

BHARATHIAR UNIVERSITY, COIMBATORE-641 046

(For the students admitted during the academic year 2012-13 and onwards)

SCHEME OF EXAMINATIONS – CBCS Pattern

B.B.A (Bachelor of Business Administration)

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations			Credits	
				Dur. Hrs.	CIA	Marks		Total Marks
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
SEMESTER –III								
III	Core V – Business Communication		5	3	20	55	75	3
III	Core VI – Production and Material Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII – Management Information System		5	3	25	75	100	4
III	Allied : III - Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-1 : Retail Environment		3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	-	50	50	50	2
SEMESTER –IV								
III	Core IX - Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI – Advertising and Sales Promotion		5	3	25	75	100	4
III	Core XII –PC Software (Ms Office) – Theory		2	3	10	40	50	2
III	Core XIII–PC Software (Ms Office) – Practical		3	3	20	30	50	2
III	Allied : IV – Business Law		5	3	25	75	100	4
IV	Skill based Subject-2 : Consumer Behaviour		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50	50	50	2

B.B.A (Bachelor of Business Administration)

SEMESTER –V							
III	Core XIV – Cost & Management Accounting	5	3	25	75	100	4
III	Core XV – Research Methods for Management	5	3	25	75	100	4
III	Core XVI - Insurance Principles and Practice	5	3	25	75	100	4
III	Core XVII – Visual Basic - Theory	4	3	10	40	50	2
III	Core XVIII – Visual Basic – Practical	3	3	20	30	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Merchandising Management	3	3	20	55	75	3
SEMESTER –VI							
III	Core XIX – Entrepreneurship and Project Management	6	3	25	75	100	4
III	Core XX - Investment Management	6	3	25	75	100	4
III	Core XXI – Global Business Management	6	3	25	75	100	4
III	Elective –II :	6	3	25	75	100	4
III	Elective –III :	2	3	25	75	100	4
IV	Skill based Subject –4 : Customer Relationship Management	4	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
TOTAL		-	-	-	-	3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Portfolio Analysis and Management
	B	Modern Office Management
	C	Company Law and Secretarial Practice
Elective – II	A	Banking Law and Practice
	B	Industrial Relations and Labour Laws
	C	Strategic Management
Elective - III	A	Financial Services
	B	Project Work & Viva-Voce
	C	E-Commerce

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A – C.A (Computer Applications)

Part	Study Components	Course Title	Ins. Hrs / Week	Examination				Credit
				Dur.Hrs.	CIA	Marks	Total Marks	
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I : Mathematics for Management –I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III –Introduction to Information Technology		3	3	10	40	50	2
III	Core IV – PC Software (MS Office) - Practical		3	3	20	30	50	2
III	Core IV–Economics for Executives		5	3	25	75	100	4
III	Allied Paper II : Mathematics for Management –II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
SEMESTER –III								
III	Core V – Business Communication		4	3	20	55	75	3
III	Core VI – Production and Materials Management		5	3	25	75	100	4
III	Core VII – Marketing Management		4	3	25	75	100	4
III	Core VIII – C++ and Java Programming		3	3	10	40	50	2
III	Core IX – C++ and Java Programming – Practical		3	3	20	30	50	2
III	Allied Paper III : Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject -1 : Retail Environment		4	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	3	50		50	2
SEMESTER –IV								
III	Core X – Human Resource Management		5	3	25	75	100	4
III	Core XI – Financial Management		5	3	25	75	100	4
III	Core XII – Organisational Behaviour		5	3	20	55	75	3
III	Core XII –Internet and Web Page Design		3	3	10	40	50	2
III	Core XIII –Internet Web Page Design Programming Laboratory – Practical		2	3	20	30	50	2
III	Allied Paper IV : Business Law		5	3	25	75	100	4
IV	Skill based Subject -2 : Consumer Behavior		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #		2	3	50		50	2

B.B.A – C.A (Computer Applications)

SEMESTER –V							
III	Core XV –Cost & Management Accounting	6	3	25	75	100	4
III	Core XVI – Research Methods for Management	6	3	25	75	100	4
III	Core XVII– RDBMS & Oracle Programming	3	3	10	40	50	2
III	Core XVIII– RDBMS & Oracle Programming -Practical	3	3	20	30	50	2
III	Core XIX – Advertising and Sales Promotion	5	3	25	75	100	4
III	Elective –I :	4	3	25	75	100	4
IV	Skill based Subject -3 : Merchandising Management	3	3	20	55	75	3
SEMESTER –VI							
III	Core XX –Entrepreneurship & Project Management	5	3	25	75	100	4
III	Core XXI – Visual Basic Theory	3	3	10	40	50	2
III	Core XXII – Visual Basic & Oracle – Practical	3	3	20	30	50	2
III	Core XXII – Multimedia	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject -4 :Customer Relationship Management	4	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
TOTAL		-	-	-	-	3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Insurance principles and Practice
	B	Modern Office Management
	C	Software Design Technique
Elective – II	A	Strategic Management
	B	Industrial Relations and Labour Laws
	C	Systems Analysis and Design
Elective - III	A	Financial Services
	B	Project Work & Viva-Voce
	C	E -Commerce

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A –International Business

Part	Study Components	Course Title	Ins. hrs / week	Examinations				Credits
				Dur.Hrs	CIA	Marks	Total	
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I - Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	3	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		5	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		6	3	25	75	100	4
IV	Value Education – Human Rights #		2	3	-	50	50	2
SEMESTER –III								
III	Core V – Business Communication		4	3	20	55	75	3
III	Core V – Production and Materials Management		5	3	25	75	100	4
III	Core VI –Marketing Management		5	3	25	75	100	4
III	Core VII – International Strategic Management		5	3	25	75	100	4
III	Allied : III – Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-1 : Retail Environment		4	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-Major Elective-I: Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	3	50		50	2
SEMESTER –IV								
III	Core VIII – Human Resource Management		5	3	25	75	100	4
III	Core IX – Financial Management		5	3	25	75	100	4
III	Core X – World Resources		4	3	25	75	100	4
III	Core XI – PC Software (MS Office) Theory		3	3	10	40	50	2
III	Core XII– PC Software (MS Office) Practical		3	3	20	30	50	2
III	Allied : IV – Business Law		5	3	25	75	100	4
IV	Skill based Subject-2 : Consumer Behaviour		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #		2	3	50		50	2

B.B.A –International Business

SEMESTER –V							
III	Core XIII – Cost & Management Accounting	6	3	25	75	100	4
III	Core XIV – Research Methods for Management	5	3	25	75	100	4
III	Core XV – International Marketing Management	5	3	25	75	100	4
III	Core XVI – International Financial Management	6	3	25	75	100	4
III	Elective-I :	5	3	25	75	100	4
IV	Skill based Subject-3 : Merchandising Management	3	3	20	55	75	3
SEMESTER –VI							
III	Core XVII – Entrepreneurship and Project Management	6	3	25	75	100	4
III	Core XVIII - Foreign Exchange Management	5	3	25	75	100	4
III	Core XIX- Foreign Trade Procedure and Documentation	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject -4 : Customer Relationship Mgt.	4	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
Total		-	-	-	-	3500	140

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List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	International Business Environment
	B	Logistics and Supply chain Management
	C	Insurance Principles and Practice
Elective – II	A	Foreign Trade Laws
	B	Industrial Relations and Labour Laws
	C	Financial Services
Elective - III	A	Shipping and Port Management
	B	Project Work & Viva-Voce
	C	E - Commerce

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A - Information Systems

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations			Credits	
				Dur. Hrs.	CIA	Marks		Total Marks
	SEMESTER –I							
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
	SEMESTER –II							
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
	SEMESTER –III							
III	Core V – Business Communication		5	3	20	55	75	3
III	Core VI – Production and Material Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII – PC Software MS Office - Theory		2	3	10	40	50	2
III	Core VIII – PC Software MS Office - Practical		2	3	20	30	50	2
III	Allied : III - Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-1 : Retail Environment		3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	-	50	50	50	2
	SEMESTER –IV							
III	Core IX - Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI – Management Information System		5	3	25	75	100	4
III	Core XII – Object Oriented Programming with C++		2	3	10	40	50	2
III	Core XIII–C++ – Practical		3	3	20	30	50	2
III	Allied : IV – Business Law		5	3	25	75	100	4
IV	Skill based Subject-2 : Consumer Behaviour		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50	50	50	2

B.B.A - Information Systems

SEMESTER –V							
III	Core XIV – Cost & Management Accounting	5	3	25	75	100	4
III	Core XV – Database Management Systems	5	3	25	75	100	4
III	Core XVI – Systems Analysis and Design	5	3	25	75	100	4
III	Core XVII – RDBMS & Oracle Programming	4	3	10	40	50	2
III	Core XVIII – RDBMS & Oracle Programming – Practical	3	3	20	30	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Merchandising Management	3	3	20	55	75	3
SEMESTER –VI							
III	Core XIX – Entrepreneurship and Project Management	5	3	25	75	100	4
III	Core XX - Advertising and Sales Promotion	5	3	25	75	100	4
III	Core XXI – Visual Basic – Theory	3	3	10	40	50	2
III	Core XXII – Visual Basic – Practical	3	3	20	30	50	2
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject –4 : Customer Relationship Management	4	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
TOTAL		-	-	-	-	3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

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List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Data Mining and warehousing
	B	Modern Office Management
	C	Research Methods for Management
Elective – II	A	Software Engineering
	B	Industrial Relations and Labour Laws
	C	Global Business Management
Elective - III	A	Electronic Commerce
	B	Project Work & Viva-Voce
	C	Insurance Principles and Practice

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A - Retail Management

Part	Study Components	Course Title	Ins. hrs / week	Examinations			Credits	
				CIA	Dur. Hrs	Mar ks		Total
	SEMESTER –I							
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I - Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	3	-	50	50	2
	SEMESTER –II							
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III –Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		5	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		6	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
	SEMESTER –III							
III	Core V – Business Communication		4	3	20	55	75	3
III	Core VI– Production and Materials Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII – Retail Operations, Systems and Inventory		5	3	25	75	100	4
III	Allied : III - Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject 1 : Entrepreneurship Development		4	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	3	3	50	50	2
	SEMESTER –IV							
III	Core IX – Human Resource Management for Retail Organization		5	3	25	75	100	4
III	Core X – Financial Management in Retailing		5	3	25	75	100	4
III	Core XI – Management Information System and Retail Business		5	3	25	75	100	4
III	CORE XII– PC Software MS Office - Theory		5	3	10	40	50	2
III	CORE XII– PC Software MS Office - Practical		5	3	20	30	50	2
III	Allied : IV - Business Law		5	3	25	75	100	4
IV	Skill based Subject-2 : Entrepreneurial Finance		3	3	20	55	75	3
IV	Tamil @ / Adanced Tamil # (or) Non-major elective -II : General Awareness #		2	3	3	50	50	2

B.B.A - Retail Management

SEMESTER –V							
III	Core XII – Cost and Management Accounting	5	3	25	75	100	4
III	Core XIII – Research Methods for Management	5	3	25	75	100	4
III	Core XIV – Retail Supply Chain Management	5	3	25	75	100	4
III	Core XV – Visual Basic –Theory	4	3	10	40	50	2
III	Core XVI – Visual Basic –Practical	3	3	20	30	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject-3 : Small Business Management	3	3	20	55	75	3
SEMESTER –VI							
III	Core XVI – Global Business Management	5	3	25	75	100	4
III	Core XVII – Retail Advertising and Promotion	6	3	25	75	100	4
III	Core XVIII – Channel Management	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject 4 : Business Environment	4	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
Total						3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

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List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Insurance Principles and Practice
	B	Customer Relationship Management
	C	Brand Management
Elective – II	A	Strategic Management
	B	Industrial Relations and Labour Laws
	C	Consumer Behaviour
Elective - III	A	E-Commerce
	B	Project Work & Viva-Voce
	C	Merchandising Management

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A - Services Management

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations				Credits
				Dur. Hrs.	CIA	Marks	Total Marks	
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
SEMESTER –III								
III	Core V – Business Communication		5	3	20	55	75	3
III	Core VI – Production and Material Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII – Management Information System		5	3	25	75	100	4
III	Allied : III - Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-1 : Retail Environment		3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	-	50	50	50	2
SEMESTER –IV								
III	Core IX - Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI – Industrial and Services Marketing		5	3	25	75	100	4
III	Core XII –PC Software (Ms Office) – Theory		2	3	10	40	50	2
III	Core XIII–PC Software (Ms Office) – Practical		3	3	20	30	50	2
III	Allied : IV – Business Law		5	3	25	75	100	4
IV	Skill based Subject-2 : Consumer Behaviour		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50	50	50	2

B.B.A - Services Management

SEMESTER –V							
III	Core XIV – Cost & Management Accounting	6	3	25	75	100	4
III	Core XV – Research Methods in services Marketing	6	3	25	75	100	4
III	Core XVI - Insurance Marketing	5	3	25	75	100	4
III	Core XVII – Tourism Marketing	5	3	25	75	100	4
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Merchandising Management	3	3	20	55	75	3
SEMESTER –VI							
III	Core XIX – Entrepreneurship and Project Management	6	3	25	75	100	4
III	Core XX - Advertising Management for Service	6	3	25	75	100	4
III	Core XXI – Marketing of Banking Service	6	3	25	75	100	4
III	Elective –II :	6	3	25	75	100	4
III	Elective –III :	2	3	25	75	100	4
IV	Skill based Subject –4 : Customer Relationship Management	4	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
TOTAL		-	-	-	-	3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Logistics and Sales Management
	B	Modern Office Management
	C	Global Business Management
Elective – II	A	International Service Marketing
	B	Industrial Relations and Labour Laws
	C	Investment Management
Elective - III	A	Quality Management Services
	B	Project Work & Viva-Voce
	C	E-Commerce

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A - Banking

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations					Credits
				Dur. Hrs.	CIA	Mar ks	I Mar		
SEMESTER –I									
I	Language-I		6	3	25	75	100	4	
II	English-I		6	3	25	75	100	4	
III	Core I – Management Process		5	3	25	75	100	4	
III	Core II – Financial Accounting		5	3	25	75	100	4	
III	Allied Paper I – Mathematics for Management-I		6	3	25	75	100	4	
IV	Environmental Studies #		2	-	-	50	50	2	
SEMESTER –II									
I	Language-II		6	3	25	75	100	4	
II	English-II		6	3	25	75	100	4	
III	Core III – Organisational Behaviour		5	3	20	55	75	3	
III	Core IV – Economics for Executives		6	3	25	75	100	4	
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4	
IV	Value Education – Human Rights #		2	-	-	50	50	2	
SEMESTER –III									
III	Core V – Business Communication		5	3	20	55	75	3	
III	Core VI – Production and Material Management		5	3	25	75	100	4	
III	Core VII – Marketing Management		5	3	25	75	100	4	
III	Core VIII – Practice of Commercial Banking		5	3	25	75	100	4	
III	Allied : III - Taxation Law and Practice		5	3	25	75	100	4	
IV	Skill based Subject-1 : Retail Environment		3	3	20	55	75	3	
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	-	50		50	2	
SEMESTER –IV									
III	Core IX - Human Resource Management		5	3	25	75	100	4	
III	Core X – Financial Management		5	3	25	75	100	4	
III	Core XI – Management Information System		5	3	25	75	100	4	
III	Core XII –PC Software (Ms Office) – Theory		2	3	10	40	50	2	
III	Core XIII–PC Software (Ms Office) – Practical		3	3	20	30	50	2	
III	Allied : IV – Business Law		5	3	25	75	100	4	
IV	Skill based Subject-2 : Consumer Behaviour		3	3	20	55	75	3	
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50		50	2	

B.B.A - Banking

SEMESTER –V							
III	Core XIV – Cost & Management Accounting	6	3	25	75	100	4
III	Core XV – Research Methods for Management	6	3	25	75	100	4
III	Core XVI – Bank Management	5	3	25	75	100	4
III	Core XVII – Marketing of Banking Services	5	3	25	75	100	4
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Merchandising Management	3	3	20	55	75	3
SEMESTER –VI							
III	Core XIX – Entrepreneurship and Project Management	6	3	25	75	100	4
III	Core XX - Banking Technology	6	3	25	75	100	4
III	Core XXI – Innovative Banking	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject –4 : Customer Relationship Management	3	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
TOTAL		-	-	-	-	3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

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No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Money and Banking
	B	Modern Office Management
	C	Global Business Management
Elective – II	A	Advertising Management for Services
	B	Industrial Relations and Labour Laws
	C	Portfolio Analysis and Management
Elective - III	A	Financial Services
	B	Project Work & Viva-Voce
	C	Insurance Principles and Practice

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A - Marketing Management

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations				Credits
				Dur. Hrs.	CIA	Marks	Total Marks	
	SEMESTER –I							
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
	SEMESTER –II							
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
	SEMESTER –III							
III	Core V – Business Communication		5	3	20	55	75	3
III	Core VI – Production and Material Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII – Management Information System		5	3	25	75	100	4
III	Allied : III - Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-1 : Retail Environment		3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	-	50	50	50	2
	SEMESTER –IV							
III	Core IX - Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI – New Product Development		5	3	25	75	100	4
III	Core XII –PC Software (Ms Office) – Theory		2	3	10	40	50	2
III	Core XIII–PC Software (Ms Office) – Practical		3	3	20	30	50	2
III	Allied : IV – Business Law		5	3	25	75	100	4
IV	Skill based Subject-2 : Consumer Behaviour		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50	50	50	2

