₹	
₹			
Opening stock	2,250	Bills Receivable	500
Purchase	25,000	Sales	19,500
Wages	1500	Bills Payable	1,400
Insurance	9,825	Creditors	550
Capital	15,000	Sundry debtors	8,950
Carriage inwards	725	Carriage outwards	400
Commission (Dr)	350	Interest on capital	400
Stationery	650	Return inwards	225
Commission (Cr)	250	Return outwards	200
Trade Expenses	500	Office Expenses	100
Cash in hand	2,375	Cash at Bank	250
Rent & Taxes	550	Closing Stock	12,500

6. The Following are the balances of Dinesh on 31Dec 1996:

	₹
Opening Stock	6,200
Buildings	34,000
Furniture	2,000
Purchases	42,400
Salaries	4,400
Rent	1,200

Misc.Expenses	1,000
Postage	560
Wages	10,400
Carriage on sales	1,600

₹

Sales	82,920
Capital	24,000
Bank Loan	6,000
Sundry Creditors	9,840
Return Outward	840
Interest	260
Dividend	220
Stationery	520
Freight on purchase	1,120
Repairs	1,800
Bad debts	240
Return Inward	2,040

Value of Stock on 31.12.96 was ₹ 5, 960. Prepare Profit & Loss A/c and Balance Sheet.

7. Enter the following details comment upon the short-term solvency position of the company:

₹

Working capital	205,60,492
Cash	14,500
Bank	18,500
Debtors	5,18,260
Creditors	4,29,337
Sales	5,15,252
Purchases	4,33,310
Stock	1,25,982
Net profit...?	

8. Find out the Quick Ratio from the following Balance Sheet

	₹		₹
Preference Share Capital	2,00,000	Goodwill	20,000
Equity Share Capital	3,00,000	Plant & Machinery	1,70,000
Reserves & Surplus	50,000	Land & Buildings	2,30,000
Sundry Creditors	40,000	Sundry Debtors	50,000
Bills Payable	20,000	Stock	30,000
Outstanding Expenses	5,000	Cash in hand	40,000
Cash at Bank	30,000	Bills Receivables	45,000
	6,15,000		6,15,000

9. Mr. Ramesh book shows the following balances. Prepare Profit & Loss a/c and Balance sheet as on 31 December

	₹		₹
Stock	15,000	Sundry creditors	2,000
Purchases	13,000	Furniture	1,000
Sales	30,000	Capital	25,000
Carriage inwards	200	Postage & Telegram	750
Salaries	5,000	Interest paid	550
Printing & stationary	800	Machinery	3,000
Drawings	1,700	Cash	500
Sundry Debtors	18,000	Loan	3,000
		Closing Stock	14,000

10. From the following Details of Ram, Prepare Trading & Profit & Loss A/c for the year ended 31st December as that date. Consider the adjustments shown below.

	₹		₹
Purchases	4,20,000	Telephone	1,200
Sales	4,80,000	Furniture & Fittings	48,000
Sales Returns	6000	Van	36,000
Purchases Returns	7740	Debtors	11,760
Stock at 1st January	1,20,000	Creditors	840
Provision for Bad Debts on 1st Jan	960	Bad Debts	240
Rates	7,200	Capital	214,800
Advertisement	5,000	Cash at Bank	3,600
Sundry Income	5,000	Drawings	21,600
		Salaries	36,000

Adjustments:

1. Closing Stock at 31st December ₹ 1,44,000.
2. Accrued Salaries ₹ 6,000.
3. Prepaid Expenses: Advertisement ₹ 1000
 Rates ₹ 600
4. The Provision for Bad Debts to be increased to 10 % of Debtors
5. Telephone Account outstanding ₹ 270
6. Depreciation Furniture and fittings @10 % p.a and Van @20% p.a.

11. Create Bill Wise Details from the following

- Ravi commenced business with a capital of ₹2,00,000
Purchased goods from kumar & Co ₹ 15, 000
Paid in three instalments within 5 days
Purchased goods for cash ₹ 8000
Sold goods to Ratna & co ₹20,000 amount to be paid in two installment
Sold goods for cash for ₹5000
Received cash from ratna & co ₹ 75000

Paid to kumar & co ₹ 7500

Sold goods for cash ₹ 5000

12. Interest Calculations

Cash deposited in Scotia bank ₹1,00,000

Sold goods to Ganesh ₹ 25,000

31-12- cash deposited at Scotia bank ₹50,000

Sold goods to Ganesh ₹50,000

Interest parameters rate 14% per 365 days year

13. Compute Net working Turnover ratio from the following details.

Cash at Bank ₹ 90,000

Preliminary Expenses ₹ 22,500

Debtors ₹ 1,30,000

Stock ₹ 1,15,000

Creditors ₹ 57,500

Bills Payable ₹ 25,000

Prepaid Expenses ₹ 10,000

Interest accrued on Investment ₹ 30,000

Income tax payable ₹ 42,500

Sales ₹ 15,00,000

MANAGERIAL ECONOMICS

Goal : To enable the students to learn principles and concepts of Business Economics

Objective : On successful completion of this course, the students should have understood
The objectives of business firms, Factors of production and BEP Analysis, Types of competitions and Price Administration, Government measures to control monopoly

UNIT I

Meaning, Nature and Scope of Business Economics - Basic Economic Problems - Market forces in solving economic problems- Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Types of Demand.

UNIT II

Concept and Law of supply - Production function - Factors of production - Laws of diminishing returns and Law of variable proportions. Cost and Revenue Curves - Break - even- point analysis.

UNIT III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly – Price discrimination - Pricing under Monopolistic competition - Oligopoly.

UNIT IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity-preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

UNIT V

Government and Business - Performance of public enterprises in India - Price policy in public utilities - MRTP Act - National Income - Business cycle - inflation and deflation - balance of payments - Monetary and Fiscal Policies.

TEXT BOOK:

1. Sankaran - Business Economics, Margham Publications, 4th-Edition

REFERENCE BOOK(s):

1. Rangarajan – Principles of Macro economics, Tata McGraw Hill
2. Athmananad .R Managerial economics, Excel, 2002, New Delhi.

OPERATIONS RESEARCH FOR MANAGEMENT

Goal:

To enable the students to learn the techniques of Operation Research and their applications in business management.

Objective:

On successful completion of this course, the students should have understood Operations Research models, Game theory, PERT, CPM, etc.

UNIT - I

Introduction to Operations Research - Meaning - Scope – Models – Limitation – Linear Programming - Formulation – Application in Management decision making

(Graphical method only)

UNIT - II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems only

UNIT - III

Game Theory:- Graphical Solution – $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - Simple problems only.

UNIT - IV

CPM – Introduction –Basic Components- Rules for Network Construction-Critical Path-Time Calculation in Networks (Simple Problems)

UNIT -V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations-Difference between CPM and PERT.

Text Book:

1. Kanti Swarup, P.K. Gupta, Man Mohan-Operations Research, Sultan Chand & Sons, Educational Publishers, New Delhi-2008

Reference Book:

1. Kalavathy S, Operations Research, Second Edition, Vikas Publishing House, 2004.

HUMAN RIGHTS

UNIT-I

Definition of Human Rights – Nature, Content, Legitimacy and Priority – Theories on Human Rights –Historical Development of Human Rights.

UNIT-II

International Human Rights – Prescription and Enforcement upto World War II – Human Rights and the U.N.O. – Universal Declaration of Human Rights –

UNIT-III

Human Rights Declarations –U.N. Human Rights Declarations –U.N. Human Commissioner- Fundamental Rights in the Indian Constitution – Directive Principles of State Policy – Fundamental Duties –National Human Rights Commission.

UNIT-IV

International Covenant on Civil and Political Rights – International Covenant on Economic, Social and Cultural Rights and Optional Protocol.

UNIT-V

Contemporary Issues on Human Rights: Children's Rights – Women's Rights –Dalit's Rights – Bonded Labour and Wages – Refugees – Capital Punishment.

Text Book

1. International Bill of Human Rights, Amnesty International Publication, 1988.

Reference Book:

1. Human Rights, Questions and Answers, UNESCO, 1982
2. Maurice Cranston- What is Human Rights
3. Desai, A.R. - Violation of Democratic Rights in India
4. Constitutional Law-Pandey
5. Working for Justice and Human Rights Timm. R.W.

SEMESTER III

BUSINESS ETHICS

Goal:

To enable the students to acquire the knowledge of Business Ethics

Objective:

To understand ethical issues in workplace and be able to find solution for 'most good'.

UNIT I

Definition & Nature Business Ethics- Characteristics- Ethical Theories- Causes Of Unethical Behaviour- Ethical Abuses- Work Ethics- Code Of Conduct- Public Good.

UNIT II

Management of Ethics - Ethics Analysis [Homer Model]- Ethical Dilemma- Ethics In Practice - Ethics For Managers- Role And Function Of Ethical Managers- Comparative Ethical Behavior Of Managers- Code Of Ethics- Competitiveness- Organizational Size- Profitability And Ethics

UNIT III

Cost Of Ethics in Corporate Ethics Evaluation- Business And Ecological / Environmental Issues In The Indian Context -Political – Legal Environment- Provisions Of The Indian Constitution Pertaining To Business- Political Setup – Major Characteristics And Their Implications For Business

UNIT IV

Social – Cultural Environment And Their Impact On Business Operations- Salient Features Of Indian Culture And Values-Economic Environment- Philosophy Of Economic Grow and Its Implications For Business- Main Features Of Economic Planning With Respect To Business.

UNIT V

Industrial Policy And Framework Of Government Contract Over Business- Role Of Chamber Of Commerce And Confederation Of Indian Industries – Human Rights -Declaration And Company Policies.

Text Book:

1. S.A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.

References Books

1. W.H. Shaw, Business Ethics, Cengage Learning, 2007.
2. Marianne M. Jennings – Business Ethics – Cengage Learning

ORGANIZATIONAL BEHAVIOUR

Goal : To enable the students to acquire knowledge of organizational behaviour

Objective : To familiarize the students with the basic concepts of the organizational behavior and to enhance their understanding of the interaction between the individuals and the organizations.

