

**MAHARSHI DAYANAND UNIVERSITY
ROHTAK**

Ordinance

and

Scheme of Examination

And

Detailed Syllabi

for

B.Com (Industry Integrated)

2011-12

Ordinance

BACHELOR OF COMMERCE (INDUSTRY INTEGRATED) PROGRAM

1. The duration of Bachelor of Commerce – (Industry Integrated) i.e. B.Com (II) programme shall be three academic years. Each year shall be divided into two semesters. Thus the B.Com (II) shall comprise of six semesters spread over three years. Each semester shall have at least 90 teaching and industry training days as under. On successful completion of all the six semesters the students will be awarded the Bachelors Degree in Commerce. A candidate can complete all the six semesters within a maximum period of 6 years. Thus, the maximum duration of the B.Com-II programme shall be 6 years.

1st & 2nd Semester Teaching days = 5 days per week

3rd, 4th, 5th, & 6th Semesters Teaching days = 2 days per week
Industry days = 4 days per week

2. The examinations for the first, third and fifth semester shall ordinarily be held in the month of January and for the second, fourth and sixth semester in the month of June or on such dates as may be fixed by the Vice – Chancellor. However the practical examination / Training Report / Project Report / Workshop Viva – Voce examination shall be completed at least a week before the theory examinations.

3. The last date for receipt of admission – cum – examination forms and fees shall be notified by the Professor Coordinator, Industry Integrated Programs, MDU Rohtak from time to time.

4. A supplementary examination for the 1st, 2nd, 3rd, and 4th semesters shall be held along- with their regular semester examination of 3rd, 4th, 5th and 6th Semesters respectively. Supplementary for all Semester's shall be held along with regular examination of 6th semester and supplementary examination of 6th semester will be held within a period of 3 months from the declaration of 6th semester result.

5. The Director / Principal of the Coordinating Institute (appointed by the University for conducting and monitoring the program) shall forward to the Professor Coordinator, IIC, a list of the students along- with admission–cum–examination forms duly attested along with the fee to be prescribed by the University from time to time and original Detail Mark Card / Certificate of the qualifying examination within 20 working days of the last date of admission of each semester. Thereafter late fee of Rs.1000/- per student shall be charged by the University.

6. Admission to the B.Com (II) program shall be open to candidate who have Passed their senior secondary examination on the pattern of 10+2 from a recognized Board of Education or an equivalent examination recognized as equivalent thereto by the University.

7. Each candidate shall be examined in the subject(s) prescribed by the Academic Council from time to time.

8. The medium of instruction and the examination shall be English.

9. (a) 20% marks in each written paper (s) (excluding paper (s) relating to computer / IT / Training Report / Project report / Workshop paper/ Viva – Voce examination) shall be assigned for internal assessment. Internal assessment shall be based on factor such as participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation, attendance and over all conduct of student at institute. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each paper. The Director / Principal of the concerned ELC (Extended Learning Centre) conducted the program shall submit internal assessment marks for each required paper (s) with coordination institute which will forward to the same to the University at-least one week before the completion of semester examination. The Director / Principal of the concerned ELC shall preserve the record of internal assessment which can be inspected by the University up to one month after the date of declaration of semester examination.

Computer / IT / Workshop related paper shall have presentation and practical examination of 100 marks each. The practical examination shall be conducted by Board of examiners consisting of one external expert to be appointed by the University and the internal faculty nominated by the Director / Principal of the concerned ELC. The panel of external examination for each such paper shall be given by the University at least three weeks before the commencement of theory examination.

10. The minimum percentage of marks to pass the examination in each semester shall be:

(a) 40% marks in each written / practical paper and internal assessment separately and 40% marks jointly.

(b) 40% marks in the external and internal evaluation separately in case of Training Report / Project Report / Workshop paper and 40% in viva –voce examination.

(a) The 1st & 2nd semester Examination shall be open to a student who has been on the rolls of the institute running the programme during the semester and has attended not less than 75% of the total lectures delivered in the concerned semester.

(b)The 3rd, 4th, 5th and 6th semester examinations shall be open to a candidate who has been on the rolls of the institute during the concerned semester, attended not less than 75% of the total lectures delivered and 80% of industry days allotted in the concerned semester.

11.The amount of examination fee to be paid by a candidate for each semester examination shall be decided by the University from time to time.