B.B.A - Marketing Management

SEMESTER –V							
III	Core XIV – Cost & Management Accounting	5	3	25	75	100	4
III	Core XV – Research Methods for Management	5	3	25	75	100	4
III	Core XVI – Advertising and Sales Promotion	5	3	25	75	100	4
III	Core XVII – Services Marketing	5	3	25	75	100	4
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Merchandising Management	3	3	20	55	75	3
SEMESTER –VI							
III	Core XIX – Entrepreneurship and Project Management	6	3	25	75	100	4
III	Core XX - Electronic Marketing	6	3	25	75	100	4
III	Core XXI – International Business	6	3	25	75	100	4
III	Elective –II :	6	3	25	75	100	4
III	Elective –III :	2	3	25	75	100	4
IV	Skill based Subject –4 : Customer Relationship Management	4	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
TOTAL		-	-	-	-	3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Insurance Principles and Practice
	B	Modern Office Management
	C	Logistics and Sales Management
Elective – II	A	Strategic Management
	B	Industrial Relations and Labour Laws
	C	Tourism Planning and Development
Elective - III	A	Investment Management
	B	Project Work & Viva-Voce
	C	Brand Management

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A - Financial Management

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations				Credits
				Dur. Hrs.	CIA	Marks	Total Marks	
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
SEMESTER –III								
III	Core V – Business Communication		5	3	20	55	75	3
III	Core VI – Production and Material Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII – Financial Management		5	3	25	75	100	4
III	Allied : III - Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-1 : Retail Environment		3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	-	50	50	50	2
SEMESTER –IV								
III	Core IX - Human Resource Management		5	3	25	75	100	4
III	Core X – Indian Financial System		5	3	25	75	100	4
III	Core XI – Management Information System		5	3	25	75	100	4
III	Core XII –PC Software (Ms Office) – Theory		2	3	10	40	50	2
III	Core XIII–PC Software (Ms Office) – Practical		3	3	20	30	50	2
III	Allied : IV – Business Law		5	3	25	75	100	4
IV	Skill based Subject-2 : Consumer Behaviour		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50	50	50	2

B.B.A - Financial Management

SEMESTER –V							
III	Core XIV – Cost & Management Accounting	5	3	25	75	100	4
III	Core XV – Research Methods for Management	5	3	25	75	100	4
III	Core XVI – Financial Markets and Institutions	5	3	25	75	100	4
III	Core XVII – Public Financial System	4	3	10	40	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Merchandising Management	3	3	20	55	75	3
SEMESTER –VI							
III	Core XIX – Entrepreneurship and Project Management	6	3	25	75	100	4
III	Core XX - Financial Derivatives	6	3	25	75	100	4
III	Core XXI – Financial Services	6	3	25	75	100	4
III	Elective –II :	6	3	25	75	100	4
III	Elective –III :	2	3	25	75	100	4
IV	Skill based Subject –4 : Customer Relationship Management	4	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
TOTAL		-	-	-	-	3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

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List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Merger and Acquisitions
	B	Modern Office Management
	C	Insurance Principles and Practice
Elective – II	A	Security Analysis and Portfolio Management
	B	Industrial Relations and Labour Laws
	C	Global Business Management
Elective - III	A	Banking Law and Practice
	B	Project Work & Viva-Voce
	C	Advertising and Sales Promotion

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A – Investment Management

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations				Credits
				Dur. Hrs.	CIA	Marks	Total Marks	
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
SEMESTER –III								
III	Core V – Business Communication		5	3	20	55	75	3
III	Core VI – Production and Material Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII – Basics of Investment		5	3	25	75	100	4
III	Allied : III - Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-1 : Retail Environment		3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	-	50	50	50	2
SEMESTER –IV								
III	Core IX - Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI – Management Information System		5	3	25	75	100	4
III	Core XII –PC Software (Ms Office) – Theory		2	3	10	40	50	2
III	Core XIII–PC Software (Ms Office) – Practical		3	3	20	30	50	2
III	Allied : IV – Business Law		5	3	25	75	100	4
IV	Skill based Subject-2 : Consumer Behaviour		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50	50	50	2

B.B.A – Investment Management

SEMESTER –V							
III	Core XIV – Cost & Management Accounting	6	3	25	75	100	4
III	Core XV – Research Methods for Management	6	3	25	75	100	4
III	Core XVI – Investment companies and Intermediaries	5	3	25	75	100	4
III	Core XVII – Insurance Marketing	5	3	25	75	100	4
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Merchandising Management	3	3	20	55	75	3
SEMESTER –VI							
III	Core XIX – Entrepreneurship and Project Management	6	3	25	75	100	4
III	Core XX - Financial Derivatives	6	3	25	75	100	4
III	Core XXI – Security Analysis	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject –4 : Customer Relationship Management	3	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
TOTAL		-	-	-	-	3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

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No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	International Finance Flows
	B	Modern Office Management
	C	Global Business Management
Elective – II	A	Portfolio Analysis and Management
	B	Industrial Relations and Labour Laws
	C	Advertising and Sales Promotion
Elective - III	A	Foreign Exchange
	B	Project Work & Viva-Voce
	C	E-Commerce

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

B.B.A - Information Management

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations			Credits	
				Dur. Hrs.	CIA	Marks		Total Marks
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
SEMESTER –III								
III	Core V – Business Communication		5	3	20	55	75	3
III	Core VI – Production and Material Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII - PC Software (Ms Office) – Theory		2	3	10	40	50	2
III	Core IX – PC Software (Ms Office) – Practical		2	3	20	30	50	2
III	Allied : III - Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-1 : Retail Environment		3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	-	50	50	50	2
SEMESTER –IV								
III	Core X - Human Resource Management		5	3	25	75	100	4
III	Core XI – Financial Management		5	3	25	75	100	4
III	Core XII – Management Information System		5	3	25	75	100	4
III	Core XIII – Object Oriented Programming with C++		2	3	10	40	50	2
III	Core XIV– C++ – Practical		3	3	20	30	50	2
III	Allied : IV – Business Law		5	3	25	75	100	4
IV	Skill based Subject-2 : Consumer Behaviour		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50	50	50	2

SEMESTER – V							
III	Core XV – Cost & Management Accounting	5	3	25	75	100	4
III	Core XVI – Research Methods for Management	5	3	25	75	100	4
III	Core XVII – Visual Basic – Theory	2	3	10	40	50	2
III	Core XVIII – Visual Basic – Practical	3	3	20	30	50	2
III	Core XIX – Internet & Java – Theory	2	3	10	40	50	2
III	Core XX - Internet & Java – Practical	3	3	20	30	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Merchandising Management	3	3	20	55	75	3
SEMESTER – VI							
III	Core XXI – Entrepreneurship and Project Management	6	3	25	75	100	4
III	Core XXII - Software Engineering	5	3	25	75	100	4
III	Core XXIII – RDBMS & Oracle Programming - Theory	3	3	10	40	50	2
III	Core XXIV–RDBMS & Oracle Programming - Practical	3	3	20	30	50	2
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject –4 : Customer Relationship Management	3	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
TOTAL		-	-	-	-	3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Data Mining Warehousing
	B	Marketing Research
	C	Consumer Behaviour
Elective – II	A	E-Commerce
	B	Financial Services
	C	Banking Law and Practice
Elective - III	A	Global Business Management
	B	Project & Viva-Voce
	C	Advertising and Sales Promotion

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

Part	Study Components	Course Title	Ins. Hrs / Week	Examinations				Credits
				Dur. Hrs.	CIA	Marks	Total Marks	
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
SEMESTER –III								
III	Core V – Business Communication		5	3	20	55	75	3
III	Core VI – Production and Material Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII – Insurance Principles and Practice		5	3	25	75	100	4
III	Allied : III - Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-1 : Retail Environment		3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	-	50	50	50	2
SEMESTER –IV								
III	Core IX - Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI – Management Information System		5	3	25	75	100	4
III	Core XII –PC Software (Ms Office) – Theory		2	3	10	40	50	2
III	Core XIII–PC Software (Ms Office) – Practical		3	3	20	30	50	2
III	Allied : IV – Business Law		5	3	25	75	100	4
IV	Skill based Subject-2 : Consumer Behaviour		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #		2	-	50	50	50	2

B.B.A - Insurance

SEMESTER –V							
III	Core XIV – Cost & Management Accounting	6	3	25	75	100	4
III	Core XV – Research Methods for Management	6	3	25	75	100	4
III	Core XVI – Fire and Marine Insurance	5	3	25	75	100	4
III	Core XVII – Motor and Health Insurance	5	3	25	75	100	4
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject –3 : Merchandising Management	3	3	20	55	75	3
SEMESTER –VI							
III	Core XIX – Entrepreneurship and Project Management	6	3	25	75	100	4
III	Core XX - Advertising and Sales Promotion	6	3	25	75	100	4
III	Core XXI – Rural Insurance	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject –4 : Customer Relationship Management	3	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
TOTAL		-	-	-	-	3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Miscellaneous Insurance
	B	Modern Office Management
	C	Portfolio Analysis and Management
Elective – II	A	Services Marketing
	B	Industrial Relations and Labour Laws
	C	Global Business Management
Elective - III	A	Financial Services
	B	Project & Viva-Voce
	C	E-Commerce

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

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

Organising: Types of organisation - Organisational structure - span of control - use of staff units
and committees. Delegation: Delegation and centralisation. 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.

REFERENCE BOOKS

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

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)

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy

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

- ✓ Set operations, matrix and Mathematics of Finance
- ✓ 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 linear 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. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtosis Lorenz curve, 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 - Consumers price and cost of living indices.

* Questions in theory and problems carry 30% and 70% marks respectively

REFERENCE BOOKS

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

ORGANISATIONAL BEHAVIOUR

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

Objective: On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

UNIT - I

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

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

Hawthorne Experiment - importance - Group Dynamics – Cohesiveness. Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.

UNIT - V

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency. Counselling - meaning - Importance of counsellor - types of counselling - merits of counselling.

REFERENCE BOOKS

1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour

ECONOMICS FOR EXECUTIVES

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

Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

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, Government measures to control Monopoly in India - MRTP Act.

REFERENCE BOOKS

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
3. Sundaram K.P & Sundaram E - Business Economics

MATHEMATICS FOR MANAGEMENT- II

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, Queuing 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 – $mx2$ and $2xn$ type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time)

UNIT - IV

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT - V

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

Note: Theory and problem shall be distributed at 20% and 80% respectively.

REFERENCE BOOKS

1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.

BUSINESS COMMUNICATION

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

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

- ✓ Methods of communication
- ✓ Types of communication and Barriers of communication.

UNIT-I

Essential and Importance of Business Communication. Methods of Communication – Types – Barriers.

UNIT – II

Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries.

UNIT – III

Bank **correspondence** – Letter to the editor. Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

UNIT – IV

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

UNIT - V

Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

Books for Reference:

1. **Rajendra Pal Korahill**, “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi, 2006.
2. **Ramesh, MS, & C. C Pattanshetti**, “Business Communication”, R.Chand&Co, New Delhi, 2003.
3. **Rodriquez M V**, “Effective Business Communication Concept” Vikas Publishing Company ,2003.

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 Planning and control - Principles - Meaning - Routing - Scheduling - Despatching - 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

Organisation of Materials Management - Fundamental Principles - Structure - Integrated materials management. 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 control - Types of Inspection - Centralised and Decentralised. TQM: Meaning - Objectives - elements – Benefits. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.

TEXT BOOKS:

1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management

MARKETING MANAGEMENT

Goal: To enable the students to acquire knowledge of principles 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,.....

UNIT - I

Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

UNIT - II

Buyer Behaviour - Buying motives. Market Segmentation - bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

UNIT - III

The Product - Types -consumer goods-industrial goods. Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing. Physical distribution - Management of physical distribution - marketing risks.

UNIT - V

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

MANAGEMENT INFORMATION SYSTEM

Goal: To enable the students to acquire knowledge of MIS

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

- ✓ Computer based information system
- ✓ MIS support for the functions of management

UNIT I

Introduction to Information Systems - definition - features - steps in implementation of MIS - Need for information-information system for decision making- MIS as competitive advantages – MIS structures.

UNIT II

MIS - Strategic information system - MIS support for planning - organising - controlling - MIS for specific functions - personnel, finance, marketing, inventory and production. Data Base Management System Models - hierarchical -network – relational.

UNIT III

Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers - personal computers. Computer Software - types of software - data representation in computers. Introduction to client-server.

UNIT IV

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers - non-impact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage – CD-ROM.

UNIT V

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce - models B_B and B_C. EDI - EDI applications in business. Electronic payment cash, smart cards, and credit cards.

REFERENCES

Management Information System - Murdick and Ross

Management Information System- A contemporary perspective - Kenneth Laudon &
Jane Laudon

Management Information System - Gordon B Davis

Management Information System - James O brien

Computer applications in business - Subramanian K

TAXATION – LAW AND PRACTICE

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

Objective: 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 powers.

UNIT – V

Role of Excise duties in the total revenue – objectives of excise duty in the total revenue – objectives of excise duty – exempted form duty – customs duties – Levy of import and export duty – distinction between advalorem and specific duties – exemption

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

BOOKS RECOMMENDED

1. Bhagavathi Prasad - Income Tax Law & Practice
2. Mehrotra - Income Tax Law & Practice
3. Gour & Narang - Income Tax Law & Practice
4. Dingare pagare - Income Tax Law & Practice
5. Dingare Pagare - Business Taxation
6. Balasubramanian - Business Taxation

RETAIL ENVIRONMENT

Subject Description : This course presents the basics of retailing, trends in retailing, evolution of retailing and global retail markets.

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

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

understood the features of retailing

learnt the theories of retail development

learnt retail development in India and global retail markets

Contents:-

UNIT I

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation – Marketing concepts applied to retailing – 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.

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

REFERENCE BOOKS:

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

Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.

James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

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 HR/Personnel Department
- ✓ Manpower planning, performance appraisal,...
- ✓ Salary administration, Labour Welfare, Industrial Relations,...

UNIT - I

Personnel Management - meaning, nature, scope and objective – Functions of Personnel Department - The Role of Personnel manager - Organisation of personnel department - Personnel Policies and Procedures.

UNIT - II

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

UNIT - III

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

UNIT - IV

Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.

UNIT - V

Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management.

REFERENCE BOOKS:

1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations
3. Memoria - Personnel Management and Industrial Relations
4. VSP. Rao - Human Resource Management

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 (Theory only)

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

UNIT - II (Problem & Theory questions)

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 (Theory only)

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 (Theory only)

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Credit policies.

UNIT - V (Problems& theory questions)

Budgeting and preparation of various budgets. Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

(Theory carries 80 Marks, Problems carry 20 Marks)

REFERENCE BOOKS

1. P.V. Kulkarni - Financial Management
2. Khan and Jain - Financial Management - A Conceptual Approach
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting

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, promotional strategies...

UNIT - I

Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade journal-Magazines-out door 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.

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.

REFERENCE BOOKS:

1. Bolen J.H. Advertising
2. Sontakk C.N. Advertising and Sales Management
3. Davar S.K. Salesmanship and advertising
4. Neelamegam, Sales Forecasting key to Integrated Management.

PC SOFTWARE (MS OFFICE) - Theory

Unit-I

Windows 2000- working with windows – moving formation within windows arranging Icons-Saving Window settings. MS Office Basics – Creating document – entering text-Selecting text-giving instructions- Using tool bars- Menu commands- Keyboards shortcuts- Saving files-Opening documents – Manipulating Windows – simple Editing- Printing Files.

Unit-II

Word Basics – Using Auto text – Using Auto Correct Word editing technique- finding and replacing text – Checking spelling – using templates- formatting – Formatting with styles creating tables.

Unit-III

Excel Basics- entering data- Selecting Ranges- Editing entries – formatting entries- Simple Calculation- naming cells and Ranges- Data display- printing worksheets –copying entries between workbooks – Moving sheets between workbook-deleting sheets- Creating graphs.

Unit-IV

Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.

Unit-V

Access Basics- Creating a table- entering and adding records- Changing a structure- working with records – Creating forms – establishable relationship using queries to extract information.

Text Books

1. Office 2000 Complete Reference by stepher L.Nelson.
2. PC Software for window made simplex by R.K Taxali – Tata McGraw Hill Publishers Pvt. Ltd.,
3. Quick Course in Micro soft Office Joyce Cox, Polly urban –Galgottia Publications.
4. PC Software for Office- Automation by T.Karthikeyan and Dr. C. Muthu-Sultan Chand and Company.