UNIT I

Importance And Scope Of Organizational Behaviour – Individual Differences - Intelligence Tests - Measurement Of Intelligence - Personality Tests - Nature, Types And Uses. Hawthorne Experiment - Importance - Group Dynamics – Cohesiveness.

UNIT II

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

UNIT III

Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.

UNIT IV

Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisor Leadership - types - theories – Trait, Managerial Grid, Fiddler's - contingency

UNIT V

Stress management—meaning, types of stress- consequences of work stress. Counselling - meaning - Importance of counsellor - types of counselling - merits of counselling.

Text Book

1. K. Aswathappa- Organizational Behaviour, Himalaya Publishing House – 6TH Edition

Reference Books

1. Keith Davis - Human Behaviour at Work, McGraw-Hill Higher Education – 11th Edition

2. L.M. Prasad - Organizational Behaviour, Sultan Chand , 3rd Edition

MARKETING MANAGEMENT

Goal : To provide the students with a basic understanding of marketing issues related to the external Environment and acquire knowledge of the Principle of marketing management.

Objective : On Successful completion of this course, the students should have understood principles of Marketing Management, Market Segmentation, Product Life Cycle, Pricing, Branding, Service Marketing etc

UNIT I

Marketing - Definition- Marketing Management- Various Concepts In Marketing- Classification of Marketing -Functions of Marketing-Marketing Environment: Various Environmental Factors Effecting Marketing Functions-Market Structure- Importance of Marketing in Developing Countries- Marketing Information System.

UNIT II

Buyer Behaviour: Buying Motives-Variou Factors Influencing Buyer Behaviour-Stages In Buying Decision Process-Market Segmentation: Bases For Segmentation-Market Targeting-Differentiating And Positioning The Marketing Offer-Variou Positioning Strategies- Channels of Distribution.

UNIT III

Marketing Mix- The Product-Marketing Characteristics-Consumer Good S-Industrial Goods-Production Policy- Product Life Cycle (PLC)-Strategies in Various Stages-Product Mix-Product Line-Modification and Elimination-New Product Development: Various Stages in New Product Development-Consumer Adoption Process-Reasons for Failures of New Products.

UNIT IV

Pricing: Definition-Objectives-Pricing Policies-Factors Influencing Pricing Decisions-Multiproduct Pricing-Adapting the Price- Competitors Action to Price Changes-Marketing Channels-Definitions-Types-Channel Selection-Problems in Selection Of Channel- Management Of Physical Distribution-Marketing Risks

UNIT V

Branding Decisions: Brand – Brand Image - Brand Identity – Brand Personality – Brand Loyalty -Brand Equity. Marketing Control -Tools and Techniques - Modern Concept in Marketing-Service Marketing- Definition-Features -Importance

Text Book:

1. Marketing Management.- Philip Kotler- Kevin Lane Kella - 14th edition

Reference Books:

1. Marketing Management. RajanSaxena- Tata Mc Graw Hill – New Delhi- 4th Edition
2. Marketing Management - V. S Ramaswamy & S. Namakumari- Mcmillan India Limited – New Delhi- 3rd Edition- 2002

EXECUTIVE COMMUNICATION

Goal : To enable the students to learn nuances of good communication

Objective : Develop skills of effective communication - both written and oral.

Help students to acquaint with application of communication skills in the business world.

UNIT I

Meaning And Definition - Process - Functions - Objectives - Importance Of Business Communication - Essentials Of Business Communication - Methods - Communication Barriers - Overcoming Communication Barrier

UNIT II

Need And Functions Of Business Letters - Planning & Layout Of Business Letter - Kinds Of Business Letters – Drafting Of Business Letters – Bank Correspondence - Tenders – Letter To The Editor

UNIT III

Offers & Quotations – Orders (Execution & Cancellation). Enquiries And Replies - Placing And Fulfilling Orders - Complaints And Follow-Up- Sales Letters - Circular Letter

UNIT IV

Application For Appointment –Reference And Appointment Orders –Correspondence Of Company Secretary With Share Holders And Directors: Notices, Agenda And Minutes Of The Meetings – Memos – Circulars – Explanations To Superior

UNIT V

Report Writing – Individuals- Committees - Annual Report - Oral Communication - Techniques of Effective Speech - Group Discussion - Presentation and Interviews - Communication Media

Text Book:

1. Rajendra Pal Korahill, “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi, 2006.

Reference Books:

1. Ramesh, MS, & C. C Pattanshetti, “Business Communication”, R.Chand&Co, New Delhi, 2003.
2. Rodriguez M V, “Effective Business Communication Concept” Vikas Publishing Company, 2003.

TAXATION – LAW AND PRACTICE

Goal : To enable the students to acquire knowledge of principles of Taxation

Objectives: On successful completion of this course, the students should have understood

- Principles of Direct and Indirect Taxes
- Calculation of Tax, Tax Authorities, Procedures,

UNIT I

General Principles of Taxation, Distinction Between Direct And Indirect Taxes, Tax Evasion – Avoidance – Causes - Remedies. Direct Taxes: Income Tax Act 1961 – Important Definitions – Basis Of Charge – Residential Status – Income Exempted From Income Tax – Heads Of Income.

UNIT II

Computation of Income under Salary and House Property. (Problems be included).

UNIT III

Computation Of Income Under Profits And Gains Of Business - Profession - Capital Gains – Income From Other Sources - Deductions In The Computation Of Total Income - Income Tax Authorities And Their Power.(Problems Be Included).

UNIT IV

Indirect Taxes – Selected Provisions of VAT– With Regard To Registration of Dealers - Procedure and Effects of Registration -Mode of Charging VAT – Exemption from VAT – Authorities And Their power

UNIT V

Role Of Excise Duties In The Total Revenue – Objectives Of Excise Duty In The Total Revenue – Objectives Of Excise Duty – Exempted From Duty – Customs Duties – Levy Of Import And Export Duty – Distinction Between Advalorem And Specific Duties – Exemption - Concepts Of GST- Basics Of International- Double Tax – Avoidance Taxation Treaty-OECD.

(Note: Theory and problems shall be distributed at 60% & 40% respectively.)

Text Book

1. Gour & Narang - Income Tax Law & Practice

Reference Books

1. Bhagavathi Prasad - Income Tax Law & Practice
2. Mehrotra - Income Tax Law & Practice
3. Dingare pagare - Income Tax Law & Practice
4. Dingare Pagare - Business Taxation

RETAIL MANAGEMENT

Goal : To enable the students to learn the basics in retailing, evolution and trends in retailing.

Objective: On successful completion of the course the students should have understood the features of retailing, the theories of retail development, retail development in India and global retail markets.

UNIT I

Retail: Meaning – Functions and Special Characteristics of A Retailer – Reasons For Studying. Retailing – Marketing-Retailer Equation – Marketing Concepts Applied To Retailing - Retail Marketing Mix – Storage And Warehousing – Risk Bearing- Retailing as a Career – Trends In Retailing.

UNIT II

Retail Model and Theories of Retail Development – Life Cycle and Phase in Growth of Retail Markets – Business Models in retail – Other Retail models - CRM in retailing.

UNIT III

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

UNIT IV

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT V

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

Text Book:

1. Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004

Reference Books:

1. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.
2. James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005
3. Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

Communicative English & Soft Skills

Introduction: This course introduces the basic Grammar and various soft skills required for the student to meet the corporate needs during placements.

Objective: The objective of this program is to make the students communicate soundly in English to meet the corporate requirements and it grooms them in various soft skills.

Module	Communicative Situations	Category	Hours
I	Nouns , verbs ,pronouns, adjectives, adverbs , gerunds , infinitives	Grammar	10
	Direct and indirect speeches , active and passive voice , prepositions , articles , conjunctions , interjections		
II	Reading written instruction / advice	Reading	10
	Reading abstracts of projects		
	Reading Journals and publications		
	Reading Manuals		
	Reading Office documents		
III	Delivering oral presentations	Speaking	7
	Attending meetings / occasional visits		
	Talking about daily life situations		
	Telephonic conversation with Boss/Clients		
	Facing interviews		
	Public speeches formal/informal		
	Listening in international seminars	Listening	3

Evaluation Mode: 50 marks objective type test at the end of the course

SEMESTER IV

HUMAN RESOURCE MANAGEMENT

Goal : To enable the students to acquire knowledge of Human Resource Management

Objective : On successful completion of this course, the students should have understood functions of HRM, Human Resource Planning, Recruitment and Selection, Performance Appraisal, Training and Development etc.,

Unit 1:

Human Resource Management - meaning, nature, scope and objective – Functions of HR Department - The Role of Human Resource Manager - Organisation of HR department – Human Resource Policies and Procedures – Principles of HRM – HRM activities

Unit 2:

Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

Unit 3:

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations – Punishment.

Unit 4:

Wages and Salary Administration - Incentive System - Labour Welfare And Social Security - Safety, Health And Security - Retirement Benefits To Employees.

Unit 5:

Industrial Relations - Trade Unionism - Grievance Handling – Collective Bargaining And Worker's Participation In Management.

Text Book:

1. Human Resource Management CB.Gupta, Sultan Chand & Sons - 14th revised edition 2012

Reference Books:

1. Human Resource Management R.Wayne Mondy, Pearson Publications, 10th edition 2011.
2. Human Resource Management by Gary Dessler , Pearson Publications, 12th edition 2012.

FINANCIAL MANAGEMENT

Goal : To enable the students to acquire knowledge of Financial Management

Objective: On successful completion of this course, the students should have understood

- Finance Functions, Cost of Capital, Capital Structure,
- Capital Budgeting, Working Capital Management

UNIT - I

Finance Functions: Financial Management – Meaning – Definition – Objectives – Importance – Functions– Fair Value versus Book Value. Organization – Structure of Financial Management – Role of a Financial Manager.