12. Every candidate may be promoted to the next semester class automatically unless detained from examination on any genuine grounds.

13. The internal assessment award of a candidate who fails in a semester examination shall be carried forward to the next examination for the same semester subject to the condition that the candidate has obtained the minimum assessment marks i.e. 40% as laid down in Para 10. If the candidate does not obtain the minimum internal assessment marks in any paper(s)/practical/workshop etc. will be provided an opportunity to appear before the Committee of Examiners, to be constituted by the Director of the Institute, to re assess performance of the candidate. The internal assessment/workshop/practical/viva-voce marks given by the Committee shall be final.

14. As soon as possible after the termination of the semester examination Controller of Examination shall publish the result of the candidates within 60 days.

15. Every student shall have to undergo training in an industry and teaching in the institute/ as mentioned in Clause 1 above shall have to submit the training report /project report as prescribed in the scheme of examination.

16. The candidate shall be required to have an exposure of the actual functioning of a reputed organization and complete the specific project of this training. The work done by the candidate during the period of training shall be submitted in the form of a training report. The candidate shall be required to submit two copies of training report through the Director/Principal of the concerned ELC typed in double space to office of The Controller of Examination. The last date for the receipt of Training Report in the office of the Controller of Examinations shall be within one month after the date of completion of training provided that in exceptional cases the Vice-Chancellor on the recommendation of the Principal /Director may extend the last date of the receipt of the training report with late fee to be prescribed by the University from time to time.

17. The comprehensive viva-voce examination as well as viva-voce examination for training report / project report / Workshop paper shall be conducted by the Board of Examiners comprising the following members:

- (i) One expert nominated by the University.
- (ii) Director/Principal of the ELC or his nominee.
- (iii) One Executive from a reputed business organization, to be nominated by UGBOS in commerce. Two members shall form quorum. There will be separate boards for each examination

The practical examination(s) of the courses wherever prescribed in the scheme of examination shall be conducted by the following Board of Examiners consisting of the following two members:

- (i) One internal faculty member (to be appointed by the Director / Principal of ELC and
- (ii) One external examiner to be appointed by the Vice – Chancellor on the recommendations of the UGBOS in Commerce.

18. The list of successful candidates after the sixth semester examination shall be arranged in two divisions on the basis of the aggregate marks obtained in his Bachelor's Degree of Commerce as under:

- (i) Those who obtain 60% or more marks - First Division
- (ii) Those who obtain 50% or more marks but less than 60%marks. - Second Division
- (iii) Those who obtain less than 50% marks - Third Division
- (iv) Candidate who passes all the six semester examination in the first attempt obtaining 75% or more marks of the total aggregate shall be declared to have passed with Distinction.

19. No improvement facility shall be provided to B.Com (II) students. However, grace marks may be allowed as per University Rules. The final degree and marks sheet of B..Com (II) shall be delivered to the students only after determining all the eligibility conditions imposed by the University from time to time. If the student is found to be not eligible even after completing the program, University shall have right to cancel/withhold his final result and the student shall have no legal right to claim the refund of fee or any financial or non-financial compensation.

20. Notwithstanding the integrated nature of this course which is spread more than one academic year, the ordinance in force at the time a student joins the course shall hold good only for the examination held during or at the end of the academic year and nothing in this ordinance shall be deemed to debar the University from amending the ordinance and revise the fee structure and the amended ordinance and the revised fee structure if any shall apply to all the students whether old or new.

Scheme of Examinations

B.Com (Industry Integrated)

Semester 1

Paper No.	Title of the Paper	External Marks (Theory)	Internal Assessment Marks	Practical/ Viva Marks	Total Marks
1.1	Workshop on Business Organization and Management	-		100	100
1.2	Business Economics	80	20	-	100
1.3	Financial Accounting	80	20	-	100
1.4	Workshop on Computer Applications in Business	-		100	100
1.5	Business Statistics	80	20	-	100
1.6	Workshop on Business Communication	-		100	100

Semester 2

Paper No.	Title of the Paper	External Marks (Theory)	Internal Assessment Marks	Practical/ Viva Marks	Total Marks
2.1	Workshop on Organizational Behavior			100	100
2.2	Business Mathematics	80	20	-	100
2.3	Workshop on Macro Economic Foundations	-		100	100
2.4	Cost Accounting	80	20	-	100
2.5	Workshop on Business Environment			100	100
2.6	Environment Management	80	20	-	100