PC SOFTWARE (MS-OFFICE) PRACTICAL LIST OF PRACTICALS

MS WORD

1. Type the text, check spelling and grammar, bullets and numbering list items, align the text to left, right, justify and centre..
2. Prepare a job application letter enclosing your bio-data
3. Performing mail merger operation and preparing labels.
4. Preparing a neatly aligned, error free document, add header and footer, also perform find and replace operation and define bookmarks.
5. Prepare a document in newspaper column layout
6. Demonstrate OLE concept by linking an excel worksheet into a work document

MS EXCELL

- 7.. Worksheet Using formulas
8. Worksheet Manipulation for electricity bill preparation
9. Drawing graphs to illustrate class performance
10. An excel worksheet contains monthly Sales Details of five companies

MS ACCESS

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

MS POWER POINT

15. Prepare a power point presentation with at least three slides for Department inaugural function.
16. Draw an organisation chart with minimum three hierarchical levels
17. Design an advertisement campaign with minimum three slides
18. Insert an excel chart into a power point slide.

BUSINESS LAW

Goal: To enable the students to acquire knowledge of legal aspects of business

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

- ✓ Law of contract, Law of sale of goods
- ✓ Law of Agency, Negotiable Instruments Act,....

UNIT - I LAW OF CONTRACT

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract - Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact.

UNIT II

Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract.

UNIT - III LAW OF SALE OF GOODS

Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT - IV

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

UNIT V

Negotiable Instruments Act 1881-Negotiable Instruments-Characteristics-cheque-Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.

REFERENCE

1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile La
5. K.P.Kandasami - Banking Law & Practice

CONSUMER BEHAVIOUR

Subject Description: This course presents the basics of consumer behaviour

Goals: To enable the students to learn the basics of consumer behaviour

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

Understood consumer motivation and perception

Learnt consumer learning and attitude

Learnt consumer decision making

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

UNIT – IV

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

UNIT-V

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

REFERENCE BOOKS:

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

Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill , 2002

Barry Berman and Joel R Evans — Retail Management — A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

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 (Theory questions only)

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 classification.

UNIT II (Problems and theory questions)

Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

UNIT III (Problems only)

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 (Problems only)

Fund flow analysis-cash flow analysis (problems only)

UNIT V (Problems and theory questions)

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

(Theory carries 20 marks and problems carry 80 marks)

REFERENCE BOOKS:

1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna & K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting

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.

UNIT -V

Application of research: Product research - Price research - Motivation research -
Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:

1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology

INSURANCE PRINCIPLES AND PRACTICE

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

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

- ☞ Principles of Insurance
- ☞ Life Insurance and General Insurance business in India

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; privatisation of insurance business in India; Insurance Regulatory Development Authority – Recent Developments in the Insurance sector.

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
2. Kothari & Bahl : Principles and Practices of Insurance

3. G.S.Panda : Principles and Practices of Insurance
4. N.D.Kapoor : Elements of Business Law
5. P.Periyasamy : Principles and Practices of Insurance

VISUAL BASIC (Theory)

Goal: To enable the students to learn Visual programming in windows Environment.

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

- ❖ VB environment with tool bars, controls and components.
- ❖ Programming steps
- ❖ Declaring variables & arrays
- ❖ Fundamentals of Graphics & Files
- ❖ Data bases & SQL

UNIT- I

Getting Started – Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit , view , projects , format, Run and Debug, tools, window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

UNIT – II

Steps in programming – the code window – editing tools – statements in VB – Assignment – and property setting – variable, strings, numbers, constants, displaying information – controlling program flow- repeating operation – making decisions – GOTO – string function – RND functions – data and time functions – financial functions.

UNIT – III

Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference /passing by values - code module – global procedure and global variable – documents for users defined types with statements - common dialog box - MDI forms .

UNIT – IV

Fundamentals of Graphics and files - screen – the line and shapes – graphics via codes, lines & boxes, Circle, ellipse, pie charts, curves, paint picture method – graph control - file commands - file system controls - sequential files – random access files - binary files .

UNIT – V

Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

REFERENCE BOOK:-

1. Visual Basic 5 from the Ground Up - Gary cornell Tata McGraw hill Publishing

VISUAL BASIC PRACTICALS

List of programs

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.

Use Employee information for the following projects.

13. Develop a VB project to search a record in MS-Access database using data control
14. Develop a VB project to delete a record from MS-Access database using data control
15. Develop a VB project to perform the following operation in MS – Access database using DAO
 - a) Move first record
 - b) Move next record
 - c) Move previous record
 - d) Move last record
16. Develop a VB project to insert a record in MS –Access database using ADO.
17. Develop a VB project to modify a record in MS – Access database using ADO.

MERCHANDISING MANAGEMENT

Subject Description: This course presents the basics of merchandising

Goals: To enable the students to learn the basics of merchandising management

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

Understood merchandising planning

Learnt merchandise buying

Learnt visual merchandising

UNIT-I

Merchandising — meaning — concept — factors affecting merchandising function — merchandise manager functions — merchandise mix — components of merchandise management — merchandise strategies

UNIT –II

Merchandise Planning — steps involved — merchandise control — assortment planning — merchandising stages

UNIT – III

Merchandise buying — types — sources of supply — identifying and contracting - evaluating sources- branding strategies — category management

UNIT –IV

Merchandise performance — retail pricing — merchandise allocation — analyzing merchandise performance — methods.

UNIT-V

Visual Merchandising — types of display — display planning — methods of display — Ww4iyand interior display — space management — planning lay out

REFERENCE BOOKS:

Chetan Bajaj and Ranjith — Retail Management — Oxford University Press, Second Edition, 2005

Gillespie Hecht and Lebowitz — Retail Business Management, Mc Graw Hill Book Company, Third Edition, 2002

James ROgden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005

Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Goal: To enable the students to acquire knowledge of Entrepreneurship

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

- ✓ EDP, Project management
- ✓ **Institutional support to entrepreneurial development**

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. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

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.

TEXT BOOK

1. Entrepreneurial Development: S.S.Khanka
2. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan
3. Project Management : S.Choudhury
4. Project Management : Denis Lock

INVESTMENT MANAGEMENT

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

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

- ✓ Investment avenues
- ✓ Security analysis,...

UNIT I

Concept of investment-important - alternate forms of investment-LIC schemes-bank deposits-government securities-mutual fund schemes-post office schemes-provident fund-company deposits-real estate-gold & silver.

UNIT II

Investment in shares and debentures-comparison with other forms of investment-primary market: role of NIM mechanics of floating new issues secondary market: function-mechanics of security trading-OTCEI-NSE futures & options.

UNIT III

Risk-kinds-measures of risk-returns. Valuation of securities - valuation of bonds-valuation preference and equality shares.

UNIT IV

Security analysis-fundamental analysis: economic, industry and company analysis-technical analysis: Dow theory-types of shares -important share patterns.

UNIT V

Efficient Market theory. Random Walk Theory-weak form-semi strong form .Portfolio Analysis: Markowitz theory-optimum portfolio.

REFERENCE BOOKS:

1. Preethi Singh Investment Management
2. Bhalla G.S. Investment Management
3. Francis Investment Management
4. Dr.Avadhani Stock Market Analysis.

Global Business Management

UNIT -I

Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and non traditional products-brief background of import trade-future.

UNIT -II

Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – expert promotion council – commodity boards – board of trade – trade development authority – FIFO, IIFT, Export inspection council, STC, Export houses.

UNIT -III

Export procedures-offer and receipt of confirmed orders – production – shipping and banking procedure – negotiation-documents for export trade –export incentives.

UNIT -IV

Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans. ECGC-functions and policies.

UNIT -V

International agencies and agreement – IMF-World Bank – functions and features – WTO features-import policy features.

Recommended Books:

1. TAS Balagopal Export Management
2. Francis Cherunilam International Trade and Export Management
3. S K Varghese Foreign Exchange and Financing of Foreign Trade
4. Y R Ullal Export Management

CUSTOMER RELATIONSHIP MANAGEMENT

Subject Description: This course presents the basics of Customer Relationship Management

Goals: To enable the students to learn the basics of Customer Relationship Management

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

Understood Relationship Marketing

Learnt Sales Force Automation

Learnt Database Marketing

UNIT – I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:

- S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997
Paul Green Berg – CRM – Tata Mc Graw Hill, 2002
Philip Kotler, Marketing Management, Prentice Hall, 2005

Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

INTRODUCTION TO INFORMATION TECHNOLOGY

Goal : To enable the students to learn the basics of Information Technology .

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

- ✓ Understood the types and components of Computer System.
- ✓ Usage of Computer System / Hardware and Software.
- ✓ The recent trends in Information Technology.

UNIT -I

Hardware and Software Computer Systems – importance of computers in business – data and information – data processing – data storage and data retrieval capabilities – computer applications in various areas of business – computer related jobs in business.

Unit – II

Types of computer systems- Micro, Mini, Main frame and super computers – analogue, digital and hybrid computers – business and scientific computer systems – first, second, third and fourth generation computers – laptop or not book computes – data processing systems batch – online and real time systems – time sharing – multi programming and multi processing systems – net working – local area and wide area networks.

Unit – III

Components of computer system – input, output and storage devices software system software and application software programming language machine language – assembly language – high level languages – flow chart and programme flow charts – steps in developing a computer programme.

Unit – IV

Operating systems – Dos – windows – unix- windows NT – windows 198 E- commerce – IT Internet – intranet – email its uses and importance – world wed sites and Computers

Unit – V

System analysis and design – computer based information system transaction processing – off automation – management information systems – decision support systems – expert system.

REFERENCE :

1. Computers and Commonsense - Roger Hunt and Hohn Shellery
2. Using Micro Computers - Brightman and Dimsdale
3. PC Software made simple - R.K. Faxali
4. Introduction to Computers - Alexis and Mathews Leon
5. Information Technology for Management - Henry Clucas

C++ AND JAVA PROGRAMMING

UNIT I

Introduction – Basic concepts of object oriented programming – Beginning with c++ - Tokens, expressions, control structures – functions in c++.

UNIT II

Classes & Objects – constructors and destructors – operator overloading and type conversion

UNIT III

Inheritance – Pointers – Virtual functions & Polymorphism.

UNIT IV

Overview of Java language – constants, variables & data type. Decision making branching & looping. Class, objects and methods.

UNIT V

Arrays. Strings & vectors – interfaces- packages.

Reference Books:-

- 1.Object oriented programming with c++. E.Balagurusamy 2nd Edition, TATA McGraw Hill Ltd.
- 2.Programming with Java A Primer – E. Balagurusamy 2nd Edition, TATA McGraw Hill Ltd.

C++ AND JAVA PROGRAMMING – PRACTICAL

C++

1. Create a Float class and overload all arithmetic operations.
2. Create a string class and overload + & == operators to concatenate and compare two strings.
3. Create two classes DM & DB which store the value of distances. DM stores distances in meters and centimeters and DB stores distances in feet and inches. Use friend function to carry out the addition operation. The object that stores the results may be a DM or DB object depending on the units in which the results are required.
4. Create a base class called **shape**. Derive three specific classes called triangle, circle and rectangle from the base shape. Use four classes design a program that will accept dimension of a triangle or rectangle or radius of circle and display the area.
Area of rectangle = $X * Y$
Area of triangle = $\frac{1}{2} * X * Y$
Area of circle = $3.14 * X * Y$
(use virtual function for displaying the area & default functions for getting value)
5. Create TIME class which follows railway timings. Write functions for the following operations.
 1. Read and print time objects.
 2. Overload + & - operators to add & subtract two time objects.
 3. ++ & -- operators to increment and decrement time objects.
 4. == Operator to compare two time objects.

6. Create a vector class and overload all arithmetic operators.
7. Create a complex number class and overload all arithmetic operators.

JAVA PROGRAMMING LAB

1. Write a Java program to sort the given numbers using arrays.
2. Write a Java program to handle the division by zero operation.
3. Write a Java program to use inheritance.
4. Write a Java program to find the area of a rectangle using constructor.

INTERNET AND WEB PAGE DESIGN (Theory)

UNIT – I

Internet basics – Internet Address – Domain names – Browsers – search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – changing the default connection.

UNIT – II

Working with E-Mail – running an email program – sending , reading , replying deleting and exiting mail – sending files via email - attaching a signature – managing an address book.

UNIT – III

Introduction to HTML - information file creation – web server – web client / browser - HTML – commands – title – footer – paragraph breaks – line breaks – headin style – spacing – centering – Font size and color.

UNIT – IV

List – Types of list – Adding graphics to HTML document – Using width, height , alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – cplspan attributes – Links – internal and external document reference – Images as hyper links.

UNIT – V

Introduction to DHTML - cascading style sheets – color and background attributes – text attributes – border attributes – marginal related attributes – list attributes – class – external style sheet.

1. (Unit 1,2)
 - Internet compete
 - Maureen Adams, Sherry Bonelli
 - BPB Publications – 1998.
2. (Unit 3,4,5)
 - Web enabled commercial application development using HTML,DHTML , Java Script , Perl CGI.
 - Ivan Bayross
 - BPB Publications – 2000.
 -

Internet and Web Page Design (Practicals)

List of Programs

- 1 Install a modem in your system.
 - 2 connect internet using an account in you system.
 - 3 search a particular topic in using internet search engines.
 - 4 Create a new mail id using any available service providers.
 - 5 Send an email to another person's email id.
 - 6 Send an email to more than one users at the same time.
 - 7 Send an email to a person with an attachment.
 - 8 Send a greeting to a person using internet.
 - 9 Develop a HTML page to check username and password.
 - 10 Develop a HTML page to add and remove item from list box.
 - 11 Develop a HTML page to link other web page.
 - 12 Develop a HTML page to scroll text from left to right.
 - 13 Develop a HTML page to display an advertisement.
 - 14 Develop a static HTML page for a college information.
 - 15 Develop a HTML page to input information to create a mail id.
 - 16 Develop a HTML page to conduct auction.
- The following program based on database.
- 17 Develop a HTML page to input student information.
 - 18 Develop a HTML page to display student results for a given roll number.
 - 19 Develop a DHTML page to sale a product to users.
 - 20 Develop a DHTML page to display product information for a given product id.

RDBMS AND ORACLE

UNIT – I

Data base Management System and RDBMS – Normalization – Oracle terminology – Database Connection – Creating tables – The Basics of SQL : SQL Grammar.

UNIT – II

Data manipulation – data types – Insertions , updation and deletion operation – SELECT Command – Where clause modifying structure – views – Sequences, SWL & Plus commands.

UNIT – III

Manipulating strings – Dealing with Dates - handling Numbers – defining table and Column constraints - Table Indexes.

UNIT – IV

Sophisticated queries – Builtin 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. Enforcing Business Rules with Database triggers.

Reference Books :-

Developing Personal Oracle for windows 95 Application – David Loctman.
Ivan Bayross – Commercial Application Development using Oracle Developer 2000.
Ivan Bayaross – Oracle – 7 the complete reference.

RDBMS AND ORACLE - PRACTICAL

List of Programs

- 1 Design a database for student information.
- 2 Insert records for student database table.
- 3 Alter a field size in the student database table.
- 4 Delete a field in the student students database table.
- 5 Select records with roll number, name, class, subject with all mark details.
- 6 Prepare a list of all student who are having arrears.
- 7 Find the percentage of marks of a student.
- 8 Find the pass percentage of a subject in student database.
- 9 Prepare semester mark sheet for a given student roll number.
- 10 Design a database for employee information.
- 11 Insert records for employee database table.
- 12 Select records with employee id ,name,department, designation with all salary details.
- 13 Prepare a list of employees who are getting net pay more than 10000.
- 14 list all employees with total allowances and total deductions.
- 15 List all employees with their net pay.
- 16 Design a database for bank information.
- 17 Insert records for bank database table.
- 18 Create a view for an employee with their deposit information.
- 19 Write a stored function to find net balance of a customer.
- 20 Write a PL/SQL procedure to deposit amount to bank database.

Visual Basic & Oracle - Practical

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.

Use Employee information for the following projects.

13. Develop a VB project to search a record in MS-Access database using data control
 14. Develop a VB project to delete a record from MS-Access database using Data Control
 15. Develop a VB project to perform the following operation in MS - Access database using DAO
 - a) Move first record
 - b) Move next record
 - c) Move previous record
 - d) Move last record
 16. Develop a VB project to insert a record in MS -Access database using ADO.
 17. Develop a VB project to modify a record in MS - Access database using ADO.
- Use student information for the following projects.
18. Develop a VB project to search a record in a Oracle database using data control.
 19. Develop a VB project to delete a record from Oracle data base data control.
 20. Develop a VB project to perform the following operation in Oracle database using DAO.
 - a) Move first record
 - b) Move next record
 - c) Move previous record
 - d) Move last record
 21. Develop a VB project to insert a record in Oracle database using ADO.
 22. Develop a VB project to modify a record in Oracle database using ADO

MULTIMEDIA

Subject description: This subject deals Multimedia Applications .

Goal: To learn about multiple media and their technologies .

Objective: To inculcate knowledge on media ,text , image , text , audio & video .

Unit-I :

Introduction : multimedia presentation and production –characteristics of multimedia presentation – multiple media –utilities of sensory perception –hardware and software requirement . Digital representation: analog representation –waves – digital representation- need for digital representation .

Unit-II :

Text: types of text – Unicode standard – font – insertion of text – text compression – file formats.