UNIT - II

Financing Decision: Cost of Capital - Cost of Specific Sources of Capital - Equity – Preferred Stock Debt - Reserves - Weighted Average Cost of Capital, Operating Leverage and Financial Leverage

UNIT - III

Capital Structure: Factors influencing capital structure – optimal capital structure – Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

UNIT - IV

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Management of cash inventory, accounts receivables and accounts payable.

UNIT - V

Capital budgeting: Meaning-Objectives-Preparation of various types of capital budgeting-ranking of projects - methods of evaluating investment proposal
(Theory carries 80 Marks, Problems carry 20 Marks)

Text Book

1. Shashi k. Gupta & R.k.sharma: Financial Management, Kalyani Publishers - 2012

Reference Books

1. P.V. Kulkarni - Financial Management- Himalaya Publishing House - 2011
2. Khan and Jain - Financial Management - Tata MC Graw-Hill, 2009.
3. I. M. Pandey - Financial Management – Vikas Publisher - 10th Edition
4. S.N. Maheswari - Management Accounting- Vikas Publisher – 2010

MS-EXCEL WITH VISUAL BASIC APPLICATIONS -THEORY

UNIT I

Introduction to Visual Basic For Application - Quick Glance Through All The Tabs (Menus) in Excel- Feature Comparison Between Different Versions of Excel- Basic Excel Functions, Its Practical Usage And Use Of Nested Functions To Enhance Logic- Pivot Tables & Its New Features And Effective Usage.

UNIT II

Introduction To Macros - Using Excel's Built In Macro Recorder - Understanding A Recorded Macro - Understanding What Will And What Will Not Get Recorded - Modeling, Application In Finance And Accounting- Best Practices Followed By Professionals Worldwide In Common Usage Areas- Power Vs. Performance.

UNIT III

Scope of Excel In Different Types Of Organization- Routine and Repetitive Activities And Need To Automated Them- Manual Errors In Data Processing and Benefits Of Automation- Understanding Variables, Objects, Properties, Methods And Events In Excel.

UNIT IV

Using Excel Functions in VBA- VBA Modules, Classes and User forms- Creating User defined functions: Create your own function- Structuring the code for reusability- Using User forms Developing Pseudo Code (Code Logic).

UNIT V

Understanding and Using triggered events-Creating custom Add-Ins & Menus-COM Add-Ins: Integrating & Using third party COM Add-Ins-Error handling & debugging techniques- Programming best practices.

Issues and solutions in large scale implementation of Excel.- Productivity Improvement: Tips & tricks

Text Book

1. Steven Holzner, "VB 6 Programming Black Book", Dream Tech Press, New Delhi, 2002.

Reference Books:

2. N. Krishnan & N. Saravanan, "Visual Basic 6.0 in 30 days", Scitech Publications, (India) Pvt Ltd., Chennai, 2001

MS-EXCEL WITH VISUAL BASIC APPLICATIONS – PRACTICAL

List of Programs

- Introduction of VBA Macros
- Recordings Macro
- Working with VBA Editor
- VBA Programming Concept
- VBA Syntax and Semantics
- Variable Type and Declaration
- Decisions Making with Operators
- Repeating Actions with a Loops
- Procedures and Events
- Functions
- User Forms and GUI
- Sort and Filter, PivotTables and Pivot charts with VBA Macros
- ODBC Connectivity to SQL Database and Query Handling
- File Handling

PRODUCTION AND MATERIALS MANAGEMENT

Goal : To enable the students to acquire knowledge of production processes and Materials Management

Objective: On successful completion of this course, the students should have understood

- Principles, functions and process of Production Management
- Effective Management of Materials

UNIT I

Production Management - Functions - Scope - Plant location - Factors - Site location – Plant layout - Principles - Process - Product layout. Production plans and controls - Principles - Meaning - Routing - Scheduling - Dispatching - Control.

UNIT II

Materials Handling - Importance - Principles - Criteria For Selection Of Material Handling Equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study – Time study - Motion study.

UNIT III

Organization of Materials Management-Fundamental Principles-Structure- Purchasing Procedure - Principles - Import Substitution and Import Purchase Procedure. Vendor Rating - Vendor Development

UNIT IV

Function Of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder Point-Safety Stock - Lead Time Analysis. Store Keeping - Objectives - Functions - Store Keeper – Duties – Responsibilities, Location Of Store - Stores Ledger - Bin Card.

UNIT V

Quality Management – Fundamentals – Planning for Quantity – Quality Process – Statistical Process Control (SPC) – Quality Assurance – Total Quality management. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.

Text Book

1.Krajewski- Operation Management- prentice Hall 7th Edition.

Reference Books

1. Aswathappa.K and Shridhara Bhat k, Productions and Operations Managements – Himalaya Publishing House, Revised Second Edition 2008 .
2. Pannerselvam .R Productions and operations management – Prentice Hall India – Second Edition 2008.

CONSUMER BEHAVIOUR

Goal : To enable the students to acquire knowledge of Consumer Behavior

Objective: On successful completion of this course, the students should have understood consumer influencing consumer behavior groups, cultural setting etc.,

UNIT I

Introduction - Consumer Behaviour -definition - scope of consumer behaviour - Discipline of Consumer behaviour - Customer Value Satisfaction - Retention - Marketing ethics

UNIT II

Consumer Research - Paradigms -The Process Of Consumer Research- Consumer Motivation-Dynamics - Types - Measurement Of Motives - Consumer Perception

UNIT III

Consumer Learning -Behavioural Learning Theories - Measures Of Consumer Learning - Consumer Attitude - Formation - Strategies for Attitude Change - Group Dynamics

UNIT IV

Social class Consumer Behaviour - Life style Profiles of consumer classes - Cross Cultural - Customers Behaviour Strategies- Influence of culture on Consumer Behavior

UNIT V

Consumer Decision Making- Opinion Leadership -Dynamics -Types of consumer decision making - A Model of Consumer Decision Making- Role of marketing in Consumer Behavior

Text Book:

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of India, Sixth Edition, 1998.

Reference Books

1. Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill , 2002
2. Barry Berman and Joel R Evans -Retail Management -A Strategic Approach- Prentice Hall of India, 10th Edition, 2006
- 3.Gibson G Vedamani -Retail Management - Functional Principles and Practice, Jaico Publishing House, 2nd Edition, 2004
4. Consumer Behaviour (Text & Cases) - Himalaya Publishing House .

Communicative English & Analytical Skills

Introduction: This course introduces the basic Grammar and various analytical skills required for the student to meet the corporate needs during placements.

Objective: The objective of this program is to make the students to solve various quantitative problems and to communicate soundly in English to meet the corporate requirements and it grooms them in various soft skills.

Module	Communicative Situations	Category	Hours
I	Number series , Simplifications	Aptitude	10
	Average , percentage , profit and loss		
	Work and Time , speed , Time and distance		
	Permutation and combinations, probability		
	Problems on ages		
	Data Table , pie chart , bar charts		
	Mixed graph		
	Data sufficiency		
II	Doing post graduate study	Writing	10
	Joining field trips abroad		
	Training abroad		
	Resolving conflicts		
	Negotiating with team members		
III	Teleconferencing	Multi skills	10
	Working in a team		
	Doing post graduate study		
	Joining field trips abroad		
	Training abroad		
	Resolving conflicts		
	Negotiating with team members		
	Teleconferencing		
	Working in a team		

Evaluation Mode: 50 marks objective type test at the end of the course

SEMESTER V

COST AND MANAGEMENT ACCOUNTING

Goal : To enable the students to acquire knowledge of Accounting for Managerial
Decisions

Objective: On successful completion of this course, the students should have understood Cost sheet, Material issues, Labour cost, Financial statement analysis, Budgeting.

UNIT I

Meaning-Definition-Scope-Objectives-Function-Merits and Demerits of Cost and Management Accounting - Distinction between Cost, Management and Financial Accounting - Elements of Cost- Cost Concepts and Costs Classifications.

UNIT II

Preparation Of Cost Sheet-Stores Control- EOQ-Maximum, Minimum, Reordering Levels- Pricing Of Materials Issues-FIFO, LIFO, AVERAGE COST, STANDARD PRICE-Methods - Labour Cost Remuneration And Incentives- Break Even Analysis.

UNIT III

Financial Statement Analysis - Preparation Of Comparative And Common Size Statements – Analysis And Interpretation. Ratio Analysis - Classification Of Ratios-Liquidity, Profitability, Solvency – Inter Firm Comparison.

UNIT IV

Fund Flow Analysis-Cash Flow Analysis - Budgeting Process, Preparation Of Sales Budget - Fixed Budget - Flexible Budget-Zero Based Budget.

UNIT V

Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume-Profit analysis.

Text Books

1. Jain and Narang – Cost Accounting, Kalyani Publishing, 3th Edition
2. RK Sharma & K. Gupta - Management Accounting, Kalyani Publishing, 3th Edition

Reference Books

1. Nigam and Sharma - Cost accounting, Edition, 2, Himalaya Publishing
2. S.N.Maheswari - Management Accounting, Sultan Chand, 2006

RESEARCH METHODS FOR MANAGEMENT

Goal : To enable the students to acquire knowledge of Research

Objective: On successful completion of this course, the students should have understood

- Research methods and sampling techniques
- Analysis and interpretation of data, Application of research

UNIT I

Research - Definition - Importance - Advantages and Limitations. The Research Process - Problem Identification - Design Of Research - Types Of Design - Sampling Process And Selection - Sample Types - Sample Size And Sampling Errors

UNIT II

Data Collection - Methods - Tools - Questionnaire – Interview Schedule - Kinds Of Data - Attitude Measurement Of Scaling Technique - Editing, Coding, Tabulation.

Unit III

Statistical Data Analysis - Hypothesis - Its Sources - Formulation and Testing Of Hypothesis - Z Test, T Test - Chi-Square Test (Simple Problems Only)

UNIT IV

Interpretation and Report Writing - Steps In Writing Reports - Layout Of Report, Types, And Principles Of Report Writing - Graphical Representation Of Results. Preparation of Research Report.

UNIT V

Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales Control Research - Media Research- SPSS-An Introduction.