Semester 3

Paper No.	Title of the Paper	External Marks (Theory)	Internal Assessment Marks	Practical/ Viva Marks	Total Marks
3.1	Financial Management	80	20	-	100
3.2	Management Accounting	80	20	-	100
3.3	Workshop on Indian Financial System	-		100	100
3.4	Marketing Management	80	20	-	100
3.5	Workshop on Indian Constitution	-		100	100
3.6	Training Report	-		100	100

Semester 4

Paper No.	Title of the Paper	External Marks (Theory)	Internal Assessment Marks	Practical/ Viva Marks	Total Marks
4.1	Human Resource Management	80	20		100
4.2	Workshop on Production & Operations Management			100	100
4.3	Workshop on Total Quality Management			100	100
4.4	Business Legislations	80	20	-	100
4.5	Principles of Banking	80	20	-	100
4.6	Training Report	-		100	100

Semester 5

Paper No.	Title of the Paper	External Marks (Theory)	Internal Assessment Marks	Practical/ Viva Marks	Total Marks
5.1	Strategic Management	80	20	-	100
5.2	Income Taxation	80	20	-	100
5.3	Workshop on Research Methodology	-		100	100
5.4 (F/M/H)	Specialization Paper 1 (Workshop)		100	100	100
5.5 (F/M/H)	Specialization Paper 2	80	20	-	100
5.6	Training Report	-		100	100

Semester 6

Paper No.	Title of the Paper	External Marks (Theory)	Internal Assessment Marks	Practical/ Viva Marks	Total Marks
6.1	International Business	80	20	-	100
6.2	Management Information Systems	80	20	-	100
6.3	Workshop on Auditing			100	100
6.4 (F/M/H)	Specialization Paper 3 (Workshop)			100	100
6.5 (F/M/H)	Specialization Paper 4	80	20	-	100
6.6	Training Report	-	100	100	100

GROUP 1 - FINANCE

5.4F Workshop on Financial Markets and Services

5.5F Advanced Financial Management

6.4F Workshop on Security Analysis and Portfolio Management

6.5F Insurance and Risk Management

GROUP 2 - MARKETING

5.4M Workshop on Consumer Behavior.

5.5M Advertising & Sales Management

6.4M Workshop on Marketing Research

6.5M Service Marketing

GROUP 3 - HUMAN RESOURCE MANAGEMENT

5.4H Workshop on Labor Legislations

5.5H Compensation Management

6.4H Workshop on Industrial Relations.

6.5H Human Resource Development

Detailed Syllabi **I Semester**

1.1 WORKSHOP ON BUSINESS ORGANIZATION AND MANAGEMENT

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT -I

Business - meaning -business and profession, requirements of a successful business-Organization - meaning - importance of business organization. Forms of business Organization

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 –II

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions. Organizing: Types of organization - Organizational structure - span of control - use of staff units and committees. Delegation: Delegation and centralization - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

UNIT - III

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.

UNIT IV

Workshop Exercises:- Comparison of various features of forms of Business Ownership, A practical Session on Communication skills, Listing the social responsibilities of a firm of your choice with pertinent information and photos, Prepare a Diagram of decision making in an organization of your choice, Identify the list of Ethical practices followed by an organization of your choice, Describe leadership and its skills with an example of existing Leaders.

REFERENCE BOOKS

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

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

1.2 BUSINESS ECONOMICS

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT I

Economics - Definition - Economic Analysis - Micro and Macro Economics – Business Economics - Definition - Scope of Business Economics - Economic Concepts Applied in Business Economics - Role and Responsibilities of a Business Economist.

UNIT II

Law of Demand - Determinants of Demand - Demand Distinctions - Indifference Curve Analysis - Consumer's Equilibrium - Elasticity of Demand - Types - Measurement - Demand Forecasting - Methods of Demand Forecasting - Consumer Surplus - Measurement of Consumer Surplus.