Unit-III : Image: Image type –seeing color- color modals –basis steps for image processing-scanner- digital camera – interface standards – specification of digital images.

Unit-IV :

Audio: Introduction – acoustics – nature of sound wave –fundamental characteristics of sound – microphone- amplifier- loudspeakers – audio mixer-digital audio.

Unit-V :

Video: Analog video camera – transmission of video signals- video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

Text Book:

1. Principles of Multimedia – **Ranjan Parekh, 2007, TMH.**

Reference Books:

1. Multimedia : making it work – tay Vaughan,7th edition , TMH
2. Comdex multimedia and web design – vikas Gupta,dreamtech paess.2007

INTERNATIONAL STRATEGIC MANAGEMENT

UNIT – I

International Strategic Management – Distinguishing Characteristics of international Strategic Management - Difference between international Strategic Management and Domestic Strategic Management.

UNIT – II

Corporate Strategies – Mission – Vision – Analyzing industry and competition – Internal appraisal of the firm – Competitive advantage – Core competence – Internal analysis – Turnaround.

UNIT – III

Portfolio Analysis –Process of strategic choice- focusing in strategic alternatives – GAP Analysis – Selection Factors – Corporate portfolio analysis – BCG Matrix – Limitations of BCG Matrix – GE Nine cell matrix – SWOT analysis.

UNIT – IV

Strategy implementation – Concept of strategy implementation – steps in strategy implementation – Factors causing unsuccessful implementation of Strategy –Organization structure for strategy implementation – Forms of organization structure - relating structure to strategy.

UNIT – V

Strategy evaluation and control – Requirements for effective evaluation – Strategic control – Types of strategic Control – Process of evaluation – Setting Performance standards – Evaluation techniques for strategic control.

BOOKS RECOMMENDED

1. International Strategic Management, R.M. Srivastava, Himalaya Publishing House, Bombay
2. Strategic Planning formulation of Corporate Strategy Text & Cases, V.S. Ramasamy, S. Namakumari, Macmillan India Ltd., New Delhi.
3. Strategic Management, Francis Cherunillam, Himalaya Publishing House, Bombay.
4. Business policy & Strategy, LM Prasad, Sultan Chand Co., New Delhi.
5. Corporate Strategic Management, RM Srivastava & Divya, Nigam Pragati prakashan, Meerut.
6. Business Policy & strategic management, Agarwal, Ban erjeed Nair, Pragati Prakashan, Meerut.

WORLD RESOURCES

UNIT – I

Geography of resources : Introduction to world geography – Definition, Importance – Scope – continents – Classifications – World and oceans.

UNIT – II

Climatic zones – Time zones – Resources – Conservation of resources – Interlink between Resources and Trade.

UNIT – III

Agricultural resources ; types of agriculture – Geographical distribution of rice, Wheat, Tea, Coffee, Cotton & Sugarcane, animal resources, dairy farming, fishing world fishing grounds.

UNIT – IV

Mineral resources: Types, distribution of iron ore, bauxite, copper, Gold and manganese – Power resources : Production of coal, petroleum, natural gas, hydal and nuclear power.

UNIT – V

Industrial resources: Locational factors – Distribution of Iron and Steel, Engineering, Ship building, Automobile, Textile & Clothing, paper and pulp industries, leather, major industrial regions of the world – Aircraft and Electronic Industries.

BOOKS RECOMMENDED

1. Economic and commercial geography - K.K.Khana & V.K. Gupta
2. An appraisal of resources - S.K. Sadhukhan
3. Economic geography - J.W. Alexander
4. Geography of resources - Dr.B.S. Negikedanath & Ramnath

INTERNATIONAL MARKETING MANAGEMENT

UNIT - I

International Marketing – Basic concepts – orientation- importance – Problems – Internationalo Vs domestic marketing global marketing – evolution of global marketing..

UNIT - II

Analyzing marketing opportunities – the marketing process – product planning. Analysing consumer markets and buyer behaviour – influencing buyer behaviour – the buying decision process – stages of the buying decision process.

UNIT - III

Dealing with the competition – competitive forces – identifying competitors – analyzing competitors - designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations.

UNIT - IV

Developibing new market offering – Challenges in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy – the product and the product mix-product line decisions – brand decisions – packaging and labeling.

UNIT - V

Developing price strategies and programs – setting the price – adapting the price. Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.

REFERENCE BOOKS:

1. Marketing Management – Philip Kotler (Eleventh edition)
2. Global Marketing Management – Warren J Keegan
3. Export Marketing – Jacob Cherian & B.Parab.
4. Global Marketing Management – Masaaki Kotabe & Krishnan Helsen (II-Edition)
5. International Marketing – Philio R Cateora
6. International Marketing Management – Dr.Varma & Aggrawal.

INTERNATIONAL FINANCIAL MANAGEMENT

UNIT-I

International financial management – nature and scope – types of markets – Euro – currency markets – Euro credits – Euro deposits – Euro – issues.

UNIT- II

International monetary system – developments – international monetary fund – international liquidity – special drawing rights – funding facilities.

UNIT - III

Internal Investment decision – International capital budgeting – evaluation – international cost of capital – methods – International Cash Management.

UNIT-IV

International financial decisions – International capital markets – bond issue procedure – types of bonds – International money market – types of instruments – interest rates – forward rate agreements.

UNIT - V

Internal accounting – consolidation of financial statements – accounting of foreign currency translation – Analyzing foreign financial statements – techniques – problems in the analysis.

BOOKS RECOMMENDED :

- | | | | |
|----|------------------------------------|---|-----------------|
| 1. | International Finance | - | Prakash G. Apte |
| 2. | International Financial management | - | V. Sharan |
| 3. | Foreign Exchange & Risk Management | - | C. Jeevanandam |
| 4. | International Financial Management | - | V.K. Bhalla |
| 5. | Global Financial markets | - | Ian H. Giddy. |

FOREIGN EXCHANGE MANAGEMENT

UNIT - I

Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates-Foreign Exchange Management Act- Administration of foreign exchange.

UNIT – II

Foreign exchange transactions-spot, forward and swap transactions- exchange quotations-foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.

UNIT – III

Forward exchange contracts - features -forward margin - factors determining forward margin-calculations - Inter bank deals - cover deals- trading.

UNIT – IV

Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques of exposure-external techniques of exposure.

UNIT – V

Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency - post-shipment credit finance features -categories.

BOOKS RECOMMENDED

1. Foreign exchange & Risk Management : C. Jeevanandam
2. International Financial : Prakash G.Apte
3. International Financial Management : V.K. Bhalla
4. International Financial Management : V. Sharan
5. International Financial Management : Eun / Resnick
6. Global Financial Markets : Ian H. Giddy.

FOREIGN TRADE PROCEDURE & DOCUMENTATION

UNIT- I

Foreign trade policy 2004-2009 – Export licensing procedures and formalities –Export price Quotations – Deemed Exports – benefits – Categories of supply Role of Export Promotion in Export credits guarantee Corporation (ECGC) – Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes.

UNIT – II

EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones (SEZ) scheme – Eligibility Approval – conditions – fiscal Incentives for developer of SEZ's – New status Holder Categorization – one to five star Export Houses – Free trade and Warehousing Zones.

UNIT – III

Procedure for Registration of Importers- Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.

UNIT – IV

General provisions for Imports – Financing Import – Foreign Exchange Facilities to Importers – Customer and Central Excise Duty Drawbacks in Export goods –Foreign Currency Accounts in India and Abroad permitted currencies and methods of payment- Customs formalities for clearance of Imports goods- Shipment of goods.

UNIT – V

Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.

BOOKS RECOMMENDED :

1. Foreign trade policy procedures and documents – M.I. Mahajan
2. 100% Export oriented unites special economic zones award procedure – S.M. Bhat Nagar
3. Import – M.I. Mahajan
4. Import Management – Nand Kishore sharmas
5. Import do it yourself – M.L. Mahajan
6. Export Management - Dr. Verma and Aggarwal
7. A guide on Export policy procedures and documentation – M.L. Mahajan

OBJECT ORIENTED PROGRAMMING WITH C++

UNIT I

Object oriented programming: Software Evolution - OOP paradigm-Concepts, Benefits, Object Oriented Languages and Applications.

UNIT II

Introduction to the Basic Concepts of C++ Language-Tokens, Keywords, Identifiers, Data types, variables, manipulators-Expression and Control structures-Functions: main function-function prototyping-Call by reference-Function Overloading-friend and inline functions.

UNIT III

Classes and Objects-Constructors and Destructors-Operator overloading-Type conversions.

UNIT IV

Inheritance-Single Inheritance-Multiple Inheritance-Hierarchical Hybrid inheritance polymorphism- pointers-virtual functions-console I/O operations.

UNIT V

Files-Classes for file stream operations-opening, closing and processing files-End of file detection-File pointers-Updating a file-Error handling during file operations-Command line Arguments-Templates-Exception Handling.

TEXT BOOK:

1. E.Balagurusamy, “**OBJECT ORIENTED PROGRAMMING WITH C++**”- Tata McGraw Hill Publishing Ltd., New Delhi, 1995

REFERENCE BOOKS:

1. Robert Lafore,”**OBJECT ORIENTED PROGRAMMING IN C++**”- Galgotia, 1994.
2. John R.Hubbard “**Programming with C++**” -Schaum’s Outline Series, 1996.

DATABASE MANAGEMENT SYSTEMS

Objectives: On successful completion of the course the students should

1. be able to create databases and pose SQL queries of relational databases.
2. familiar with a broad range of data management issues including data integrity and security.

Unit : I

Introduction – Data Models – Database languages – Transaction – Storage management – Database administrator – Users – overall system structure – Entity – Relationship Model – Basic concepts – Mapping constraints – keys – E-R Diagram – Weak Entity Sets – reduction of E-R Diagram to tables.

Unit : II

Relational Model – structure – relational algebra – extended operations – Modifications on a database – views – SQL – basic structure – set operations – aggregate functions – Nested Sub queries – derived relations, views.

Unit : III

Integrity constraints – Domain constraints – referential integrity – assertions – triggers – functional dependencies – relational database design – decomposition – normalization using functional, multi valued, Join dependencies – Domain – Key Normal form – alternative approaches.

Unit : IV

Object Oriented data Model – Languages – Object Relational databases: Nested Relations – Complex types and object Orientation – Querying with complex types – creation of complex values and objects – comparison.

Unit : V

Database System Architectures : Centralized Systems, Client server systems, Distributed systems, Parallel databases – introduction – inter query – intra query, intra-operation – interoperation parallelism – distributed databases – distributed data storage – network transparency – Query processing – Transaction model – Commit protocols – coordinator selection – concurrency control – deadlock handling – multi database systems.

Text Book

1. Henry F. Korth and Abraham Silberschatz, S. Sudarshan, Database System Concepts, 3rd edition, McGraw-Hill, 1997.

Reference Books

1. Bipin C. Desai, An Introduction to Database Systems, West Publications, 6th edition, 1995.
2. C.J.Date, An introduction to database systems, Addison Wesley publications, 6th edition 1995.
3. Gary W.Hansen and James V.Hansen, "Database Management and Design" Prentice Hall, 1996.
4. Jeffrey A. Hoffer, Mary B. Prescott, Fred R. Mcfadden, "Modern Database Management", Prentice Hall, 6th edition, 2002, 7th edition.
5. Ronald J.Norman, 'Object Oriented Systems Analysis and Design', Prentice Hall 1996.

SYSTEMS ANALYSIS AND DESIGN

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 objectivesdescription 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

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

Reference book

James A Senn “Analysis and Design of Information Systems,Tata McGraw HillPublishing company,second edition

RETAIL OPERATIONS, SYSTEMS AND INVENTORY

UNIT I

Choosing a Store Location: Importance of location to a retailer – Trading Area Analysis regional Analysis” – Characteristics of the trading areas

UNIT II

Site selection: Actual site analysis and selection – Choice of a general location – characteristics of the available site – Retail store layout – the circulation plan – space mix and effective retail space management – Floor space management

UNIT III

Operations Management: Operating a retail business – operations Blueprint – store maintenance, Energy management and renovations – Inventory management – store security – Insurance – Credit management – Computerisation – Outsourcing – Crisis Management

UNIT IV

Evaluating a retail operation: Store operating parameters – Using the strategic resource model in retailing – designing a performance programme

UNIT V

Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems – retail method of inventory valuation.

TEXT BOOK

James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005

REFERENCE BOOK

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition. 2004

Swapna Pradhan – Retailing Management : Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004

Entrepreneurship Development

Subject Description

This course presents the Entrepreneurship Development emphasizing the Students to train in Entrepreneurship.

Goals:

To enable the Students to learn the Entrepreneurship Development in order to start new ventures.

Objectives:

On successful completion of the course the students should have:

Understood Entrepreneurship Development

Learnt to start new enterprises, opportunity recognition, project formulation.

Contents:

Unit I

Entrepreneurship: Entrepreneur - Types of Entrepreneurs -- Difference between Entrepreneur and Intrapreneur - Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

Unit II

Motivation: Major Motives Influencing an Entrepreneur - Achievement Motivation Training, self Rating, Business Game, Thematic Apperception Test - Stress management, Entrepreneurship Development Programs - Need, Objectives.

Unit III

Business: Small Enterprises - Definition, Classification - Characteristics, Ownership Structures - Project Formulation.

Steps involved in setting up a Business - identifying, selecting a Good Business opportunity.

Unit IV

Setting up Business Venture: Market Survey and Research, Techno Economic Feasibility Assessment - Preparation of Preliminary Project Reports - Project Appraisal - Sources of Information - Classification of Needs and Agencies.

Unit V

Support to Entrepreneurs: Government Policy for Small Scale Enterprises - Growth Strategies in small industry - Expansion, Diversification, Joint Venture, Merger and Sub Contracting.

Reference:

1. S.S.KHANKA "Entrepreneurial Development" S.Chand & Co. Ltd. Ram Nagar, New Delhi, 1999.
2. Hisrich R D and Peters M P, "Entrepreneurship" 5th , Edition Tata McGraw-Hill, 2002.
3. Rabindra N. Kanungo "Entrepreneurship and innovation", Sage Publications, New Delhi, 1998.
4. EDII "Faulty and External Experts - A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development" Institute of India, Ahmadabad, 1986.

HUMAN RESOURCE MANAGEMENT FOR RETAIL ORGANISATION

UNIT I

Nature and scope of human resource management-meaning of human resource-nature and importance of HRM-functions of HRM.

UNIT II

Human Resource Management In Retail – Planning for Human Resources: Task analysis, Long Range and Short Range Analysis- Rechniques for Determining Human Resource Requirements – Measures to Control Quantitative Human Resource Requirements

UNIT III

Hiring Process: Sources – Screening and Selection. Training: Needs and Objectives – Types and Evaluation of Training Programmes

UNIT IV

Managing Existing Employees: Teamwork, and Developing Employees, Evaluating employees, Motivating Employees

UNIT V

Human Resource Compensation: Nature and Role of Incentives – Common Types of Compensation: Individual and organization-wide Inventive Systems – Non-financial Incentives.

TEXT BOOK

LM Prasad – Human Resource Management. Sultan chand & Sons 2006

REFERENCE BOOK

R.S.Dwivedi – Managing Human Resources In Indian Enterprises, Galgotia Publishing Company, 2003

Tirupathi PC Human Resource Management Sultanchand & Sons 2004.

Swapna Pradhan – Retailing Management Text & Cases, Tata Mc Graw Hill Publishing Company Ltd., 2004

FINANCIAL MANAGEMENT IN RETAILING

UNIT 1

Financial Management – Definition – Scope- Functions – Objectives – Sources of finance – Long –term – Equity – Preference shares – Debentures- Dept – Short term bank and non-bank sources.

UNIT II

Financing decision – cost of capital – cost of equity – preference – debt – reserves- weighted average cost of capital – operating leverage- financial leverage.

UNIT III

Working capital management – meaning – concepts – importance – determinants working capital – cash management – motives – objectives – strategies of cash management – receivables management objectives – credit – cost and benefits – credit policies- credit terms – collection policies.

UNIT IV

Ratio analysis – liquidity – activity – efficiency – solvency – retail operations ratio – stock holding GMROI – space productivity GMROF – employee productivity GMROL – pragmatic cost sheet towards profitability – strategic resource model in retailing – SRM- sensitive analysis- designing a performance programme.

TEXT BOOK:

Sharma RK and Shashi K Gupta – Financial Management, Kalyan Publishing, 2004.

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

REFERENCE BOOKS:

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006.

SN Maheswari – Management According – Sultan Chand & Sons, 2004.

Swapna Pradhan – Retailing Management: Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004.

MANAGEMENT INFORMATION SYSTEM AND RETAIL BUSINESS

UNIT I

Management Information system – Definition – data information and system – objectives of MIS – approaches to information – role of information systems in organization – value of information – steps in implementation needs – challenges of information systems.

UNIT II

Management information system and decision making – strategic planning for MIS Development of strategic management information system – MIS strategy implementation – Barriers to development of SMIS.

UNIT III

Data base management system – meaning of data base – data models – hierarchical – net work – relational model – components of DBMS – data ware housing – distributed data base – client server architecture – data mining.