Text Book

1. C.R. Kothari: Research Methodology- New age international 3rd Edition.

Reference Books

1. Dr.S.Shajahan: Research Methods for Management, Jaico Publishing, 2005.
2. Umasekaran: Research Methods for Business, Johnwileyssons, fourth Edition

ENTERPRISE RESOURCE PLANNING

Goal : To enable the students to acquire knowledge of enterprise resource planning

Objective : On successful completion of this course, the students should have understand the basics and usage of ERP.

UNIT I

Introduction to ERP - Evolution of ERP - Scenario and Justification of ERP in India- Evaluation of ERP - Advantage of ERP – Reasons for the growth of ERP -An overview of Enterprise Integrated Management Information - Business Modelling - Business Process Mapping for ERP Module Design

UNIT II

ERP and Related Technologies - Business Process Re-engineering (BPR) - Management Information System (MIS) - Executive Information System (EIS)-Decision support System (DSS)- Supply Chain Management (SCM)

UNIT III

ERP implementation - ERP implementation lifecycle - Issues in implementing - ERP Modules – Methodologies - Project Teams –Process Definitions – Vendors and Consultants – Data Migration – Project management– Post Implementation Activities.

UNIT IV

Enterprise Application Integration – ERP and E-Business – ERP Market – Marketplace - Dynamics - SAP AG - ERP Packages – Business Module in an ERP Package – Finance – Manufacturing – Human Resource – Plant Maintenance – Materials Management – Quality Management – Sales and Distribution

UNIT V

Future Directions In ERP - New Markets - New Channels - Faster Implementation Methodologies - Business Modules and Business Application Programming Interfaces (BAPIs) Bapis - Application Platform - New Business Segments - More Features - Web Enabling.

Text Book

1. Alexis Leon, “ERP DEMYSTIFIED”, Tata McGraw Hill, Second Edition, 2008.

Reference Books

1. Mary Sumner, “Enterprise Resource Planning”, Pearson Education, 2007.
2. Pankaj Sharma, Enterprise Resource Planning ,PHI 2006

STATISTICAL PACKAGE FOR SOCIAL SCIENCES (SPSS) - PRACTICALS

List of Programs

1. SPSS - Introduction
2. Entering Data in SPSS
3. Mean, Median & Mode
4. Database Design
5. Enter data for Questionnaire
6. Descriptive Analysis
7. Chi-Square Analysis
8. ANOVA Analysis (One –Way ANOVA)
9. Correlation Analyses (Karl Pearson)
10. T-Test (One Sample)

INDUSTRIAL REPORT

GUIDELINES FOR THE INDUSTRIAL REPORT

Objective: To give optimum exposure on the practical side of Management and Industry.

1. Duration of the internship training is 20 days/3 weeks during the Summer Vacation which falls at the end of the 4th Semester.
2. The individual student has to identify the institution / industry / practitioners of their choice and inform the same to the HOD / Staff-in-charge.
3. The students hereafter will be called as Trainees should maintain a work diary in which the daily work done should be entered and the same should be attested by the section in-charge.
4. A detailed outline of the job to be done, sections in which they have to be attached both in the office as well as in the field, should be provided to each student.
5. The trainees should strictly adhere to the rules and regulations and office timings of the institutions to which they are attached.
6. The trainees have to obtain a certificate on successful completion of the internship from the chief executive of the organization.
7. Monitoring and inspection by staff on a regular basis.
8. Schedule of visit to be made by the staff is to be prepared by the HOD / Staff-in-charge.
9. Report writing manual and format should be prepared by the respective departments.
10. Specimen forms are to be attached wherever it is necessary.
11. Report evaluation: External Viva-Voce examination will be conducted and it may be graded as Satisfactory / Commended / Highly Commended.
12. Report should be submitted in the 5th Semester.
13. Expected outcome of the internship training is given separately.

DIGITAL MARKETING

Goal : To provide the students with a basic understanding of digital marketing issues related to the external Environment and acquire knowledge of the Principles of Digital marketing.

Objective : On Successful completion of this course, the students should have understood principles of Digital Marketing, Web Marketing, online Advertising etc

UNIT I

Introduction to Digital Marketing – Digital Marketing Vs Traditional Marketing – Benefits of Digital Marketing – Introduction to Online Marketing Environment - Business in Modern Economy - Integrating E-Business to an Existing Business Model - Online Marketing Mix.

UNIT II

Purchase Behavior of Consumers in Digital Marketing - Online Customer Expectations - Online B2C Buying Process - Online B2B Buying Behavior –Search Engines - Forms of Search Engines – Working of Search Engines - Revenue Models in Search Engine Positioning – Search Engine Optimization (SEO) - Display Advertising

UNIT III

Product Attributes and Web Marketing Implications - Customizing the Offering - Dimensions of Branding Online - Internet Pricing Influences - Price and Customer Value - Online Pricing Strategies and Tactics – Time-based Online Pricing - Personalized Pricing - Bundle Pricing.

UNIT IV

Internet Enabled Retailing - Turning Experience Goods into Search Goods -Personalization through Mass Customization - Choice Assistance - Personalized Messaging - Selling through Online Intermediaries - Direct to Customer Interaction - Online Channel Design for B2C and B2B Marketing.

UNIT V

Online Advertising – Email Marketing - Viral Marketing - Affiliate Marketing – Mobile Marketing Participatory Communication Networks - Social Media Communities - Consumer Engagement - Co-Created Content Management-Interactive Digital Networks - Customer – Led Marketing Campaigns- Legal and Ethical aspects related to Digital Marketing.

Text Book

1. Smith P R Chaffey Dave, E-Marketing Excellence: The Heart of E-Business, Butterworth Heinemann, US A 2. Strauss Judy, E-Marketing, Prentice Hall, India.

References Book

1. Marketing Management.- Philip Kotler- Kevin Lane Kella - 14th edition

INTERNATIONAL BUSINESS MANAGEMENT

- Goal:** To enable the students to acquire knowledge of International Business
- Objective:** On successful completion of this course, the students should have understood the Changing Nature of International Business Culture and competitive Advantage. Foreign Direct Investment, etc.

UNIT I

Introduction – The Globalization of the World Economy – The Changing Nature of International Business – Differences in International Business. National Differences in Political Economy: Introduction – Political Systems – economic Systems – Legal Systems – The Determinants of Economic Development – States in Transition.

UNIT II

Differences in Culture: Introduction – Social Structure – Religion – Language – Education – Culture and the Workplace – Culture change – Cross – Culture Literacy – Culture and Competitive Advantage.

UNIT III

International trade Theory: Introduction – An Overview of Trade Theory – Mercantilism – Absolute Advantage – Comparative Advantage – Heckscher – Ohlin Theory – The New Trade Theory – National Competitive Advantage – Porter's Diamond. The Revised Case for Free Trade – Development of the World – Trading System – WTO & Development of World trade – Regional grouping of countries and its impact.

UNIT IV

Foreign Direct Investment in the World Economy –Horizontal Benefits and Advantages to host and home countries-Mode of Entry and Strategic Alliances– Strategic Alliances – Making Alliances Work. Exporting, Importing and Counter trade – The Promise and Pitfalls of Exporting – Improving Export Performance – Export and Import Financing – Export Assistance – Counter Trade.

UNIT V

Disadvantages of international business – Conflict in international business- Sources and types of Conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making.

Text Book

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata Mc Graw Hill, New Delhi, 2010.

Reference Books

1. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2000.
2. Hill C.W. International Business: Competing in the Global market place, Irwin –McGraw Hill,

ADVERTISING AND SALES PROMOTION

Goal : To enable the students to acquire knowledge of sales promotional measures

Objective: On successful completion of this course, the students should have understood Advertising, Ad media, Ad-agencies, Sales force management and Promotional strategies.

UNIT I

Advertising: Meaning-Importance-Objectives-Media-Forms of Media-Press Newspaper Trade Journal-Magazines-Outdoor Advertising-Poster-Banners - Neon Signs, Publicity Literature Booklets, Folders, House Organs-Direct Mail Advertising-Cinema and Theatre Programme-Radio And Television Advertising-Exhibition-Trade Fair-Transportation Advertising – Trends In Advertising (Online Advertising).

UNIT II

Advertising Agencies-Advertising Budget-Advertising Appeals - Advertising Organisation-Social Effects Of Advertising-Advertising Copy - Objectives-Essentials - Types-Elements Of Copy Writing: Headlines, Body Copy - Illustration-Catch Phrases And Slogans-Identification Marks.

UNIT III

Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising-advertising campaign- steps in campaign planning.

UNIT IV

Sales force Management-Importance-sales force decision-sales force size-recruitment & selection-training-methods-motivating salesman Controlling - compensation & incentives-fixing sales territories-quota - Evaluation.

UNIT V

Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising -techniques of sale promotion-consumer and dealers promotion. After sales service-packing – guarantee - Personal selling-Objectives - Salesmanship-Process of personal selling-types of salesman.

Text Book

1. Advertising and sales management by Rajeev Batra, John G Myers, David A Aaker 5th edition 2009

Reference Books

1. Sontakki C.N. Advertising and Sales Management , Kalani Publishers, 2003
2. Advertising principles and practices 7th edition 2012 by William Wells, John Burnett, Sandra Moriarty

CYBER LAW

Goal: To enable the students to acquire knowledge of Cyber Law

Objective: On successful completion of this course, the students should have understood the Cyber crime, Intellectual Property Rights, Crime

UNIT I

Introduction – Need for Cyber Law – Cyber crime on the rise – Important Terms related to cyber law – need for cyber law in India – History of Cyber law in India – IT act, 2000 – other laws amended by IT Act 2000 – The Weak Areas of the ITA 2000 - Challenges to Indian Law and Cybercrime Scenario in India - National Policy on Information Technology 2012.

UNIT II

Ethics and privacy issues – Protection needs and methodology – Encryption policies - Internet and the Protection of Software Copyright - Open Source - Reverse Engineering Trademark Issues in Cyber Space - Domain Name - the Corporation for Assigned Names and Numbers (ICANN) - Uniform Domain - Name Dispute Resolution Policy.