UNIT III

Cost Concepts - Cost-Output Relationship - Production Function - Isoquants – Law Of Variable Proportions - Returns to Scale - Producer's Equilibrium

UNIT IV

Market Structure- Price and Output Determination under Perfect Competition - Monopoly - Discrimination Monopoly - Monopolistic Competition - Oligopoly: Cartels, Price Leadership and Price Rigidity - Pricing policy - Objectives of Pricing Policy - Pricing Methods

Books for Reference

1. Business Economics - KPM Sundharam and EN Sundharam
2. Fundamentals of Business Economics - D.M.Mithani and VSR.Murthy
3. Principles of Business Economics - PN. Reddy and HR.Appanniah
4. Business Economics - Sankaran
5. Managerial Economics: Barry Keating and J. Holton Wilson: Biztantra.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section 'A' shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

1.3 FINANCIAL ACCOUNTING

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT - I

Basic accounting concepts - kinds of accounts - Double Entry System, bookkeeping – journals, subsidiary books - Cash book-Purchase book – Sales book-Sales return and Purchase return books. - Trial Balance, errors and their rectification; Bank Reconciliation Statement

UNIT- II

Manufacturing –Trading - Profit & Loss account-Balance sheet

UNIT - III

Accounting for non-trading institutions - Income & Expenditure accounts, Receipts and Payments Accounts and balance sheet ; Accounting for depreciation.

UNIT - IV

Preparation of accounts from incomplete records. Introduction to TALLY 9.2

BOOKS FOR REFERENCE:

1. Dr. S.N. Maheswari , Financial Accounting
2. BS Raman, Financial Accounting
3. Grewal and Gupta, Advanced Accounting
4. Radhaswamy and R.L. Gupta, Advanced Accounting
5. S.Kr. Paul, Advanced Accounting
6. P.C. Tulasian, Pearson Editions, Introduction to Accounting
7. Jain & Narang, Financial Accounting

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

1.4 WORKSHOP ON COMPUTER APPLICATIONS IN BUSINESS

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

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, Mainframe and Super Computers. Analog, Digital and Hybrid Computers - Business and Scientific Computer systems - First, second, third and fourth generation Computers, Laptop or notebook Computers - Data Processing Systems- Batch, Online and Real time system - Time sharing , Multiprogramming and Multiprocessing systems - Networking: Local and Wide Area Network

UNIT III

Components of Computers - Input ,Output and Storage Devices - Software: System Software and Application Software; Programming Language-Machine Language-Assembly Language, Higher Level Languages. Flow Chart and Program Flow Chart - Steps in developing a Computer program.

UNIT IV

Operating Systems: DOS, Windows, UNIX, Windows NT, Windows98 – E-Commerce. Internet- Extranet- E-mail and its uses - World Wide Websites, Mobile Computers.

Books for Reference

1. Computer and Common Sense-Roger Hunt and John Shellery
2. Using Micro Computers- Brightman and Dimsdale
3. P.C.Software Made Simple-R.K.Taxali
4. Introduction to Computers-Alexis Leon and Mathews Leon
5. Information Technology for Management-Henry C.Lucas

LAB Work for COMPUTER APPLICATIONS IN MANAGEMENT
MS OFFICE
I-MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations:
Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text boxes and clip parts.
3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
5. Prepare a Wizard by using Wizard/ Templates.

II-MS EXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations:
Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.

III-MS POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions:
Top down, Bottom up, Zoom in and Zoom out. The presentation should work in custom mode.

IV-MS ACCESS

1. Prepare a payroll for employee database of an organization with the following Details:
Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.
2. Create mailing labels for student database which should include atleast three Table must have at least two fields with the following details:
Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.

1.5 BUSINESS STATISTICS

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT – I

Meaning and Scope of Statistics – Characteristics and Limitations – Presentation of Data by Diagrammatic and Graphical Methods - Measures of Central Tendency – Mean, Median, Mode, Geometric Mean, Harmonic Mean.

UNIT - II

Measures of Dispersion and Skewness – Range, Quartile Deviation and Standard Deviation – Pearson’s and Bowley’s Measures of Skewness. - Simple Correlation – Pearson’s coefficient of Correlation – Interpretation of Co-efficient of Correlation – Concept of Regression Analysis – Coefficient of Concurrent Deviation.

UNIT – III

Index Numbers (Price Index Only) – Method of Construction – Wholesale and Cost of Living Indices, Weighted Index Numbers – LASPEYRES’ Method, PAASCHE’S Method, FISHER’S Ideal Index. (Excluding Tests of Adequacy of Index Number Formulae).