UNIT IV

Decision support systems – evolution – objectives – classification – characteristics – components – functions – development of DSS – group DSS – Executive Information system – Artificial intelligence – Customer relationship management system – Radio Frequency Identification Device (RFID).

Unit V

Information systems in Business – marketing Information system – quality information system – financial accounting information system – research and development information system – geographical information system information flow in retail distribution channel – A void retail strategies based on inadequate information – building and using retail information system – retail DBMS in action.

TEXT BOOK

Gupta AK. Management Information System, S.Chand & Company Ltd, 2000.

REFERENCE BOOKS

Kenners C Laudon, Jane P. Laudon, Management Information System, Prentice Hall of India Private Limited 2004.

James A O Brien Management Information system Tata McGraw Hill edition – 2002.

Effy OZ, Management Information System Thomson Course Technology 2002.

Entrepreneurial Finance

Subject Description

This course presents the Entrepreneurial Finance which helps students to know more about the investments and capital market problems.

Goals:

To familiarize the students with the Entrepreneurial Finance needed to start new ventures.

Objectives:

On successful completion of the course the students should have: Understood Entrepreneurial Finance. Learnt more about capital market considerations, strategic investments.

Contents :

UNIT I

Overview of Entrepreneurial Finance: Introduction - Financing choices for start ups -Opportunity Assessment and Creation - Major valuation - risk management and planning concepts Types of investments and funding sources - Tools for analysis -Valuation concepts Business/ financial plans - Capital structures - Sources of funding - Decision horizons

UNIT II

Project Management - Sources of Business idea, Project classifications - Identifications - Formulation & Design - Feasibility Analysis - Preparation of Project Report and Presentation.

Unit III

Project Finance : Sources of Finance – Institutional Finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank – Appraisal of bank for loans.

Unit IV

Institutions Aids for Entrepreneurship Development - Role of DICs, SIDCO, NSICs, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance Bureau - Approaching Institutions for Assistance.

Unit V

Small Scale Industries - locations - steps in setting SSI unit - problems of entrepreneurs - Sickness in SSI unit – problems of entrepreneurs – Sickness in SSI - Reasons and Remedies - Incentives & subsidies - Evaluating Entrepreneurial performance - Rural Entrepreneurship - Women Entrepreneurship.

Reference :

1. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.
2. N.P.Srinivasan & G.P.Gupta, Entrepreneurial Development, Sultan Chand & Sons.
3. P.Saravanavelu, Entrepreneurship Development, Eskapee Publications.
4. David L.Bodde, International Entrepreneur, Prentice Hall of India, New Delhi.
5. Berger, Allen and Greg Udell, 1998, The Economics of Small Business Finance : Roles of Private Equity and Debt Markets in the Financial Growth Cycle, Journal of Banking and Finance, 22, 613-673.

RETAIL SUPPLY CHAIN MANAGEMENT

UNIT I :

Supply chain management-meaning, definition, need and evolution-traditional and modern approaches to SCM-key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization.

UNIT II :

Operations management in SCM: Type of manufacturing systems-lean manufacturing - mass customization - outsourcing-service operations management - managing supply and demand.

UNIT III:

Procurement for supply chain: Type of purchases-inventory models-inventory counting systems-universal bar code-materials requirement planning-just in time and vendor management inventory.

UNIT IV:

Logistics management: Elements of logistics management-supply chain integration-innovations in SCM-retail logistics-distribution management and strategies-transportation management-warehousing and warehouse management systems-packaging for logistics-third party logistics-GPS and GIS technologies.

UNIT V:

Global issues in SCM: Forces behind globalization-world class SCM-world class demand management (WCDM)-world class logistics management (WCLM).

TEXT BOOKS:

Rahul V Alterkar-Supply Chain Management-Concepts and Cases, Prentice Hall of India, 2005.

REFERENCE BOOKS:

David Simchi Levi, Philip Kaminsky and Edith Simchi Levi-Managing the Supply Chain-The Definitive Guide, Tata McGraw Hill, 2004.

Burt, Dobler and Starling-World Class Supply Management-The Key to SCM. Tata-McGraw Hill, Seventh Edition, 2006.

Christopher Ryan, High Performance Interactive Marketing, Viva Books Ltd. 2003.

Small Business Management

Subject Description :

This course incorporates current theory and practice relating to starting and managing small firms. It provides a comprehensive coverage of critical small business issues; numerous real-world examples.

Goals:

To help Students understand how to apply the small business management concepts.

Objectives:

On successful completion of the course the students should have:

Understood small business management concepts, opportunities recognition, quality and risk management.

Contents:

UNIT I

The Winning Hand of Entrepreneurship - Strategies That Capture Opportunities – E-Commerce Opportunities - Global Opportunities - Entrepreneurial opportunities - The factors that make the family business unique - The franchising Concept.

UNIT II

Startups and Buyouts - Franchising Opportunities - The Family Business - The Role of the Business Plan - Developing the Marketing Plan - Management Teams, Organized Forms, and Strategic Alliances - Define competitive advantage.

UNIT III

Selecting a Location and Planning the Facilities - Projecting Financial Requirements - Finding Sources of Financing - Exit Strategies - Develop a comprehensive business plan - the nature of the marketing research process - Identify the factors affecting choice of a business location.

UNIT IV

Customer Service, Product, and Distribution Strategies - Pricing and Credit Strategies - Promotional Strategies - Professional Management in the Growing Firm - Managing Human Resources.

UNIT V

Quality Management in Small Business - Social and Ethical Issues in Small Business Management - Evaluating Financial Performance – Managing Risk in Small Business Management.

References :

1. Small Business Management: An Entrepreneurial Emphasis by Justin G. Longenecker, Carlos W. Moore, and J. William Petty.
2. Small Business Management By And By Megginson and Byrd and Megginson, Megginson Megginson and B, Leon C.

3. Effective Small Business Management By Zimmer Scarborough and, And Zimmer Scarborough and Zimmer
4. Essentials of Entrepreneurship and Small Business Management By Thomas W. Zimmerer, Norman M. Scarborough, Doug Wilson
5. Small Business Management: Managing People Bv David Byrne, Jim Richardson, Wilf Bowen.

RETAIL ADVERTISING AND PROMOTION

UNIT I :

Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign-advertising for the retail store.

UNIT II :

Media and copy decisions: Media objectives-planning and budgeting-advertising evaluation-creating and producing copy-copy testing.

UNIT III:

Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

UNIT IV:

Management of sales promotion: Role of sales promotion-types of sales promotion-evaluating sales promotion.

UNIT V:

Personal selling and publicity: Publicity and special events-role of personal selling in retailing-process in personal selling.

TEXT BOOKS:

Drake, Mary Frances and Spooone, Janice Ha-Retail Fashion Promotion and Advertising, Prentice Hall-Pearson, New Delhi, First Edition, 2003.

REFERENCE BOOKS:

Chunawalla Reddy, Appannaiah-An Introduction to Advertising and Marketing Research, Himalaya Publishing House, 2004.

Patrick M Dunne, Robert F. Lusch and David A. Grififith-Retailing, Thomson Asia Pvt. Ltd. 2002.

Gillespie, Hecht and Lebowitz-Retail Business Management, McGraw Hill Book Company, Third Edition, 2002.

CHANNEL MANAGEMENT

UNIT I :

Marketing channels-structure, functions and relationships-meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

UNIT II :

Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design-

transaction cost analysis-analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

UNIT III:

Channel development and marketing: Negotiations in marketing-negotiation strategy-channel negotiation process-leadership-vertical marketing system-conflict-types and resolution-macro prospective of channel performance-measuring final performance-measuring customer satisfaction.

UNIT IV:

Issues in retail channel management: Channel dynamics-impact of information age-information systems and channel management-channel change and management-strategic issues in international retailing-need for distribution innovation.

UNIT V:

Channel institutions-retailing-non-store retailing-wholesaling-international distribution channels-channels of distribution for services.

Retail organizations-independent retailers-chain retailers-leased departments-franchises-integrated and consumer co-operatives.

TEXT BOOKS:

Donald J Powerson-Strategic Marketing Channels Management, McGraw Hill, 2002.

REFERENCE BOOKS:

Stren, El. Ansary, Cough man and Anderson-Marketing Channels, Prentice Hall of India-Sixth Edition, 2003.

Barry Berman and Joel R Evans-Retail Management-A strategic approach, prentice Hall of India, Tenth Edition, 2006.

Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.

Business Environment

Subject Description

This course incorporates Current theory and practice of business environment relating to critical business issues.

Goals:

To help Students understand know about business environment.

Objectives:

On Successful completion of the course the students should have: Understood business environment, socio political environment, International Business scenario.

UNIT I

Business environment:- The concept and significance constituents and characteristics of business - environment in India - social responsibility of business.

UNIT II

Socio-political environment Business and society - Business and culture - Labour welfare and social security Indian Constitution and business Government and business - Directive principles of state policy and Legal Environment.

UNIT III

Economic environment - Economic systems - mixed economy - Industrial regulation - curbing monopolies and restrictive trade practices - Foreign exchange regulation.

UNIT IV

Indian Economic environment:- Planning in India - Promotion of Industries - backward, rural industrialization - Banking & credit - Industrial infrastructure - recent developments - Industrial sickness - recent economic policy.

UNIT V

International business scenario:- Globalization - Foreign Investment and collaboration NRI Investment - MNCs - GATT - WTO - Its impact on Indian - Foreign regulation control.

Reference :

1. Adhikan M, Economic Environment.
2. Francis Cherunila, Business Environment.
3. Pruti S, Economic & Managerial Environment In India.
4. Davis & Keith William C Fredrick, Business & Society.
5. Amarch and D., Govt. Business.

INDUSTRIAL AND SERVICES MARKETING

UNIT-I

Industrial Marketing: Need, Scope, Importance – System and Concepts – Difference between Industrial and consumer Marketing- Industrial buyer behaviour- Characteristics, motives and Purchasing System- Types of Markets – Market Opportunities – Demand in industrial markets – Marketing research.

UNIT-II

Classification of industrial products and Services – Product management in business markets – Pricing decisions – Pricing Strategies – Industrial distribution strategies – Physical distribution – Industrial products promotions: Advertising, Sales promotions, public relations.

UNIT-III

Services: Definition, Characteristics, Classifications- Relationship Marketing- Service mission – Service market segmentation – Service positioning and differentiation- Services marketing mix- Marketing issues.

UNIT-IV

Role of Service sector in Indian economy vs that of other countries- Marketing plans for services- Service communications – Customer focused service organizations – Service quality and delivery – Customer satisfactions.

UNIT-V

Financial services marketing –Communication and information services – Media services- Education, training services – Social marketing – Religious services marketing- Emerging trends in services marketing.

REFERNCE BOOKS:

1. Alexander Hill & Cross, “Industrial Marketing” AITBS

2. Hutt & Speh, “Industrial Marketing” Sundar.
3. Helen Woodruffe. “Service Marketing” Macmillan.
4. Harsh Verma, “Service Marketing” Global Business Press.
5. Ravishankar, “Service Marketing- The Indian Experience”, Manas.

RESEARCH METHODS IN SERVICE MARKETING

Unit – I Introduction to Research

Meaning of research – Objectives – Types – Significance of research – criteria of good research – problems encountered by researchers in India – Research problem – techniques involved in defining a problem.

Unit –II Research Design:

Meaning – Need – Features –Different research designs – sampling design – steps in samplings – Characteristics of a good sample design – different types of sample design- measurement and scaling technique.

Unit – III Data Collection

Collection of Primary data – observation method – Interview method – collection of data through questionnaires & schedules – difference between questionnaires and schedules – other methods of data collection – collection of secondary data.

Unit –IV statistical techniques:

Factor Analysis – cluster analysis – discriminate analysis – multiple regression & correlation – application of SPSS package.

Unit –V Research Report

The purpose of the Written report – Basics – The integral parts of a report – the title of a report – the table of content – synopsis – Introductions to recommendation sections.

Reference :-

1. Donald R. Cooper and Rama’s S. Schindler, business research method – Tata McGraw Hill Publishing
2. C.R. Kothari – Research methodology – wishva prakashan, new delhi.

INSURANCE MARKETING

UNIT-I: Introduction to Insurance

Meaning of risk- Classification of Risk- Functions of Insurance – Benefits – Nature of Insurable Risks- Development of Insurance – classes of Insurance.

UNIT-II : Marketing of Insurance.

Introduction- Basic concepts- Insurance Market- Structure – Buyers- Intermediaries- Sellers/suppliers of Insurance- Problems in Insurance marketing.

UNIT-III: Insurance Companies.

Proprietary companies- Mutual Companies- Classification – Self Insurance – Advantages and Disadvantages- Organizational Structure of Insurance companies – Re-Insurance- International Insurance Market.

UNIT-IV : Users of Insurance Services.

Users of Insurance Services -Behavioral profile of users – Market segmentation of Insurance – Significance – Marketing Information system for Insurance organization.

UNIT-V: Insurance Product

Meaning –product planning and Development – product mix- Promotion Mix-Price Mix-Place Mix – The people – Insurance Marketing in the Indian Environment.

Reference:

1. Insurance – Julia Holyoake / Billweipers – CIB publications.
2. Services marketing – S.M.JHA-Himalaya publishing House.

Tourism Marketing

Unit- I : Introduction :

Basic concepts of Tourism services- Tourism marketing- meaning – components of Tourism product – Users of Tourism services – Behavioural profile of users- Thrust areas of Tourism.

Unit- II :

Product planning and Development – market segmentation for Tourism – Bases - Growth of Tourism services in India. – problems and prospects of tourism services.

Unit- III:

Marketing Information system for Tourism – Tourist organization – marketing mix – product mix- formulation of marketing mix for the Tourist organization.

Unit –IV:

Tourism product- Features- Designing a package Tour-Brand Decisions launching new product.

Unit- V

Promotion mix for Tourism product - price mix – place mix – channel distribution- people – Travel Agents- guides- channel distribution - people- Travel agents- Guides- Airline services- Travel Service- Seven Cs of Travel Service Marketing- (Marketing Challenges for services) – Railway Services Marketing – Factors influencing passenger fares and freight rates.

References:

1. Services Marketing- S.M. Jha – Himalaya Publishing House.
2. Services Marketing – Ravishankar – Excel Books.

ADVERTISING MANAGEMENT FOR SERVICE

Unit –I Introduction to Advertisement :

Concept and definition of advertisement – social, economic and legal implications of advertisements –setting advertisement objectives.

Unit- II Advertisement Agencies

Ad.Agencies – Selection and the remuneration – Advertisement – campaign – Function of Advertisement Agencies – Types of Advertisement Agencies.

Unit –III Advertisement Media:

Media plan type and choice criteria – reach and frequency of advertisements – cost of advertisements related to service- media strategy and scheduling.

Unit –IV Design and Execution of Advertisement

Message development – different types of advertisements –layout – design appeal – copy structure – advertisement production – print – Radio – T.V and web advertisements – advantages & Limitations.

Unit –V Media Research

Media research – selection – testing validity and reliability of ads – measuring impact of advertisement – advertises effectiveness.

References:

1. Kenneth Clow. Donald Back – “Integrated Advertisements, Promotion and marketing communication”, -Prentice hall of India
2. S.H.H kazmi, satish K Batra – “Advertising & Sales Promotion – Excel Books
3. Advertising, sales & Promotion management – S.A. Chunawalla – Himalaya Publithig House.

MARKETING OF BANKING SERVICES

UNIT-I.

Marketing- Meaning- Importance of Marketing- Modern Marketing Concept- Features of the Modern Marketing Concept- Marketing and selling social Marketing- Remarketing- Remarketing.

UNIT-II

Relevance of Marketing to Banking0 Marketing environment of a Banker- Marketing Mix of a Banker- Marketing Plan; Bank’s business objectives, Marketing Audit, SWOT Analysis, Marketing Objectives and marketing. Market segmentation- Bases – Marketing outlet for a Banker- Suitable location for a Bank branch- Branch layout.

UNIT-III

Product Mix: Product Line of a Banker, New Marketing Product Development, Constraints on Product Development, Product Management, Non Fund Based Business.

UNIT-IV

Price Mix: Meaning, Importance, Factors affecting price of a product, pricing objectives, Pricing Policies, Deregulation of Interest rates, Service Charges.

UNIT-V

Promotion Mix: Meaning, Objectives, Methods, Factors affecting Promotion Mix of a Banker; Personal Promotional Efforts, Direct Marketing Public Relations, Societal Banking. Customers Meets, Customer Service, Advertising, Publicity- Good Promotional.

REFERENCE BOOKS:

1. Ramasamy and Namakumari, Marketing Management.
2. Gupta and Rajan Nair, Marketing Management.
3. Madhukar, Dynamics of Bank Marketing.
4. Kenneth Andrew, the Bank Marketing Handbook.

PRACTICE OF COMMERCIAL BANKING

UNIT - I

Lending of money by banks: Principles of sound lending - Forms of advances such as Cash credit, Overdraft, Loan, Purchase and Discounting of bills -Borrower study.

UNIT - II

Secured advances: Different types of securities viz., Government securities. Corporate securities, Life Insurance Policies, Goods, Document of Title to Goods, Real Estate and Book debts. Modes of creating charges viz.. Lien, Pledge, Hypothecation and Mortgage.