UNIT III

The Intellectual property Rights (IPR) in Cyber Space - Patents in Digital Technology, Copy Rights in Digital Space – The World Intellectual Property Organization(WIPO) - Internet Treaties - Trademark Online - IP Related Cyber Crimes – Introduction - Essential Ingredients of Crime - Types of Internet Crimes - Cyber Crime and IPR.

UNIT IV

Introduction to IT laws and Cyber Crimes – Internet – Hacking – Cracking – Viruses - Virus Attacks - Pornography - Software Piracy - Intellectual property - Legal System of Information Technology - Social Engineering - Mail Bombs - Bug Exploits - Cyber Crime Investigation and Cyber Security.

UNIT V

Introduction to Cyber Crime Investigation - Cyber Forensics - Investigation Tools - Digital Evidence Collection - Evidence Preservation - E-Mail Investigation - E-Mail Tracking - IP Tracking - E-Mail Recovery - Encryption and Decryption methods - Search and Seizure of Computers - Cyber Forensics Tools and Software - Recovering deleted evidences - Password Cracking.

Text Books

1. Michael E. Whitman, Herbert J. Mattord, “Principles of Information Security”, Fourth Edition, Cenage Learning, USA.
2. Pankaj Sharma, “Information Security and cyber Law”, Vikas Publishing
- 3.

Reference Books

1. Justice Yatindra Singh, “Cyber Laws”, Sixth Edition.
2. “Cyber Law - The Indian Perspective”, Pavan Duggal (Advocate) , 3rd edition, 2009
3. J. P. Mishra An Introduction to Cyber Laws 2nd Ed. 2014

PROJECT REPORT GUIDELINES

1) A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary where in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.

2) Internal Marks Distribution: A minimum of two reviews have to be done, one at the time of finalizing the Questionnaire /identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews.

3) End Semester Examination: The evaluation for the end semester examination should be as per the norms given below:

External Examiner	25 Marks
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Internal Examiner	75 Marks
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(Jointly given by the external and internal examiner) 100 Marks

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Goal : To enable the students to acquire knowledge of Entrepreneurship

Objectives :

1. To familiarize students with the requisites needed for being a successful entrepreneur.
2. To identify the stages involved in the setting up of a small business unit and to motivate the students to start self-employment.

UNIT I

Meaning Of Entrepreneurship - Characteristics, Functions and Types of Entrepreneurship - Intrapreneur - Role Of Entrepreneurship In Economic Development

UNIT II

Factors Affecting Entrepreneur Growth - Economic – Non-Economic & Governmental – Entrepreneurship Development Programmes - Need - Objectives – Course Contents - Phases - Evaluation. Institutional Support to Entrepreneur

UNIT III

Project Management: Meaning Of Project - Concepts - Categories - Project Life Cycle Phases - Characteristics of a Project – Project Manager - Role and Responsibilities of Project Manager.

UNIT IV

Project Identification - Selection - Project Formulation – Contents Of A Project Report – Planning Commission Guidelines For Formulating A Project - Specimen Of A Project Report

UNIT V

Source Of Finance For A Project - Institutional Finance Supporting Projects - Project Evaluation - Objectives - Types – Methods – CSR Activities.

Text Book

1. Entrepreneurial Development: S.S.Khanka, S.Chand Limited, 3rd Edition

Reference Books

1. Entrepreneurial Development, C.B.Gupta & N.P. Srinivasan, Sultan Chand & Sons
2. Project Management, S.Choudhury , Mc Graw Hill, Education 2004
3. Project Management, Denis Lock, Gower Publishing , 9th Edition

ELECTIVE-I

(A) STRATEGIC MANAGEMENT

Goal : To enable the students to acquire knowledge of strategic management

Objective : After the successful completion of the course the student must know the concepts of strategy, SWOT analysis, Strategic Decision framework, international Strategic Management and Domestic Strategic Management etc.

UNIT I

Introduction-concept of Strategy – Need – Dimensions - Strategic Planning - Process- Benefits – McKinsey's 7S Model – Strategic vision – Corporate Mission – Objectives – Goals – Social Responsibility – Business ethics – Linking Strategies with ethics – Social audit.

UNIT II

Environmental analysis – Need – Scanning – Approaches – Forecasting – Techniques. Internal Analysis – Need – SWOT analysis – Value Chain – Functional Analysis – Grid approach – Criteria for evaluating internal capabilities.

UNIT III

Strategic Decision framework – Developing alternatives – Strategy Options – Diversification strategies – Retrenchment Strategy – Factors Influencing Strategy – Generic Strategy – Cultural Context Of Strategy – Comparing Alternatives – BCG Model.

UNIT IV

Implementation – Role of top management – Process – Matching Structure of strategy – Resource allocation – Planning and Controlling system. Evaluation – Criteria – Quantitative and Qualitative factors – Feedback and Information – Industry attractiveness – Application of 9 Cell Matrix.

UNIT V

Core Competencies – Building Core Competencies – Building Strategic Supportive Corporate Culture Strategic Advantage – Managing Strategic Change – Strategic Change Process – Diagnosing Change Need- International Strategic Management And Domestic Strategic Management.

Text Book:

1. PK Ghosh, Strategic Planning and Management, Oscar Publications, 2011.

Reference Books:

1. VS Ramaswamy & S.Namakumari, Strategic Planning – Formulation of Corporate Strategy, Macmillan Business Books, 2001
2. John A Pearce, Richard B Robinson, Strategic Management, McGraw Hill Higher Education; 12th Revised Edition

(B) INDUSTRIAL RELATIONS AND LABOUR LAWS

Goal : To enable the students to acquire knowledge of Industrial and Labour Laws.

Objective : Industrial Relation –Concepts, Objectives, Importance, Scope , Trade union-objectives, applicability, evolution, theories, provisions of the act1926, Labour legislations-factories act 1948, Labour legislations- I, II, Labour and III, social security measures

UNIT I

Industrial Relation –Concepts, Objectives, Importance, Scope, Approach To Industrial Relation, Condition For Successful Industrial Relations, Causes Of Poor Industrial Relations in Government And Private Sector

UNIT II

Trade Union-Objectives, Applicability, Evolution, Theories, Provisions Of The Act1926, Registration Of Trade Union, Duties And Liabilities Of Registered Trade Union, Rights And Privileges Of Registered Trade Unions, Amalgamations And Dissolutions, Submission Of Returns, Penalties And Fines, Power To Make Regulations, Trade Union In Indian Scenario

UNIT III

Labour Legislations-I-Factories Act 1948, Contract Labor (Regulation And Abolition) Act 1970, And Industrial Dispute Act 1947, Industrial Employment (Standing Orders) Act 1946. Safety Measures

UNIT IV

Labour Legislations-II, Minimum Wages Act 1948, Payment of Wages Act 1936, Payment of Bonus Act 1965, Maternity Benefit Act 1961 and Maternity Benefit

UNIT V

Labour Legislations-III, Employees provident funds and miscellaneous provisions act 1952, employee's state insurance act 1948, payment of gratuity 1972, workmen compensation act 1923, social security measures

Text Books

1. Text Book of Industrial Relation and Labour Law, vision Publications, Sunita Latkar.
2. Industrial Relations and Labour Laws, Dr. V. Kubendran & Ms. K. Kodeeswari Himalaya Publishing

Reference Book

- 1 .Seema Priyadarshini ,Shekar Pearson education 4th edition 2009

(C) PERFORMANCE MANAGEMENT

Goal : To enable the students to acquire knowledge of Performance management.

Objective: After the successful completion of the course the student must know the concepts of Performance Appraisal Process, Measuring Performance Approaches, Implementation and monitoring pilot study strategy, Rewards and Evaluation Of rewards and Recognition Traditional pay plans, Contingent pay plans.

UNIT 1

Introduction –Importance-Purpose-Performance Appraisal vs. Performance Management- Characteristics of Performance Management System

UNIT II

Performance Management Process- Performance Planning – Performance Dimensions Pre-requisites

UNIT III

Measuring Performance Approaches in Measuring Performance-Methods of Measuring Research, Methods of Measuring Behaviour, and Developing Appraisal forms Rater Biases

UNIT IV

Implementation and Monitoring Pilot Study-Monitoring: Methods of Monitoring-Giving Feedbacks and Developing Plans, Counselling and Coaching Communication Plan

UNIT V

Rewards And Evaluation Of Rewards And Recognition- Traditional Pay Plans- Contingent Pay Plans- Areas of Evaluation Methods-Methods of Evaluation

Textbook

1. Herman Aguinis, “Performance Management”, Pearson International Edition

REFERENCE BOOKS:

1. Kohli A S, Deb T, Performance Management, Oxford University press.
2. Rao T.V, Performance Management Application system-HR Tools for Global

(D) HUMAN RESOURCE DEVELOPMENT

Goal : To enable the students to learn the principles and practices of developing human Resources.

Objectives: After the successful completion of the course the student should have a through Knowledge on Human Resource Development.

UNIT I

HRD - Meaning, Scope, Importance- Difference Between Traditional Personnel Management And HRD- Role Analysis And HRD-Key Performance Areas- Critical Attributes- Role Effectiveness- Role Analysis Methods.

UNIT II

Performance Appraisals and Performance Development - Objectives of Performance Appraisal - The Past and The Future- Basic Considerations in Performance Appraisal-Development Oriented Appraisal System- Interpersonal Feedback And Performance Counselling

UNIT III

Potential Appraisal and Development - Career planning and Development.

UNIT IV

Training - conceptual framework for training- learning principles- Identification of Training needs- Determination of training objectives- Training programmes design - Training methods and their selection criteria.

UNIT V

Organization Effectiveness - Organization Culture, HRD climate; Organization Development - characteristics, HRD-OD interface. HRD experiences in India -Emerging trends and perspectives.

Text Book

1.Rao T.V.performance Appraisal: Theory and Practice.AIMA-Vikas

References Books

1. Pareek Udai and T.V.Rao, Designing and Managing Human Resource Systems, Oxford & IBH.
2. ILO: An Introductory course in Teaching and Training Methods for Management

ELECTIVE-II

(A) INSURANCE PRINCIPLES AND PRACTICES

Goal : To enable the students to acquire knowledge of Insurance Business

Objectives : 1. To understand the nature of insurance and the principles that governs general insurance.
2. To gain an insight on the nature of life insurance, fire insurance and marine insurance and to know the procedures for making claims against different kinds of insurance policies etc.,

UNIT I

Defining Risk and Uncertainty - Classification of risk - Sources of risk - External and Internal Insurance - Meaning, nature and significance essential requirements and principles of risk insurance; reinsurance; privatization of insurance business in India; Insurance Regulatory Development Authority – Recent Developments in the Insurance sector - major private and public sector organisations in Indian insurance business.

UNIT II

Life Insurance - Law Relating To Life Insurance- General Principles Of Life Insurance Contract; Proposal And Policy-Assignment And Nomination-Title And Claims-Concept Of Trust In Life Policy-LIC - Role And Functions.

UNIT III

General Insurance - Law Relating To General Insurance- Different Types Of General Insurance-General Insurance Vs Life Insurance-Nature Of Fire Insurance - Various Types Of Fire Policy ; Subrogation; Double Insurance- Contribution-Proximate Cause; Claims Of Recovery. Accident And Motor Insurance - Nature, Disclosure- Terms And Conditions Claims And Recovery- Third Party Insurance- Compulsory Motor Vehicle Insurance- Accident Insurance.

UNIT IV

Deposit And Credit Insurance - Nature, Terms And Conditions, Claim, Recovery Etc., Public Liability Insurance; Emergency Risk Insurance Structure And Power- Function Of General Insurance Corporation Of India- Deposit Insurance And Credit Guarantee Corporation.

UNIT V

Marine Insurance - Law Relating To Marine Insurance- Scope And Nature- Types Of Policy- Insurable Interest-Disclosure And Representation-Insured Perils- Proximity Cause- Voyage- Warranties- Measurement- Subrogation-Contribution- Under Insurance.

Text Books

1. M.N.Mishra : Insurance Principles and Practices, S Chand,2008
2. Dr.P.K.Gupta : Insurance and Risk Management, Himalaya Publishing House

Reference Books

1. N.D. Kapoor : Elements of Business Law, S Chand & Company, Edition 2008
2. P.Periyasamy : Principles and Practice of Insurance, Himalaya Publisher,2th Edition

B) FINANCIAL SERVICES

Goal : To gain Knowledge on how to do a software project with in-depth analysis.

Objective : On successful completion of the course the students should have:

To learn the various financial services provided by NBFCs.

To understand the modes of raising capital from domestic and foreign market,
projects on hire

purchase and leasing, mutual funds, venture capital, merges and appreciation etc.,

UNIT I

Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets –
Raising short term funds -Recent developments in the capital markets - SEBI guidelines on
merchant banking in India. NBFCs in India.

UNIT II

Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - Lease Accounting -
Types of leases- Problems in Leasing

UNIT III

Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV

Other financial services. Venture Capital - Bill Discounting - Factoring - Problems in Factoring
credit rating – Asset securitization - Depositories.

UNIT V

Mergers and Acquisitions - SEBI code on Takeovers - Business Failures and reorganizations-
growth and development of financial services industry

Text Book:

1. M.Y.Khan, Indian Financial Systems, Sixth Edition, Tata McGraHill

Reference Books:

1. L.M.Bhole, Jitendra Mahakud Financial Institution & Markets, Tata McGraHill , 5th Edition

2.. Habel J.Johnson, Financial Institution & Markets.

3. Nalini Prava Tripathy, Financial Instruments and Services, Prentice Hall of India, New Delhi.

(C) PORTFOLIO ANALYSIS AND MANAGEMENT

Goal : To gain Knowledge on Portfolio Analysis and Management

Objective : On successful completion of the course the students can gain knowledge on Investment Management, Portfolio Management, Security Market and Capital Market, Portfolio Revision etc.,

UNIT I

Nature and Scope of Investment Management - Importance of Investment Management – Factors Influencing Investment Management - Fundamental and Technical Analysis – Economic Analysis - Industry Analysis - Company Analysis - Efficient Market Hypothesis

UNIT II

Concept Of Portfolio Management – Objectives Of Portfolio Management –Portfolio Management Process Targeting, Designing, Auditing And Revising Portfolios. Security Market and Capital Market Line Portfolio Theory: Capital Asset Pricing Model (CAPM). Arbitrage Pricing Theory (APT) - Reconciling CAPM and APT.

UNIT III

Portfolio Analysis: Evaluation Of Securities And Choice Of Securities For Inclusion In The Portfolio - Measuring Return And Risk - Attainable Set Of Portfolio. Portfolio Selection Ascertainig Efficient Portfolio - Locating Efficient Frontier - Markowitz Approach. Single Index Model - Portfolio Choice: Utility Theory And Indifference Curve.

UNIT IV

Portfolio Performance Evaluation: Dimensions of Evaluation - Sharpe Measure – Treynore Measure - Jensen Measure - Comparison of the Three Measures of Portfolio Performance - Portfolio Insurance.

UNIT V

Portfolio Revision: Needs and Problems - Methods of Revision Formula Plan for Revision Constant Value, Constant Ratio and Variable Plans.

Note:(Theory 60% & Problem 40%)

TEXT BOOKS:

1. Investment Management - V.K. Bhalla, S. Chand , 13th Edition

REFERENCE BOOKS:

1. Modern Portfolio Theory and Investment analysis - Edwin J. Elton, Martin J. Gruber, Stephen J. Brown and William Goetzmann – 8th Edition, Wiley
2. Portfolio Management - S.K.Baura
3. Security analysis and Portfolio management - Fischer and Jordan – 6th Edition, McDonald's Corporation

(D) BANKING THEORY AND PRACTICE

Goal : To enlighten the students' knowledge on Banking Regulation Acts.

Objectives: After the successful completion of the course the student should have a thorough Knowledge on Indian Banking System and Acts pertaining to it.

UNIT I

Definition of banker and customer – Relationships between banker and customer – special Feature of RBI, Banking regulation Act 1949. RBI credit control Measure – Secrecy of customer account.

UNIT II

Opening of account – special types of customer – types of deposit – Bank Pass book – collection Of banker – banker lien.

UNIT III

Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of Cheques statutory protection duties to paying banker and collective banker - refusal of payment Cheques Duties holder & holder id due course.

UNIT IV

Loan and advances by commercial bank lending policies of commercial bank - Forms of Securities – lien pledge hypothecation and advance against the documents of title to goods – Mortgage.

UNIT V

Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill Traveling cheque, Credit card, Teller system.

Text Books

1. Natarajan & Gordon: Banking Theory and Practice

Reference Books

1. Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons. New Delhi.
2. Reddy & Appanniah: Banking Theory and Practice

Elective-III

(A) SYSTEMS ANALYSIS AND DESIGN

Goal : To enable the students to acquire knowledge of systems analysis and design

Objective : After the successful completion of the course the student must know the concepts of system analyst planning, system design , system implementation etc.,

UNIT I

The system concept – characteristics of a system – elements of a system – types of system – the system development life cycle- consideration for candidate system – the role of a system analyst real life example for systems.

UNIT II

Systems analysis – systems planning and the initial investigation – need - determine the requirements- background analysis – fact finding techniques and analysis – information gathering – review of literature – procedures – forms- onsite observation- interviews and Questionnaires and types.

UNIT III

Tools of structures analysis – data flow diagram – data dictionary-decision tree- decision table – feasibility study- system performance –identification of system objectives description of outputs feasibility considerations – steps in feasibility analysis- Report and oral presentation –cost benefit analysis.

UNIT IV

System design –process and stage of system design –methodologies-structured and form driven methodology –process control –data validation – i/o and form design – file organization and database design – sequential and indexed sequential organizations data base objectives-logical and physical data normalization.

UNIT V

System implementation – system testing and quality assurance-nature of test data –test plan - levels of test quality assurance-implementation and software maintenance – hardware and software selection –system security –applications.

Text book

1.Elias M.Awad “System Analysis And Design” Galgotia Publications 2nd edition

Reference books

- 1.James A Senn “Analysis and Design of Information Systems,Tata McGraw HillPublishing company, second edition
2. George M. Marakas “Analysis and Design”, Prentice Hall, 2001

(B) SOFTWARE DESIGN TECHNIQUE

Goal : To gain Knowledge on how to do a software project with in-depth analysis.

Objective : To inculcate knowledge on Software Designing concepts in turn gives a roadmap to design a new software project.

UNIT I

Introduction to Software Designing: Definitions – Size Factors – Quality and Productivity Factors
Planning a Software Project: Planning the Development Process – Planning an Organizational Structure.

UNIT II

Software Cost Estimation: Software cost Factors – Software Cost Estimation Techniques – Staffing-Level Estimation – Estimating Software Estimation Costs.

UNIT III

Software Requirements Definition: The Software Requirements specification – Formal Specification Techniques. Software Design: Fundamental Design Concepts – Modules and Modularization Criteria.

UNIT IV

Implementation Issues: Structured Coding Techniques – Coding Style – Standards and Guidelines – Documentation Guidelines.

UNIT V

Verification and Validation Techniques: Quality Assurance – Walkthroughs and Inspections – Unit Testing and Debugging – System Testing.

Text Book

1. Software Engineering Concepts – Richard Fairley, Mc Grawhill Series.

Reference Books

1. Software Engineering – Ian Sommerville – 9th Edition – Pearson Education (2011)
2. Software Engineering Principles & Practice- Wamansjawadekar – Tata McGrawHill Series – Ninth reprint 2008
3. Software Engineering – Stephen R. Schach, 8th edition, Tata McGrawHill.