UNIT - III

Guarantees: Definition - Essential features of a contract of guarantee - Liability of the surety - Rights of surety - Obligations of creditor towards surety - Rights of creditor.

UNIT - IV

Loan appraisal: Managerial appraisal, Technical appraisal, Commercial appraisal and financial appraisal-Follow up and supervision - NPAs.

UNIT - V

Documentation: Meaning - Documentation in respect of various types of borrowers and securities - Essential clauses - Indian Stamp Act - Limitation Act.

BOOKS RECOMMENDED

- ☞ Bedi H.L.and Hardikar V.K. – Practical Banking Advance
- ☞ Tannan M.L. – Banking Law and Practice in India, Thacker & Co.
- ☞ IIB – Commercial Banking 4 Volumes.

BANK MANAGEMENT

UNIT - I

Management - Management Principles and Functions - Environment for effective bank management-Role of a bank Manager - Planning in banks - Need -Planning Process - Strategic Planning - Organisational Planning - Resource Planning - Profit Planning - Operational Planning - Types of Plans in Banks -Decision Making - Process of Decision Making in banks.

UNIT – II

Organisation - Principles - Departmentation in banks - Organisational Structures – Project Organisation - Matrix Organisation - Committees - Line Staff Relations - Span of Control - Delegation - Decentralisation - Bank branch Organisation.

UNIT – III

Direction - Principles - Conflict Management in banks - Leadership - Functions - Styles – Theories - Motivation - Theories.

UNIT – IV

Control - Process - Essentials - Techniques of control - Management Information System in Banks -Productivity and Profitability in Banks.

UNIT – V

Manpower Planning in Banks - Recruitment -Selection - Training in Banks - Need - Methods - Discipline - Grievance Redressal - Trade Unionism.

BOOKS RECOMMENDED

- ✂ C.B. Gupta – Principles of Management for Bankers
- ✂ James B Bexley – Banking Management – A guide to more profitable banking.
- ✂ P. Subba Rao – Principles and Practice of bank management.

Harold Koontz et al – Essentials of Management.

MARKETING OF BANKING SERVICES

UNIT - I

Marketing – Meaning – Importance Of Marketing – Modern Marketing Concept – Features of the Modern Marketing Concept – Relevance of marketing to banking – Marketing environment for a banker – Marketing Mix of a banker.

UNIT - II

Market segmentation – Bases – Marketing outlet – Suitable location for a bank branch – Branch Layout. Product mix: Product line of banker, New Product Development, Constraints on Product Development, Product Management, Non –Fund Based Business.

UNIT - III

Price Mix: Meaning, Importance, Factors affecting price of a product, pricing objectives, Pricing Policies, Deregulation of interest rates, service charges.

UNIT - IV

Promotion Mix : Meaning, Objectives, Methods, Factors affecting Promotion Mix, Promotional Mix of a banker: Personal Promotional Efforts, Direct Marketing, Public Relations, Societal Banking, Customers, Meets, Customer Service, Advertising, Publicity – Good Promotional Mix.

UNIT - V

Bank Marketing Personnel – Selection Motivation – Training and Development.

BOOKS RECOMMENDED

- ✂ Marketing management : Ramaswamy and Namakumari.
- ✂ Marketing management : Gupta and Rajan Nair.
- ✂ Dynamics of bank marketing : Madhukar.
- ✂ The bank marketing handbook : Kenneth Andrew.

BANKING TECHNOLOGY

UNIT – I

Technology in Banking – Need – Benefits – Issues involved in technology – orientation of banks.

UNIT - II

Computer technology in banks: What is a computer? Brief history of computers of early computers – Generations of computers – Uses of computers.

UNIT - III

Hardware: Anatomy of computer – CPU – Main memory- Peripheral controllers – Peripherals.

UNIT - IV

Software : Need for software – What is software? Types of software – Systems software – Operating systems – Language translators – Programming languages.

UNIT - V

Technology based products in banking – ATMs – Home Banking MICR cheques Electronic Funds Transfer (EFTs) – Internet Banking – Real Time Gross Settlement (RTGS) – Security considerations.

BOOKS RECOMMENDED

- ☞ Bajwa K.S. - Bank Mechanisation, Skylark publications.
- ☞ Srivatsava - Computer applications in Banks, BTC, RBI.
- ☞ Sanjay Soni and Vinayak aggarwal - Computers and banking sultan cohand & Sons.

INNOVATIVE BANKING

UNIT - I

Innovation: Meaning – Need for innovations in banking – Constraints in innovations – Role of technology in banking

UNIT - II

Innovation in savings and loan schemes: Innovative schemes of bank deposits, Mutual Funds, Housing Finance, Personal loans, and Educational loans.

UNIT - III

Innovations in Individual Customer Service: ATMs, Consumer Credit Cards, Farm Credit Cards, Investment Counseling, 24x7 banking and other services.

UNIT - IV

Innovations in Corporate customer service: Merchant Banking, Leasing, Venture Capital, Factoring, Dematerialised Accounts, and Cash Management Services.

UNIT - V

Policy based innovations: Setting up of Rural Development Cells, Rural Service Centres, Self Groups. Women Entrepreneurs Cells and Model Village Project – Priority Sector lending Society oriented innovations: Community banking – Financial Inclusion.

BOOKS RECOMMENDED

- ☞ Marketing management : CB Gupta
- ☞ References : IBA Bulletins, IIBs Publications, House Journals of Banks.

NEW PRODUCT DEVELOPMENT

Objective

To prosper firms must develop new products and service innovations. In this course several practical concept development methods.

UNIT I

New product developers-Users or manufacturers, Generation of Ideas for breakthroughs, Finding out what users want.

UNIT II

Improvement to existing products, Marketing Research process for Idea generation, Brain storming and Creativity training.

UNIT III

Advertisements to sustain New products, Finding solutions to consumer needs, word-of-mouth as critical aspect to sustainability of new products.

UNIT IV

Innovation communities, First movers, Laggards.

UNIT V

Demographic, Cultural, economic analysis for new product development.

REFERENCES:

1. Von Hippel, Eric- The sources of Innovation, Oxford University Press, 1988.
2. Gordon, William- The development of Creative Capacity, Collier Books, 1961.
3. Thomke, Stefan, and Eric Von Hippel,- Customers as Innovators: A new way to create value-Harvard Business Review(April 2005),74-81, Reprint no. R 0304 F.

SERVICES MARKETING

Objective: The course aims at making students understand concepts, philosophies, processes and techniques of managing the service operations of a firm.

Unit I: Introduction: Difference between product and services marketing; Characteristics of services. Service marketing system: Service quality; Understanding customer expectations and zone of tolerance; Targeting and positioning of service.

Unit II: Services marketing mix: Augmented marketing mix; Developing the service product/intangible product; Service product planning; Service pricing strategy; Services promotions; Services distributions.

Unit III: Physical evidence: Role of communication in service marketing; People and internal communication; Process of operations and delivery of services; Role of technology in services marketing.

Unit IV: Marketing the Financial Services: Deciding the service Quality, Understanding the customer expectation, segmenting, targeting, and positioning of Financial Services, Devising Financial Services Marketing Mix Strategies with special reference to Credit Cards, Home Loans, Insurance and Banking.

Unit V: Services in global perspective: International marketing of services; Recent trends; Principal driving force in global marketing of services; key decisions in global marketing; Services strategy and organising for global marketing.

Suggesting Readings

1. Lovelock-Services Marketing: People, Technology and Strategy (Pearson Education, 5th edition) 2001.
2. Rampal and Gupta-Services Marketing- Sultan Chand.
3. Bhattacharjee-Services Marketing-Excel publishers.
4. Zeithaml-Services Marketing (Tata McGraw-Hill, 3rd edition) 1999.
5. Rama Mohana Raok – Services Marketing(Pearson Education).
6. Govind Apte-Services Marketing(Oxford Univ.Press)

E-MARKETING (Electronic Marketing)

UNIT I

What is e-marketing, how does it relates to e-business .internet, e-marketing past, present. And future, strategic e-marketing, from strategy to electronic strategy, from business . Models to electronics models-e-business models, performance metrics.

UNIT II

The e-marketing plan, e-marketing planning, creation of e-marketing plan, A seven step E-marketing plans, e-marketing environment, global marketing, overview of global marketing issues, country and market opportunity analysis, technological readiness influences marketing, wireless internet access software policy, ethical and legal issues, privacy, digital property.

UNIT III

E-marketing environment, marketing knowledge, marketing knowledge management Other Technology enabled approaches, real space approaches, marketing databases And data warehouses, knowledge management metrics, the Hanover story, inside The internet exchange process.

UNIT IV

Segmentation and targeting overview, three markets, market segmentation bases. Differentiation dimensions, differentiation strategies, bases and strategies for positioning.

UNIT V

E-marketing Management; Product, Many Products Capitalize on Internet Properties, Product Benefits, E-marketing Enhanced Product Development, price, The Internet Changes Pricing Strategies, Buyer and Seller Perspectives, Pricing Strategies, The Internet for Distribution, Distribution Channel Overview, Types of Intermediaries, Channel Management and Power, Classifying Online Channel Members, Distribution Channel Metrics.

BOOK:

E-Marketing
Judy Strauss
Adel El-Ansary
Raymond Frost.

Prentice-Hall of India
New Delhi 110001
2006.

INTERNATIONAL BUSINESS

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 and Overview: 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: Introduction – Foreign Direct Investment in the World Economy – Horizontal Foreign Direct Investment – Vertical Foreign Direct Investment. Benefits and advantages to host and home countries.

UNIT-V

Mode of Entry and Strategic Alliances: Introduction – Entry Modes – Selecting and Entry Mode – Strategic Alliances – Making Alliances Work. Exporting, Importing and Counter trade: Introduction – The Promise and Pitfalls of Exporting – Improving Export Performance – Export and Import Financing – Export Assistance – Counter trade.

REFERENCE

Hill C.W. International Business: Competing in the Global market place, Irwin –McGraw Hill, 1999.

Philop.R.Cateora, International Marketing, Irwin McGraw Hill, 9th edn. Shivaraman, International Business, Macmillan India.

Francis Cherunilam, International Business, Wheeler Publications.

Charle W.L. Hill, International Business, Irwin – McGraw Hill, 1998.

INDIAN FINANCIAL SYSTEM

UNIT – I

Introduction to Indian Financial System - Significance and define - ton – Economic Development - Savings - Rate of savings - Intermediation - Banking System and Non-banking system.

UNIT—II

Reserve Bank of India - Central banking functions – Monetary Authority - Bankers Bank - Banker to Govt - Lender – Reserve Requirements of Banking System.

UNIT—III

Commercial Banks - Regional rural banks - Co-operative banks – Apex Institutions - Development Banking - Sources and uses of Funds of banking system.

UNIT- IV

Liquidity - Money market - Instruments - Features - Call and Notice money – Clearing system - Treasury bills - Bill Market.

UNIT-V

Money market Mutual funds - Commercial deposits - Inter bank deposits – Company short term fund operations.

TEXT BOOKS:

1. Indian Financial System - HR Machiraju, Vikas Publishing House Private Ltd, New Delhi 110 014.
2. Indian Financial System - M.Y.Khan, Tata McGraw Hill Publishing Company Ltd, New Delhi.

BOOKS FOR REFERENCE:

1. The Indian Financial System - Vasant Desai, Himalaya Publishing House, Delhi.

FINANCIAL MARKETS AND INSTITUTIONS

UNIT-I

Nature and Role of Financial System - An overview of the Indian Financial System - Financial Sector Reforms - Reserve Bank of India - Securities and Exchange Board of India.

UNIT-II

Banking Institutions - Commercial and Co-Operative Banks - Non-Bank Financial Institutions - Small Savings and Provident Funds - Unit Trust of India and Mutual Funds.

UNIT- III

Non Banking Financial Intermediaries - Loan Companies - investment Companies – Hire Purchase Finance - Lease Finance - Housing Finance - Mutual Benefits Financial Companies - Merchant Banks - Venture Capital Funds Credit Rating - Public Deposits with Non-Banking Companies - Non bank Statutory Financial Organizations.

UNIT-IV

Financial Markets - Call Money Market - Treasury Bills Market - Commercial Bills Market - Markets for Commercial paper and Certificates of Deposits - The Discount Market - Market for Financial Guarantee - Government (Gilt-edged) Securities Market.

UNIT-V

Industrial Securities Market - International Dimensions of Financial Markets - Foreign Exchange Market and Foreign Capital Market

Books for References:

1. Financial Institutions and Markets, L.M.Bhole, Tata McGraw-Hill Publishing Company Limited.
2. Financial Instruments and Services, Nalini Prava Tripathy, Prentice Hall of India.
3. Financial Markets and institutions, S.Gurusarny, Vijay Nicole Imprints (P). Ltd.

**PUBLIC FINANCIAL SYSTEM
(ONLY THEORY)**

UNIT - I

Meaning and Scope of Public Finance - Subject Matter of Public Finance - Public and Private Finance - Objectives of Public Finance - Public Expenditure - Public and Private Finance comparison - Reasons for the Growth of Public Expenditure - Canons of Public Expenditure.

UNIT - II

Public Revenue: Meaning and Importance - Sources of Public Revenue: Taxes, Definition of a Tax, and Characteristics of a Tax - Elements of Tax, Administrative Revenues - Characteristics of A Good Tax System - Direct and Indirect Taxes - Effects of Taxation - Public Borrowings - Internal and External Role of Public Borrowing in Economic Development - Linkages to Money Markets.

UNIT - III

Federal Finance: Federation - Federal Finance - Modes of Allocation Revenue Resources in Federal Government - Balancing Factors of Allocation - Distribution of Revenue Between Central and States. Tenth Finance Commission (1995-2000) - Eleventh Finance Commission

UNIT- IV

Black money: Meaning and Definition of Black money - Source of Black Income - Causes of Black Money - Effects - Remedies – Policy Measures.

UNIT-V

Tax Avoidance and Evasion - VAT - MODVAT to CENVAT - Changes in the Recent Budget on VAT – MODVAT

Textbook:

- 1) Public Finance - M.P.Gupta & S.N.Agarwal

References:

1. Public Finance - KPM Sundaram & K K Andley Theory & Practice
2. Public Finance in Developed & Developing Countries S. K. Srivastava
3. Recent Budget papers

FINANCIAL DERIVATIVES

Unit – I : Options :

Introduction; uses of options, types of options; option valuation and pricing; factors determining option price, characteristics; appreciation factor. Binomial Model black-scholes model; Delta; Theta; Gamma; Vega, Rho, hedging option portfolios in practice; index options portfolio insurance put-call parity relationship.

Unit – II : Futures

Introduction; Future Markets; Future contracts and Future Trading, Margin, Clearing House and Clearing Margins; Futures Versus options; Synthetic Futures; Futures Versus Forward markets; Strategies for Futures Markets.

Unit – III : Swaps

Swaps – The Teenage Years; Swaps- The Laundry List; the Basic Swap Structures; Fixed Rate Currency Swap; Currency Coupon Swap; Risks Specific to Users; How to Reduce Swap Risk?; International Bank Capital rules and Swaps; Swaptions; Equity Caps and Floors.

Unit – IV : Convertible Securities

Introduction; Convertible Debentures; Features; Objectives of Convertible debentures; Valuation of Convertible Debentures; implications of the convertible bond issue for the issuing company; convertible preference share; future of the convertible securities.

Unit – V : Warrants

Introduction; Considerations for shares issued through warrants; Gearing effect; valuing Warrants; Lapse of Warrants; Warrants Attached to Debenture; Similarities between options and Warrants.

BOOKS FOR REFERENCE :

1. John Hull, Financial Derivatives.
2. Bishnupriya Mizra, Financial Derivatives.
3. Sathya Debasash., financial Derivatives, Excel books

BASICS OF INVESTMENT

Unit – I : Investment : Objectives and Risks

Introduction; investment; speculation; Gambling; Investment / speculation / Gambling; Increasing Popularity of Investment; Features of an Investment Programme; Risks of Investment; Finance vs. Investment: interacting Decision Element.

Unit – II : The Stock Markets in India

Introduction, Nature and Function of Stock exchange; the Indian stock markets ; Early History and Development; Organisation of Indian Stock Exchanges; Membership.

Unit – III : Statutory regulation of stock exchanges

Statutory regulation of Stock Exchanges; Over the counter Exchange of India (OTCEI); National Stock Exchange of India; Automation of Stock Exchanges Secondary Market Developments.

Unit – IV : New Issue Market

Introduction; Functions; Origination, underwriting, Distribution; Role of the New Issue Market; Disinvestment by Public sector Enterprises.

Unit – V : Listing of Securities

Introduction; Advantages of Listing; Listing : Is it a Legal Requirement?; General Requirements for Listing.

BOOKS REFERENCES :

V.K. BHALLA, Investment Management.

INVESTMENT COMPANIES AND INTERMEDIARIES

Unit – I : The Brokerage Business

Introduction; Functions of a Brokerage Firm; Brokerage Information; Functional Specialisation of Members; Selecting a Broker and a Brokerage Firm; Execution of Order; Types of Transactions in a Stock Exchange; Mechanics of Share Trading; Features of Share Trading; Carry Forward Facility and the Theory of Badla.