(C) E-COMMERCE

UNIT I

Introduction to E-Commerce - Definition – History of E-Commerce- Advantages and Limitations of E-Commerce – Importance of E-Commerce in Business – The impact of E-Commerce on traditional retailing system- Internet – Intranet and Extranet - Applications of Intranet and Extranet in E-Commerce

UNIT II

Types of E-commerce-Electronic Data Interchange - E-Commerce Applications: Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), Business-to-Business (B2B)- Characteristics of B to B EC- Model Procurement Management using the Buyers internal Market place- Supplier and Buyer oriented Market place- Other B to B Models auctions- Service- Integration with Backend information system

UNIT III

E-Marketing : Traditional Marketing –Identifying Web Presence Goals –Online Marketing –E-advertising –E-branding-E-payment Systems: Main Concerns in Internet Banking –Digital Payment Requirements – Digital Token-based E-payment Systems –Properties of Electronic Cash –Cheque Payment Systems on the Internet –Risk and e-Payment Systems –Designing e-payment Systems –Digital Signature -Online Stock Trading

UNIT IV

Business Models for E-Commerce(Brokerage Model-Aggregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model) - Digital Video and E-Commerce - E- Business Risk: Types of E-Business Risks – Importance of Encryption in E-Commerce - Information security environment in India.

UNIT V

Public policy: From Legal issues to privacy: Ethical, Social and Political Issues in E-Commerce – protecting privacy – free speech, Internet Indecency censorship – Taxation and encryption policies and seller protection in EC

Text Book:

1. E-Commerce - Gary Schneider, Thomson Publication-11th Edition 2013

Reference Book(s):

1. E-Commerce –A Managerial Perspective – Efrain Turban,Jae Lee,David King,Ting-Peng Liang,Deborrah C.Turban – Prentice Hall (2010)

2. E- commerce (Electronic commerce for Business) – S.Jaiswal – Galgotia Publications – Revised Edition

(D) RDBMS AND ORACLE PROGRAMMING

Goal : To enable the students to acquire knowledge of the Relational Database Management Systems

Objective : On successful completion of this course, the students have understood

The usage of Queries

Managing databases

Retrieving and updating the databases.

UNIT I

Introduction to Database Management System – Purpose of DBMS –Database Architecture - RDBMS: Structure and Advantages of RDBMS, Keys in RDBMS - Functional dependency – Normalization – Database Connection

UNIT II

Database Languages – The Basics of SQL - Data types in SQL - Creating tables - Insertions , updation and deletion operation – SELECT Command – Where clause modifying structure – Oracle Terminology

UNIT III

Defining table and column constraints - Aggregate Functions – Nested Sub Queries- Table Indexes – SQL Operators

UNIT IV

Sophisticated queries – Built-in group functions – The Join Operation, Views, Sequences and Synonyms.

Unit V

Transaction – The Basics of PL/SQL - creating and using stored procedures, Functions and Packages – Retrieving Data with cursors -Triggers.

Text Book

1. Database Systems using Oracle – Nilesh Shah, second edition,2004, Prentice Hall of India Private Limited, New Delhi

Reference Books

1. Fundamentals of Database Systems - Ramez Elmasri, Shamkrant Navathe, Sixth edition, Addison Wesley
2. Data Base Management System – Alexis Leon, Mathews Leon Vikas Publishing,2002

SEMESTER - III

(A) LOGISTICS AND SUPPLY CHAIN AND MANAGEMENT

UNIT I

Introduction: Defining - Supply Chain management and logistics management- Evolution - Supply Chain – Fundamentals and Importance. Supply chain strategy, Enablers/ Drivers of Supply Chain Performance. Supply Chain relationships

UNIT II

Logistics Management: Logistics – functions, objectives, solution- Customer Service - Warehousing and Material Storage - Material Handling- Transportation and Packaging – 3PL and 4PL.

UNIT III

Network Design: Distribution Network Design – Role - Factors Influencing, Options, Value Additions. Models for Facility Location and Capacity allocation - Impact of uncertainty on Network Design. Network Design decisions using Decision trees.

UNIT IV

Sourcing And Inventory Management Sourcing: – Make vs buy decision, Creating World Class Supply base, World Wide Sourcing Inventory Management – managing cycle inventory, safety inventory. Value of information, Bullwhip effect, Coordination in supply chain, Analyzing impact of supply chain redesign on the inventory

UNIT V

Current Trends: E-Business – Framework and Role of Supply Chain in e- business and b2b practices. Supply Chain IT Framework's-Supply Chains, E – Logistics- eSRM, eLRM, eSCM, Agile Supply Chains. Reverse Logistics, Global Logistics.

Text Books

1. Bower sox Donald J, Logistical Management – The Integrated Supply Chain Process” Tata McGraw Hill, 2000
2. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, Prentice Hall, 2007.

References Books

1. Donald J. Bowersox, David J. Closs and M. Bixby Cooper, “Supply Chain Logistics Management”, Tata McGraw Hill, 2008
2. Altekar Rahul V, Supply Chain Management-Concept and Cases, Prentice Hall India, 2005.
3. Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, “Principles of Supply Chain Management- A Balanced Approach”, South-Western, Cengage Learning 2005

(B) TOTAL QUALITY MANAGEMENT

UNIT I

Introduction To Quality Management Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality.-Cost of quality.

UNIT II

Principles And Philosophies Of Quality Management -Overview Of The Contributions Of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi Techniques – Introduction, Loss Function, Parameter And Tolerance Design, Signal To Noise Ratio. Concepts Of Quality Circle, Japanese 5S Principles And 8D Methodology.

UNIT III

Statistical Process Control And Process Capability- Meaning And Significance Of Statistical Process Control (SPC) – Construction Of Control Charts For Variables And Attributed. Process Capability – Meaning, Significance And Measurement – Six Sigma Concepts Of Process Capability. Reliability Concepts – Definitions, Reliability In Series And Parallel, Product Life Characteristics Curve. Total Productive Maintenance (TMP) – Relevance To TQM, Terotechnology. Business Process Re-Engineering (BPR) –Principles, Applications, Reengineering Process, Benefits And Limitations.

UNIT IV

Tools And Techniques For Quality Management- Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE

UNIT V

Quality Systems Organizing And Implementation: Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.

Text Books

1. Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education (First Indian Reprints 2004).

Reference Book

1. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.

(C) WRITTEN COMMUNICATION

UNIT I

Personal Communication: Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, and consoling, conveying information.

UNIT II

Social Communication Blogs, Reviews (Films, Books), Posting Comments, Tweets, Cross-Cultural Communication, Gender Sensitivity In communication.

UNIT III

Work Place Communication: E-Mails, Minutes, Reports Of Different Kinds – Annual Report, Status Report, Survey Report, Proposals, Memorandums, Presentations, Interviews, Profile Of Institutions, Speeches, Responding To Enquiries, Complaints, Resumes, Applications, Summarizing, Strategies For Writing.

UNIT I V

Research Writing: Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

UNIT V

Writing for Media and Creative Writing: Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.

Text Books

1. Raymond V Lesikar, John D Pettit, and Mary E Flatly. 2009. Lesikar's Basic Business Communication. 11th ed. Tata McGraw-Hill, New Delhi.
2. Sharan J Gerson, and Steven M Gerson . 2008. Technical Writing: Process and Product. Pearson Education, New Delhi.

Reference Book:

1. E. H. McGrath, S.J. 2012. Basic Managerial Skills for All. 9th . Prentice -Hall of India, New Delhi

SEMESTER - IV

(A) MICRO FINANCE

UNIT I

Introduction To Microfinance : Basics – Need for microfinance - Characteristics of Microfinance clients – Demand and supply of microfinance in developing countries – Nature of Microfinance Markets - Microfinance as a development strategy and as an industry – Microfinance Tools – Role of Grameen Bank – Micro credit - Innovations - Group lending-Stepped lending & Repeat loan - Character & cash flow based lending -Flexible approaches to collateral-Frequent & public instalment for loan & saving products

UNIT II

Financial And Operational Evaluation: Financial Evaluation – Analyzing & Managing Financial Performance of MFIs: Analyzing financial statements - Financial performance ratios - Liquidity & capital adequacy – Revenue models of Micro finance - Role of subsidies & Donors - Bench Marking - Rating MFIs. Operational Evaluation: Managing operational risks – Internal Control, Business Planning – Impact Assessment – CVP Analysis – Operating Expenses - Operating Efficiency

UNIT III

Other Evaluations Of Microfinance: Market Evaluation – Managing MF Products & Services - methodologies in MF product design and pricing – – Competition - Risks .Institutional Evaluation - Appraisals and ratings - Legal compliance- Issues in Governance Social Evaluation - Social performance Measurement - Indicators - Tools – Progress out of poverty index – Transparency – Ethics

UNIT IV

Microfinance in India Challenges to Microfinance movement – Demand and Supply of Micro financial services – State Intervention in rural credit – RBI Initiatives - NABARD & SHG – Bank Linkup & Programs- –Governance and the constitution of the Board of various forms of MFIs – Intermediaries for Microfinance –State sponsored Organizations.

UNIT V

Issues, Trends and Frontiers of Microfinance: Issue – Role of Technology-Strategic issues in Microfinance: Sustainability - opening newmarkets – Gender issues

Text Books

1. Indian Institute of Banking and Finance, Micro finance: Perspectives and Operations, Macmillan India Limited, 2011.
2. Beatriz and Jonathan, The Economics of Microfinance, Prentice Hall of India,2010.

References Books

[www. microfinancesummit.org](http://www.microfinancesummit.org).

(B) CORPORATE FINANCE

UNIT I

Industrial Finance: Indian Capital Market – Basic Problem Of Industrial Finance In India. Equity – Debenture Financing – Guidelines From SEBI, Advantages And Disadvantages And Cost Of Various Sources Of Finance - Finance From International Sources, Financing Of Exports – Role of EXIM Bank And Commercial Banks.– Finance For Rehabilitation Of Sick Units.

UNIT II

Short Term-Working Capital Finance Estimating working capital requirements – Approach adopted by Commercial banks, Commercial paper- Public deposits and inter corporate investments.

UNIT III

Advanced Financial Management: Appraisal of Risky Investments, certainty equivalent of cash flows and risk adjusted discount rate, risk analysis in the context of DCF methods using Probability information, nature of cash flows, Sensitivity analysis; Simulation and investment decision, Decision tree approach in investment decisions.