Unit – II : Investment Companies

Introduction; Investment Company – The Concept; Types of Investment Companies; SEBI Guidelines for Mutual Fund authorization; RBI Guidelines on Mutual Funds; Mutual Funds 2000; Mutual Fund Operations in India; Money Market Mutual Funds; Computation of Net Asset Value (NAV).

Unit – III : Market Indexes

Introduction; Methods of Stock Indexes; Leading Stock Price Indexes; Bombay Stock Exchange Sensitive Index of Equity Prices.

Unit – IV : Method of Compilation

Method of Compilation; Bombay Stock Exchange; National Index of Equity prices; RBI Index of Security Prices; Other indexes of Security Prices.

Unit – V : Human Factor in Stock Markets

Introduction, Pyramids and Ponzi Schemes; Blind Faith and High Hopes; Speculative Bubbles; Stock-Market Bubbles; The Great Crash; Oct'87 Stock Market Crash and its Aftermath; The Scam.

BOOKS RECOMMENDED

∪ Dr. Preethi Singh – Investment Management

INTERNET AND JAVA

UNIT I

INTRODUCTION TO INTERNET

Definitions-advantages-browsers-brief overviews of servers-URL definition- introduction to world wide web- uses of world wide web- brief study of html tags-creation of simple html programs using html tags- multimedia capabilities of world wide web-commercial uses - client server architecture ininternet-domainname extension types - internet services - addressing scheme - levels on html-features of internet.

UNIT II

Object oriented programming- Encapsulation-inheritance-polymorphism-java genesis - characteristics - java programming techniques- reserved words-identifiers- literals-operators-seperators-variables-types-arrays-operator precedence.

UNIT III

If else-break-switch-return statements-looping-while-do-while-for-comma statements-continue-classes-declaration-object references-instance-variables-new operator- method declaration- method calling -this operator -constructors -method overloading -inheritance - super class – dynamic method dispatch-final static-abstract classes.

UNIT IV

Packages- the package statement-import statement -interface statement - implements statement -constructors - string creation string concatenation character extraction-Exception handling fundamentals -types- uncaught exceptions-nested by statements- the java thread model priorities-synchronization- runnable-the synchronized statement - dead lock - thread API summary

UNIT V

Dictionary class- hash tables - string tokenizer - runtime-system class -comparison input and output -file directory -filename filter-file streams-applets-html applet tag order of applet initialization-sizing graphics-simple graphics methods-drawline-draw arc-font manipulation-simple image loader-image observer-summary

TEXT BOOKS

1. PATRICK NAUGHTON “The Java Handbook “ Tata Mc- Graw Hill Publishers company Pvt Ltd 1996
2. KENNY CHU “The Complete Reference Java “ Tata McGraw Hill Publishers Company Pvt Ltd 1997

FIRE AND MARINE INSURANCE

UNIT - I

Nature of Fire Insurance – insurance properties – types of fire insurance – general exclusion and conditions

UNIT - II

Tariff system - sections – add on covers – rules and regulations – partial insurance – loading – cancellation – discounts – special policies – survey report.

UNIT - III

Practice of fire insurance – cover note – procedure of claims – basis of loss or profit insurance.

UNIT - IV

Nature of marine insurance – types of contract in marine insurance – marine insurance act 1963 – institute cargo clauses – inland transist (Rail/Road).

UNIT - V

Underwriting process – practice of cargo insurance – open policy – open cover – certificate of insurance – endorsement – salvage loss – claims documents – subrogation.

MOTOR AND HEALTH INSURANCE

UNIT – I

Nature of Motor Insurance – importance of motor insurance – motor vehicles act 1988 – types of policies – claims documents – underwriting – types of claim

UNIT - II

Purpose of personal accident insurance – types of disablement – policy conditions – types of risks – group personal accident policy – types of PA policies.

UNIT - III

Purpose of Health Insurance – importance of health insurance – mediclaim policy – group mediclaim policy – discounts – exclusions.

UNIT - IV

Cancer insurance – policy – coverage – exclusions – claim procedures – overseas mediclaim policy – conditions – exclusions.

UNIT - V

Liability insurance – public liability – policy – limits of indemnity – product liability policy – employers liability policy – third party insurance.

RURAL INSURANCE

UNIT - I

Nature of Rural Insurance – Role of Government in Rural Insurance – Rural Policies – Cattle Insurance – Exclusion Schedule.

UNIT - II

Non Scheme Animals – Scheme Animals : Sheep and Goat, Poultry, Aqua Culture

UNIT - III

Aquaculture Insurance – Sericulture – Honeybee insurance – horticulture and plantation insurance

UNIT - IV

Salt work insurance – farmers package insurance – tribal package insurance

UNIT - V

Hut insurance – cycle rickshaw policy – gramin personal accident insurance – lift irrigation insurance – agriculture pump set policy – settlement of claims-exclusion and condition.

Miscellaneous Insurance

UNIT – I

Nature of Miscellaneous - all risk insurance policies - burglary insurance – package insurance – money insurance.

UNIT – II

Types of policies – rating – claims – court bonds – custom bonds – excise bonds

UNIT – III

Television insurance – pedal cycle insurance – plate glass insurance – house hold insurance – shop keeper insurance.

UNIT – IV

Banker blanket policy – jewellery block policy – blood stock insurance – special contingency policy – sports insurance.

UNIT – V

Claims: Nature of claims – legal aspects – investigation assessment – surveyor and loss assess – claim document – arbitration – settlement – salvage – loss minimization.

Portfolio Analysis and Management

Unit – I : Portfolio Analysis : Risk and Return

Introduction; Portfolio and Security Returns; Risk; Portfolio Risk; When diversification Does not help; when diversification can eliminate risk; the insurance principle; borrowing and lending.

Unit – II : Portfolio choice : utility theory and indifference curves

Introduction; utility functions; linear utility function and risk; concave utility function and risk; indifference curves.

Unit – III : Markowitz : Portfolio Selection Model

Introduction; Markowitz Model; the mean variance criterion; corner portfolios; Dents in the efficient set dominance principle; Modifications to the Efficient Frontier; Critique.

Unit – IV : Sharpe : The Single Index Model

Introduction Characteristics lines; portfolio characteristic Lines; constructing the optimal portfolio.

Unit – V : Capital Asset Pricing Model

Introduction, Assumptions, the Security Market Line, CAPM Vs. Market Model; Realism of the Capital Asset pricing model.

BOOKS FOR REFERENCE :

1. Portfolio Management - S.K.Baura
2. Investment Analysis and Portfolio Management – Reilly
3. Security analysis and Portfolio management - Fischer and Jordan

Modern Office Management

Unit –I Office Management and organization

Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.

Unit- II Office Environment & Communication

Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safty – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

Unit –III : office correspondence & Record management

Centralized Vs Departmental correspondence – depart mental typing and typing pools – classification of records – principles of record keeping – filling – methods.

Unit –IV : Office systems & Procedures

Systems – procedure – Advantages – Characteristics of sound office system & procedures – work simplification – principles – kinds of reports.

Unit –V Office Personnel relations

Personnel management – definitions – functions – office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.

Reference Books:

1. Modern office management – Dr. I.M.SAHAI –Sathiya Bhawan Agra
2. Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd.

Company Law and Secretarial Practice

Goal : To enlighten the students' knowledge on Companies Act.

Objectives : After the successful completion of the course the student should have a thorough knowledge on Formation of Company, Documents required and Acts pertaining to it.

UNIT-I

Formation of Companies – promotion – Meaning – Promoters – their functions – Duties of Promoters – Incorporation – Meaning – certification of Incorporation – Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association - Meaning – Forms – Contents – Alteration of Article – Relationship between Articles and Memorandum – Doctrine of Indoor Management – Exceptions to Doctrine of Indoor Management – Prospectus – Definitions – Contents – Deemed Prospectus – Misstatement in prospectus – Kinds of Shares and Debentures.

UNIT-II

Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director's remuneration – Powers of Directors – Duties of Directors – Liabilities of Directors.

UNIT-III

Winding up – Meaning, Modes of Winding up – Compulsory Winding up by the court – voluntary Winding up – Types of Voluntary Winding up – members voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up(General).

UNIT-IV

Company Secretary – Who is a secretary – Types – Positions – Qualities – Qualifications – Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary – (1) As a statutory officer, (2) As a Co-Coordinator, (3) As an Administrative Officer.

UNIT-V

Kinds of Company meetings – Board of Directors Meeting – Statutory meeting – Annual General meeting – Extra ordinary General meeting - Duties of a Company Secretary to all the company meetings – Drafting of Correspondence – Relating to the meetings – Notices – Agenda – Chairman's speech – Writing of Minutes.

Books for reference:

- M.C.Shukla and S.S.Gulshan----Principles of Company Law----S.Chand & Co.,
M.C.Shukla and S.S.Gulshan---- S.Chand & Co.,
N.D.Kapoor----Company Law----Sultan Chand & Sons
M.C.Kuchhal---- Secretarial Practice----Vikas Publications

Banking Law 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.

Books for Reference:

1. Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New Delhi.
2. Banking Regulation Act, 1949.
3. Reserve Bank of India, Report on currency and Finance 2003-2004.
4. Basu : Theory and Practice of Development Banking
5. Reddy & Appannah : Banking Theory and Practice
6. Natarajan & Gordon : Banking Theory and Practice

Industrial Relations and Labour Laws

Objectives:

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

- Legislations relating to Industrial Disputes and Labour welfare

UNIT I

Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

UNIT II

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

UNIT III

Factories Act 1948 - The Workman's Compensation Act, 1923.

UNIT IV

The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

UNIT V

The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948

REFERENCES:

1. Personnel Management & Industrial Relation -P.C.Tripathi
2. Dynamics of Personnel Management - C.B.Mamoria
3. Human Resource Management - N.G.Nair & Latha Nair Sultan Chand & Sons.
4. Essentials of Human Resource Management and Industrial Relations – P.SubbaraoHimalaya.
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
6. R.Venkatapathy & Assissi Menachery - Industrial Relations & Labour Legislation
- Aditya Publishers.

Strategic Management

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.

TEXT BOOK:

PK Ghosh, Strategic Planning and Management, Sultan Chand & Sons, 2000.

REFERENCE BOOK:

VS Ramaswamy & S.Namakumari, Strategic Planning – Formulation of Corporate Strategy, Macmillan Business Books, 2001

John A Pearce, Richard B Robinson, Strategic Management, AITBS Educational Books, 2000

Micheal E Porter, Competitive Strategy, Prentice Hall, 2004.

Financial Services

Objectives:

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.
- To evaluate feasibility of projects on hire purchase and leasing.
- To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

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.

UNIT III

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

UNIT IV

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

UNIT V

Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

REFERENCES :

1. M.Y.Khan, Indian Financial Systems.
2. K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.

3. R.M.Srivastava, Indian Financial System.
4. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
5. T.Sundar Rajan, Merchant Banking.
6. L.M.Bhole, Financial Institution & Markets.
7. Habel J.Johnson, Financial Institution & Markets.
8. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.
9. Nalini Prava Tripathy, Financial Instruments and Services, Prentice Hall of India, New Delhi.

HRD (Human Resource Development)

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

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 counseling

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 programme design; Training methods and their selection criteria.

UNIT V:

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

REFERENCES:

1. Pareek Udai and T.V.Rao, Designing and Managing Human Resource Systems, Oxford & IBH.
2. Rao T.V.performance Appraisal: Theory and Practice.AIMA-Vikas.
3. ILO: An Introductory course in Teaching and Training Methods for Management Development. Sterling Publishers.
4. Rao T.V.et.al.(ed) Alternative Approaches and Strategies of HRD Rewat Publications.
5. Silvera D.M. - Human Resource Development - the Indian Experience New India Publications.
6. Rao VSP, Human Resource Development, Response Books, 2001.
7. Kandula S.R, Strategic Human Resource Development, PHI, 2001.

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 behavior 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 Behavior.

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.

Reference Books :-

- EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG
- “ELECTRONIC COMMERCE – A MANAGERIAL
- PERSPECTIVE ,
- Pearson Education Asis – 2000.

Software Design Technique

Subject Description: This subject deals with Software Designing concepts like Analysis, Design, Implementation, and Testing.

Goal: 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.

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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, 1997, TMH.
(UNIT-I: 1.1-1.3,2.3-2.4 UNIT-II: 3.1-3.4 UNIT III: 4.1-4.2,5.1-5.2
UNIT-IV: 6.1-6.4 UNIT-V: 8.1-8.2, 8.5-8.6)

REFERENCE BOOKS:

1. Software Engineering for Internet Applications – Eve Anderson, Philip Greenspun, Andrew Grumet, 2006, PHI.
2. Fundamentals of SOFTWARE ENGINEERING – Rajib Mall, 2nd edition, PHI
3. SOFTWARE ENGINEERING – Stephen Schach, 7th edition, TMH.

INTERNATIONAL BUSINESS ENVIRONMENT

UNIT – I

Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adapting to the changing environment.

UNIT – II

The national physical endowment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation. Energy – communication – Urbanisation – Tax structure, Inflation foreign investment.

UNIT – III

Cultural environment: Material culture – language – Aesthetics – design, colour, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture.

UNIT – IV

Legal environment – Bases for legal system – Jurisdiction International Legal disputes – International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.

UNIT – V

Fundamentals of environmental protection and economics – Environmental problems, air, water pollution – forests – land use – Environmental policy : Basic approach – Regulation – Distributive effects – International policy – India's policy and the relevant constitutional provisions – law of environment – protection in India.

BOOKS FOR REFERENCE:

1. International Marketing : Onkvist & Shaw
2. International Marketing : Philip R. Careora
3. Environmental Economics : M. Karpagam
4. Environmental Pollution : Katyal, Timmy & Satake.

Logistics and Supply chain Management

UNIT- I

Introduction to logistics – Business logistics – marketing logistics – objectives –importance – logistics and customer services – physical supply and distribution –elements and evolution of purchasing and integrated logistics – Integrated logistical activities – strategic integrated logistics management.

UNIT - II

Transportation – types – transportation decision making service selection – sea transport, Air, Courier, road and pipe lines – infrastructure – vehicle routing and scheduling – MTO / Intermodal transportation – regulation.

UNIT – III

Warehousing – concepts & development – types – operations location analysis –storage – need – functionality and principles – materials handling considerations – packaging – perspectives – purposes – functions – design and costs –Traffic inventory management models – pull and push methods – EOQ – assumptions –policies and control – methods of improved inventory management.

UNIT – IV

Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT – V

Future management of logistics – logistics and outsourcing – Benefits – third party logistics – value added services – reverse logistics.

BOOKS RECOMMENDED

1. Physical Distribution - K.K. Khanna
2. Sales and Distribution Management - S.L. Gupta
3. Logistics management - Vinod V. Sople
4. Logistical management - Bowersox Closs

Foreign Trade Laws

UNIT- I

The nature of international law and the international legal system Role –enforcement – effectiveness – juridical basis – future – international law and national law – international private

and public laws – legal framework of India’s Foreign Trade – Foreign Trade (Development & regulation) Act 1992.

UNIT – II

Law of contract – Elements – Classifications – offer and acceptance – rules as to offer and acceptance – communication of offer, acceptance and revocation –consideration – rules as to consideration – capacity to contract – free consent –legality of object – void agreements.

UNIT – III

Elements of export import contract – documents required in relation to export- import contract – Uniform law of international trade – International conventions –Carriage of goods by sea, air and over road - contract of Affreightments – sale of goods Act – conditions & warranties – transfer of property – performance of contract – right of an unpaid seller.

UNIT – IV

Technology import contracts – Technology policy and environment – selection and transfer issues – law for protection of intellectual property rights, copy right, patents, trademarks etc. FEMA- objectives, transactions.

UNIT – V

Marine Insurance – Meaning, need for marine insurance –The Marine Insurance Act 1969 – Marine Insurance policies – Insurance documents – Export (Quality control and inspection) Act 1963 – Institutional setup for quality control and inspection.

BOOKS RECOMMENDED

1. Mercantile Law, N.D. Kapoor
2. Mercantile Law, M.C. Kuchal
3. 3.International Marketing analysis and strategy, Sak Onkviset and Shaw.
4. New Exim Policy, Nabhis Publications.

Shipping and Port Management

UNIT – I

Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport

UNIT – II

Role of shipping intermediaries – shipping agents – clearing and forwarding agents – freight forwarders – freight brokers – CHAs – surveyors – stevedores – liners – opened and closed conference system – shipping freight rate structure and practices – meaning of ICD – procedures – problems and prospects – CFS – containerization – Types of containers - Benefits and constraints.

UNIT – III

Investment analysis in shipping – negotiating the sale of a ship. Bill of lading disputes – strategies for ship repair – maintenance and materials management in shipping.

UNIT – IV

Ports and harbour – classification - major and minor ports in India – regulatory framework in Indian port sector – port laws in India – shipping laws – port labour laws – privatization in Indian port sector.

UNIT – V

India's maritime trade – development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector.

BOOKS RECOMMENDED

1. Physical Distribution – K.K. Khanna
2. Shipping Management (Cases and Concepts), Raghuram Ashopa, Batnagar Dixit, Ramani Rao, Sinha.
3. The state and market in India's shipping, Nayar.

Data Mining and Warehousing

Goal:

To enable the students learn the data mining techniques and data warehousing concepts.

Objectives:

On successful completion of the course the students should have:

- Understood the data mining and data warehousing techniques.

UNIT I

Basic data mining tasks – data mining versus knowledge discovery in databases – data mining issues – data mining metrics – social implications of data mining – data mining from a database perspective. Data mining techniques: Introduction – a statistical perspective on data mining – similarity measures – decision trees – neural networks – genetic algorithms.

UNIT II

Classification: Introduction – Statistical – based algorithms - distance – based algorithms – decision tree - based algorithms - neural network – based algorithms –rule - based algorithms – combining techniques.

UNIT III

Clustering: Introduction – Similarity and Distance Measures – Outliers – Hierarchical Algorithms - Partitional Algorithms. Association rules: Introduction - large item sets - basic algorithms – parallel & distributed algorithms – comparing approaches- incremental rules – advanced association rules techniques – measuring the quality of rules.

UNIT IV

Data warehousing: an introduction - characteristics of a data warehouse – data marts – other aspects of data mart. Online analytical processing: introduction - OLTP & OLAP systems – data modelling –star schema for multidimensional view –data modelling – multifact star schema or snow flake schema – OLAP TOOLS – State of the market – OLAP TOOLS and the internet.

UNIT V

Developing a data WAREHOUSE: why and how to build a data warehouse –data warehouse architectural strategies and organization issues - design consideration – data content – metadata distribution of data – tools for data warehousing – performance considerations – crucial decisions in designing a data warehouse.

Applications of data warehousing and data mining in government: Introduction – national data warehouses – other areas for data warehousing and data mining.

REFERENCE BOOKS

1. Margaret H. Dunham, “Data mining introductory and advanced topics”, Pearson education, 2003.
2. C.S.R. Prabhu, “Data warehousing concepts, techniques, products and applications”, PHI, Second Edition.
3. Arun K.Pujari, “ Techniques”, Universities Press (India) Pvt. Ltd., 2003.
4. Alex Berson, Stephen J. Smith, “data warehousing, data mining, & OLAP, TMCH, 2001.
5. Jiawei Han & Micheline Kamber, “ Data mining Concepts & Techniques”, 2001, Academic press

Marketing Research

UNIT -I

Marketing Research: Meaning, nature and role of marketing research; Organization of marketing research; Marketing research process: Problem identification and definition; Determination of information needs; Developing research proposal.

UNIT -II

Research Design: Types of research Design – Exploratory, descriptive and conclusive researches; Secondary and primary data: Sources of secondary data; Primary data collection instruments – Questionnaire designing and testing; Schedule; Observation methods; Scaling techniques and attitude measurement; Online data sources and research.

UNIT -III

Sample Design: Defining the universe and sampling unit; Sampling frame; Probability and non-probability sampling methods; Sample size determination, Data collection and survey errors.

UNIT -IV

Data Analysis and Interpretation: Data editing and coding; Tabulation and graphic representation; Statistical data analysis including estimation, hypothesis testing, advanced data analysis techniques; Report preparation and presentation.

UNIT -V

Application of Marketing Research : Product research; Advertising research; Market and sales analysis; Marketing research in India; Ethical issues related to marketing research.

TEXT BOOKS:

1. Boyd, Harper W. Jr., Westfall, Ralph and Stasch, Stanley, Marketing Research.
2. Marketing Research:Text and Cases, Richard D.Irwin Inc., Homewood, Illinois.
3. Sharma S.S., Marketing Research.

Software Engineering

Unit- I

Introduction-The evolving role of s/w-s/w crisis-s/w myths-s/w engineering technology- the s/w process- s/w process models- the prototyping model.

Unit-II

Requirements engineering- system modeling- requirements analysis and elicitation for software- s/w prototyping- specification- mechanics of structured analysis- data dictionary- elements of analysis model- data modeling- functional modeling and information flow.

Unit-III

Object oriented design- design for object –oriented systems-the system design process-s/w design and s/w engineering- the design process- design principles-design concepts- effective modular design- design heuristics for effective modularity.

Unit-IV

Mapping requirements into a s/w architecture- transform mapping- transaction mapping- user interface design – interface design activities- s/w testing techniques- s/w testing fundamentals- white box testing- basis path testing- control structure testing black box testing.

Unit V

S/w testing strategies – a strategic approach to s/w testing- validation testing system testing- the art of debugging- s/w quality- s/w reengineering- reverse engineering – building blocks for CASE- a taxonomy of CASE TOOLS.

TEXT BOOKS:

1. Roger S Pressman, “Software engineering”, 5th edition. TMH publishers.

REFERENCE BOOKS:

1. Watts S Humphrey, “A discipline for software engineering”, Pearson education publishers, 2001.
2. Ian Somerville, ” Software Engineering”, 6th edition, Pearson education publishers, 2001.

Brand Management

UNIT I :

Brand-history of branding-importance of branding-strategic brand management process-brand image-branding challenges and opportunities.

UNIT II :

Brand positioning-brand equity-sources-building a strong brand-brand building implications-identifying brand positioning-positioning guidelines-defining brand values-internal branding.

UNIT III:

Planning and implementing brand marketing-choosing brand elements-criteria-options and tactics for brand elements-new perspective on marketing-co-branding-guidelines-licensing guidelines.

UNIT IV:

Measuring and interpreting brand performance-brand value chain-brand tracking studies-establishing effective brand equity management systems-capturing market performance-comparative methods.

UNIT V:

Implementing brand strategies-brand product matrix-breadth and depth of branding strategy-brand hierarchy-designing a long term brand strategy-brand extensions-advantages and disadvantages-reinforcing brands-adjusting brand portfolios.

TEXT BOOKS:

Kelvin Lane Keller-Strategic Brand Management-Prentice Hall India, 2003.

REFERENCE BOOKS:

Jean Noel Kapferer-Strategic Brand Management, Prentice Hall, 2004.

Micheal Moon And Dova Millison-Building Brand Loyalty In the Internet Age, Tat McGraw Hill, 2000.

Ajay Kumar-Brand Management Text and Cases-India Book Distributors, 2000.

Logistics and Sales Management

UNIT I:

Introduction to Logistics and competitive Strategy- Definition and Scope of Logistics- Functions & Objectives- Customer Value Chain- Service Phases and attributes-Value added logistics services- Role of logistics in Competitive strategy.

UNIT II:

Warehousing and Materials Handling- Warehousing Functions- Types-Site Selection-Decision Model- Layout Design- Costing- Virtual Warehouse. Material Handling equipment and Systems- Role of Material Handling in Logistics. Material Storage Systems- principles-benefits-methods. Automated Material Handling.

UNIT III:

Transportation System- Evolution, Infrastructure and Networks. Freight Management-Route Planning-Containerization. Modal Characteristics, Inter-modal Operators and Transport Economies. Packaging as Unitization. Consumer and Industrial Packaging.

UNIT IV:

Current Trends- Logistics Information Systems- Need, Characteristics and Design. E-Logistics- Structure and Operation. Logistics Resource Management. Automatic Identification Technologies. Warehouse Simulation. Reverse Logistics- Scope, design and as a competitive tool. Global Logistics- Operational and Strategies Issues. Strategies logistics Planning.

UNIT V:

Sales management- Meaning and objectives of sales management, responsibilities of sales manager; role of sales manager as leader of sale force, sales management and marketing management relationship Salesmanship. Meaning, scope, importance and limitations; Management of Sales. An introduction to retailing system, retailing definition, structure, retailing mix, retail store location, flow, retail pricing Objectives of sales forecasting; methods and procedures of sales forecasting.

References:

1) Slope Vinod V, Logistics Management- The Supply Chain Imperative, Pearson

Education, Indian Reprint 2004.

- 2) Ailawadi C Sathish & Rakesh Singh, Logistics Management, Prentice Hall India, 2005.
- 3) Coyle et al., The Management of Business Logistics, Thomson Learning, 7th Edition, 2004.
- 4) Sales Management Decision, policy by R Still and Cundiff.
- 5) Salesmanship by Upatric, CA.
- 6) Bowersox Donald J, Logistical Management- The Integrated Supply Chain Process Tata Mc Graw Hill, 2000.

International Services Marketing

Unit – I

Foundations of service marketing –concepts – scope and dimensions – services marketing environment – global and national perspectives.

Unit –II

Classification of services – distinctive features of services – service market potential.

Unit –III

Factors contributions to the growth of service marketing in the Indian context – Assessing service marketing opportunities – service marketing segmentation – global strategies.

Unit –IV

Targeting service users – positioning strategies – developing brand new service – pricing of service issues relating to distribution [both national and international]

Unit –V

Designing communication mix for promoting international service – adverting and publicity for services – personal selling in relation to services – I.T impact on service marketing.

Reference:

1. Christian Gronroos, services management and marketing, John wiley & sons ltd 2000
2. Kruse, Service marketing, John wiley & Sons Ltd 2000.
3. Philip Kotler, Marketing of non – profit organization, Prentice Hall, 2000

Quality Management Services

Unit –I Introduction

Quality management –Definition –Basic approach – gurus of TQM – historical review – Obstacles – Benefits of Quality Management – Quality cost

Unit –II Customer satisfaction

Customer satisfaction – Introduction –Customer perception of Quality – Feedback – Using customer complaints – Service quality – elements of customer service – customer care – customer retention.

Unit –III Leadership

Definition – Characteristics of quality leaders - habits of highly effective people – ethics – the Deming philosophy – role of quality leaders – quality councils – quality statements – strategic planning – communications – decision making.

Unit –IV Quality management systems

Introduction – Benefits of ISO Registration –ISO 9000 Series of standards –ISO 9001 Requirements – Implementation – Documentation – Writing the documents – Internal Audits – Registration – Closing comments.

Unit –V Tools and Techniques for Quality management

Quality function Deployment [QFD],- Benefits , voice of customer, house of quality, QFD Process Failure model effect analysis[FMEA] – requirements of reliability, failure rate, stages, Process and documentations, Taguchi techniques – Introduction – Loss function, and tolerance design. Seven old (Statistical) tools, seven new management tools
POKAYOKE

Text Book:

1. Dale H. Besterfield etal, total quality management, third edition Pearson education.

References :

2. Willam J.Kolarji, creating quality, Mc Graw Hill, 1995.
3. Indian Standard – Quality management Systems – guidelines for performance improvement, Bureau of Indian standards, New Delhi.

Money and Banking

UNIT - I

Money: Evolution and functions of money – Significance of money – Quantity theory of money (Fishers and Cambridge) – Demand for and supply of money

UNIT - II

Commercial Banking: Functions and kinds – Balance sheet of a commercial bank – Investment policy – commercial bank in economic development – Branch Banking and Unit Banking – Deposit Banking Vs Mixed Banking - credit creation of Commercial Banks.

UNIT – III

Central Banking: Functions of a central bank – credit control – quantitative controls – selective controls - RBI and economic development

UNIT – IV

Money market: Structure – organized and unorganized money market – Development of money market – Indian Money Market – London and Newyork Money Markets – Capital Market in India

UNIT – V

Inflation: Meaning and definition – Kinds of inflation – causes and consequences of inflation – Deflation – Inflation in a developing economy

BOOKS RECOMMENDED

- ☞ KPM Sundaram, Money and Banking and International Trade, Sultan Chand &sons.
- ☞ KPM Sundram, Money Banking, Sultan Chand & sons.
- ☞ ML Jhingan, Money Banking and International Trade, S.Chand
- ☞ S.Sankaran, Money Banking and International Trade, Margham Publications.
- ☞ Ashok Desai, Indian Banking, HPH
- ☞ Gordan & Natarajan, Banking, HPH

Tourism Planning and Development

Objective: The module will expose the students about the Tourism policy of India and of a few tourism states of the country.

Unit-I: Introduction: Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organizations in carrying out tourism policies.

Unit-II: Tourism Policy: Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

Unit-III: Understanding Tourism Planning: Conceptual meaning of Tourism Planning Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale. Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project(development of the Buddhist circuit).

Unit-IV: International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement.

Unit-V: Tourism Marketing: Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services- Challenges and strategies.

Suggested Readings:

☞ New Inskip, Edward, tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.

☞ Ashworth, G.J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford.

☞ Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).

☞ Sharma, J.K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

Maclean, Hunter: Marketing Management (Tourism in your business).

Merger and Acquisitions

UNIT – I

Mergers and acquisitions – concept – Features of mergers – Motives for mergers – Dubious reasons for mergers – Indian experiences – Emerging trends in India, strategic perspectives to corporate repositioning including restructuring and M&A.

UNIT – II

Valuation of a target (tangibles and Intangibles) – Estimating cost of merger – Financed by cash – Financed by Stock – Asymmetric information – Tax issues, stamp duty and accounting issues.

UNIT – III

Forms of acquisitions – Deal structuring, Financing and negotiating legal and procedural issues (including reverse merger) SEBI guidelines.

UNIT – IV

Takeover code and M & A procedures, takeover techniques and defensive strategies.

UNIT – V

Cross boarder deals, leveraged buyouts, post merger integration issues.

TEXT BOOKS

1. Principles of Corporate Finance – Richard A. Brealey, Staward C. Myres
2. Corporate Mergers in India – R.K. Mandal, Kanishka Publications.

REFERENCE BOOKS

1. SEBI Guidelines on Merger and Acquisition.
2. Corporate Merger – Dr. Sundareshan, Excel Book Publishers
3. Mergers, Restructuring & Corporate Control – Weston, Churg, Hoag.
4. Mergers et al., Issues, Implications and case laws in corporate restructuring, S. Ramanujam, Tata McGraw Hill Publishers.
5. Financial Management and Policy – James C. Vanhorne.

Security Analysis and Portfolio Management

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 - Jenson 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 BOOK:

1. Security analysis and Portfolio management - Fischer and Jordan

Reference books:

1. Investment - Jack Clark Francis & Richard W.Taylor
2. Investment Management - V.K. Bhalla
3. Modern Portfolio Theory and Investment analysis - Elton and Gurbar
4. Portfolio Management - S.K.Baura

5. Investment Analysis and Portfolio Management – Reilly

INTERNATIONAL FINANCE FLOWS

Unit – I : Foreign Portfolio Investment : Introduction; function portfolio investment; Major capital movement.

Unit – II : Foreign Investment in India : Emerging Trends and Policy developments : Introduction; Policy and Development; External Commercial Borrowings; Portfolio Investment;

Unit – III : Modern Portfolio Theory – Oriental Approach to Assess the Riskiness of Foreign Claims : Introduction, How to Generate the Distribution of Portfolio Returns; Foreign Portfolio Investment; regulatory Framework.

Unit – IV : Techniques of Portfolio Investment : Techniques of Portfolio Investment; Global Depository Receipts (GDRs);

Unit – V : International Taxation : Introduction; The Benefits and Costs of Openness; Efficiency; Incidence; The Problem and Promise of Tax Harmonization.

Books for Reference :

1. Donald E. Fischer & Ronald J. Jordan, *Security Analysis and Portfolio Management*, Prentice Hall of India Private Limited, New Delhi, 1999.
2. Lorie, James H. and Hamilton, Marry T., *The Stock Market, Theories and Evidence*, Homewood, Illinois : Richard D. Irwin 1973.
3. Investment - Jack Clark Francis & Richard W.Taylor.

Foreign Exchange

UNIT – I

Foreign exchange : Meaning – Administration of foreign exchange – Functions of the foreign exchange department of a bank – Foreign exchange market in India – Exchange Control : Objectives and Methods.

UNIT - II

Exchange Arithmetics: Nostro and Vostro Accounts : Spot and Forward Deals for the purchase and sale of foreign currencies – selection of buying and selling rates and calculation of appropriate forward rates.

UNIT – III

Export Financing : Packing Credit Advances, Advances against duty drawback, Other services to exporters – post – shipment finance : Purchase/Negotiation of exporters – post – shipment finance : Purchase/Negotiation of export bills, scrutiny of bills drawn under letter of credit, collection of export bills, advance against bills under collection and consignment exports.

UNIT - IV

Export – Import Bank of India : Lending to Indian exporters, Lending to foreign governments and companies, loans to commercial banks in India, Non – lending services and Forfeiting. Export Credit Guarantee Corporation of India Limited : Standard policies, Specific policies and guarantee to banks.

UNIT - V

Import Financing : Import licenses – Letter of Credit : Mechanism and types –Opening of a letter of credit – Payment of import bills – import trust receipt – Deferred payment imports – Foreign currency loans.

BOOKS RECOMMENDED

- ✂ Francis - International Trade and Export Management.
- ✂ C.Jeevanandam - Foreign exchange – Practice, concepts and control.
- ✂ Reserve bank of India - Exchange control manual – Vol.I & II.
- ✂ S.K.Verghese - Financing Foreign Trade.
- ✂ K.K.Andley and V.J.Mattoo - Foreign exchange – principles and practice.

Project Work & Viva-Voce

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