UNIT IV

Financing Decision Simulation and financing decision - cash inadequacy and cash insolvency- determining the probability of cash insolvency- Financing decision in the Context of option pricing model and agency costs- Inter-dependence of investment- financing and Dividend decisions.

UNIT V

Corporate Governance - SEBI Guidelines- Corporate Disasters and Ethics- Corporate Social Responsibility- Stakeholders and Ethics- Ethics, Managers and Professionalism.

Text Books

1. Richard A.Brealey, Stewart C.Myers and Mohanthy, Principles of Corporate Finance, Tata McGraw Hill, 9th Edition, 2011
2. I.M.Pandey, Financial Management, Vikas Publishing House Pvt., Ltd., 12th Edition, 2012.

References Book

1. Brigham and Ehrhardt, Corporate Finance - A focused Approach, Cengage Learning, 2nd Edition, 2011.
2. M.Y Khan, Indian Financial System, Tata McGraw Hill, 6th Edition, 2011
3. Smart, Megginson, and Gitman, Corporate Finance, 2nd Edition, 2011.
4. Krishnamurthy and Viswanathan, Advanced Corporate Finance, PHI Learning, 2011.
5. Website of SEBI

(C)INTERNATIONAL TRADE FINANCE

UNIT I

International Trade – Meaning and Benefits – Basis of International Trade – Foreign Trade and Economic Growth – Balance of Trade – Balance of Payment – Current Trends in India – Barriers to International Trade – WTO – Indian EXIM Policy.

UNIT II

Export And Import Finance -Special need for Finance in International Trade – INCO Terms (FOB, CIF, etc.,) – Payment Terms – Letters of Credit – Pre Shipment and Post Shipment Finance – Forfeiting – Deferred Payment Terms – EXIM Bank – ECGC And Its Schemes – Import Licensing – Financing Methods For Import of Capital Goods.

UNIT III

FOREX Management : Foreign Exchange Markets – Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Tools for hedging against Exchange rate variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate and Forecasting.

UNIT IV

Export Trade Documents: Financial Documents – Bill Of Exchange- Type- Commercial Documents - Proforma, Commercial, Consular, Customs, Legalized Invoice, Certificate Of Origin Certificate Value, Packing List, Weight Certificate, Certificate Of Analysis And Quality, Certificate Of Inspection, Health Certificate. Transport Documents - Bill Of Lading, Airway Bill, Postal Receipt, Multimodal Transport Document. Risk Covering Document: Insurance Policy, Insurance Cover Note. Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS – UPCDC Norms.

UNIT V

Export Promotion Schemes Government Organizations Promoting Exports – Export Incentives : Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance License – Other efforts I Export Promotion – EPZ – EQU – SEZ and Export House.

Text Books

1. Apte P.G., International Financial Management, Tata McGraw Hill, 2008.
2. Jeff Madura, International Corporate Finance, Cengage Learning, 8th Edition, 2008.

References Books

1. Alan C. Shapiro, Multinational Financial Management, PHI Learning, 4th Edition, 2008.
2. Eun and Resnik, International Financial Management, Tata McGraw Hill, 4th Edition, 2008.
3. Website of Indian Government on EXIM policy

SEMESTER - V

(A) TOURISM AND TRAVEL MARKETING

UNIT I

Introduction: Tourism -Definitions and Concepts –Components of tourism, Geographic components of tourism -Types of Tourists, Visitor, Traveller, and Excursionist –Differentiation Tourism, recreation and leisure, their inter–relationships –Tourism organization / Institutions – Role and functions of International agencies in Hospitality industry.

UNIT II

Tour Planning: Tour Packaging & Costing -Importance of Tour Packaging –Classifications of Tour Packages -

Components of Package Tours -Concept of costing -Types of costs -Components of tour cost - Preparation of cost sheet -Tour pricing -Calculation of tour price -Pricing strategies

UNIT III

Tourism Management: Tourism infrastructure-Tourism organizations-Travel motivators-Leisure or holiday Tourism- Visiting friends and Relatives (VFR)-Cultural Tourism-Adventure Tourism-Sports Tourism-Religious Tourism Business Tourism-Medical Tourism-Alternative Forms of tourism-Tourism Products and types.

UNIT IV

Hospitality Management: Service Characteristics of Hospitality and Tourism Marketing - Marketing in Strategic Planning, Marketing Environment - Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Buying Behaviour, Market Segmentation, Targeting, and Positioning,

UNIT V

Designing and Managing Products and Services, Internal Marketing, Building Customer Loyalty, Pricing, Distribution Channels, Promoting Products and Services ,Electronic Marketing, Professional Sales ,Destination Marketing and Emerging Trends in Marketing Tourism and Hospitality

Text Books

- 1.Foster Dennis L., The Business Of Travel Agency Operations and Administration Macmillan/McGraw, Singapore , 1993.
- 2.Sunetra Roday, Archana Biwal & Vandana Joshi, Tourism Operations and Management, Oxford University Press , 2009.

Reference Books:

- 1.Sampad Kumar Swain & Jitendra Mohan Mishra, Tourism principles and practices, Oxford University Press, 2008.

(B)SERVICES MARKETING

UNIT I

Introduction Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.

UNIT II

Service Marketing Opportunities: Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT III

Service Design And Development: Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

UNIT IV

Service Delivery and Promotion: Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

UNIT V

Service Strategies Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics -Educational – Entertainment & public utility Information technique Services

Text Books

1. Christropher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011.
2. Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.

References Book

1. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
2. Halen Woodroffe, Services Marketing, McMillan, 2003.

(C)INTEGRATED MARKETING COMMUNICATION

UNIT I

Introduction To Advertisement: Concept –definition-scope-Objectives-functions-principles of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Advertisement Agencies – Selection and remuneration – Advertisement campaigns – case studies.

UNIT II

Advertisement Media: Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling. design and execution of advertisements -Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements– Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements –case studies.

UNIT III

Sales Promotion Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented. Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion –Coordination within the various promotion techniques – Online sales promotions- case studies.

UNIT IV

Public Relations Introduction – Meaning – Objectives –Scope-Functions-integrating PR in to Promotional Mix- Marketing Public Relation function- Process of Public Relations-advantages and disadvantages of PR-Measuring the Effectiveness of PR- PR tools and techniques. PR and Media Relations, - PR consultancy: Pros and Cons. - Discussion on opinion survey of PR in Public and Private 40 Enterprises.

UNIT V

Publicity : Introduction – Meaning – Objectives - Tools – Goals of Publicity – Scope of Publicity – Importance of Publicity – Difference between Marketing, PR and Publicity - Social publicity – Web Publicity and Social media – Publicity Campaigns

Text Books

1. George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, 7th edition,2010
2. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education 7th Edition, 2007.
3. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003.

References Books

1. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.

SEMESTER - VI

(A)WEB ANALYTICS

UNIT I

Web Analytics–Present and Feature – Data Collection-Importance and Options – Overview of Qualitative Analysis

UNIT II

Critical Components of a successful Web Analytics Strategy – Web Analytics Fundamentals – Core Web Analytics Concepts

UNIT III

Start own Web data Analytics – Search Analytics–Internal Search, SEO and PPC – Measuring Email and Multichannel Marketing

UNIT IV

Website Experimentation and Testing – Secrets Behind making Web Analytics Actionable – Competitive Intelligence and Web Analytics

UNIT V

Shattering the Myths of Web Analytics – Advanced Analytics Concepts – Creating a Data – Driven Culture

Text Book

1. “Web Analytics – An Hour a Day” By Avinash Kaushik – 2007 – Wiley Publishing

Reference Book

2. “Actionable Web Analytics” By Jason Burby & Shane Atchison – 2007 – Wiley Publishing

(B)E-COMMERCE+

UNIT I

Foundation of electronic Commerce : Definition and content of the field – Driving force of EC
Impact of EC – Managerial Issues- Benefits and Limitations of EC Retailing in EC : Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT II

Internet Consumers and market Research: The consumer behaviour model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behaviour.

UNIT III

Advertisement in EC : Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet

UNIT IV

Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

UNIT V

Public Policy : From Legal Issues to Privacy : Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

Text Book

1. E-Commerce - Gary Schneider, Thomson Publication-11th Edition 2013

Reference Books

Efraim Turbun, Jae Lee, David King, H. Michael Chung- Electronic Commerce – A Managerial-Perspective ,- Pearson Education Asis – 2000.

(C)CRYPTOGRAPHY AND NETWORK SECURITY

UNIT I

Security trends – Attacks and services – Classical crypto systems – Different types of ciphers – LFSR sequences – Basic Number theory – Congruence's – Chinese Remainder theorem – Modular exponentiation – Fermat and Euler's theorem – Legendre and Jacobi symbols – Finite fields – continued fractions.

UNIT II

Simple DES – Differential crypto analysis – DES – Modes of operation – Triple DES – AES – RC4 – RSA – Attacks – Primarily test – factoring.

UNIT III

Discrete Logarithms – Computing discrete logs – Diffie-Hellman key exchange – ElGamal Public key cryptosystems – Hash functions – Secure Hash – Birthday attacks - MD5 – Digital signatures – RSA – ElGamal – DSA.

UNIT IV

Authentication applications – Kerberos, X.509, PKI – Electronic Mail security – PGP, S/MIME – IP security – Web Security – SSL, TLS, SET.

UNIT V

System security – Intruders – Malicious software – viruses – Firewalls – Security Standards.

Text Books:

1. Wade Trappe, Lawrence C Washington, “ Introduction to Cryptography with coding theory”, 2nd ed, Pearson, 2007.
2. William Stallings, “Cryptography and Network security Principles and Practices”, Pearson/PHI, 4th ed, 2006.

References Books

1. W. Mao, “Modern Cryptography – Theory and Practice”, Pearson Education, Second Edition, 2007.
2. Charles P. Pfleeger, Shari Lawrence Pfleeger – Security in computing Third Edition – Prentice Hall of India, 2006