UNIT - IV

Analysis of Time Series and Business Forecasting – Methods of Measuring Trend and Seasonal Changes (Including Problems) Methods of Sampling – Sampling and Non-Sampling Errors (Theoretical Aspects Only)

Books for Reference

1. Navanitham, P.A., “Business Mathematics and Statistics”, Jai Publishers.
2. S.P. Gupta, “Statistical Methods”.
3. M. Sivathanu Pillai, “Economic and Business Statistics”.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

1.6 WORKSHOP ON BUSINESS COMMUNICATION

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT-I

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

UNIT-II

Communication through letters - Layout of letter business enquiries - Offers and Quotations - Order - Execution of Orders - Cancellation of Orders - Claims - Adjustments and settlement of accounts - Letters of complaints - Collection letters - Status enquiries - Bank correspondence - Tenders - Letter to the editor.

UNIT-III

Correspondences of Company Secretary with share holders and directors - Agenda - Minutes - Preparation. Communication through reports: Essentials – Importance contents - Reports by individuals - Committees – Annual report - Application for appointment - Reference and appointment orders. - Internal Communication: Short speeches - Memo – Circulars Notices - Explanations to superiors - Communication media - Merits of various devices - Intercom, Telegrams, Telex and Telephone - Fax - Internet.

UNIT IV

Workshop Exercises:- A minimum of 5 exercises to be done on the above units.

Books for Reference:-

- 1.Ramesh M.S. and Oattan Shetty C.C. : Effective Business English and Correspondence.
2. Business communication - Rajendra Pal
- 3.Business Communication - Pattern Chetti

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

II Semester

2.1 WORKSHOP ON ORGANIZATIONAL BEHAVIOR

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT - I

Concept of organizational Behavior –scope of organizational psychology – individual differences – intelligence tests – personality tests – nature, types and uses. Perception – Motivation – theories (Maslow’s- Herzberg, Mc Gregor - x and y theory) – financial and non financial motivation.

UNIT –II

Job satisfaction – meaning – factors – job simplification- job enlargement – job enrichment – job design – morale – employee – attitude – and behavior – and their significance to employee productivity quality of work life.

UNIT –III

Concept of group Dynamics – concept and features of group – types of group behavior – formal and informal groups – group behavior – group norms Hawthorne experiment conflict – types of conflict- resolution of conflict. Leadership – types – theories (Trait, managerial) organization development – communication – communication network – counseling and guidance.

UNIT IV

Workshop Exercises:-Meaning of Job Enrichment and list the reconcilements of Job enrichment, Briefly explain the Characteristics of Attitude and components of Attitudes, List the Determinants of Personality with suitable examples for each, Perception – explain the concept through live examples, List down the leadership styles by citing examples from the corporate world.

Books for reference:-

1. Keith Davis – Human Behavior at Work.
2. Ghosh - Industrial Psychology
3. Fred Luthans – Organizational Behaviors
4. L.M Prasad – Organizational Behaviors
5. Organizational Behavior - By Stephen Robbins

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

2.2 BUSINESS MATHEMATICS

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT – 1 :

Number System: Natural numbers, even – odd numbers, integers, prime numbers, rational, irrational and real numbers, HCF & LCM. - Theory of equations: meaning, types of equations –simple linear and simultaneous equations (only two variables) eliminations and substitution method only. Quadratic equation factorization and formula method ($ax^2 + bx + c = 0$ form only) problems on commercial application.

UNIT – 2:

Progressions: Arithmetic progressions finding the 'n'th term of an AP and also sum to 'n' terms of an AP. Insertion of Arithmetic means in given terms of AP and representation of AP. Geometric progression: finding nth term of GP. Insertion of GMs in given GP and also representation of GP.

UNIT – 3:

Matrix and Determinants: meaning and types of matrices –operations of addition, subtraction, multiplication of two matrix – problems, transpose and determinant of a square matrix- minor of an element co-factor of an element of a determinants. Problems application of determinants of business problems, adjacent of a square matrix, singular and non singular matrices – inverse of square matrix – solutions of system of linear equations in two variables using Cramer's rule.

UNIT – 4:

Commercial Arithmetic: simple interest, compound interest including half yearly and quarterly calculation. Percentages, bills discounting, concepts of Ratios, duplicate-triplicate and sub-duplicate of a ratio. A/c proportions, fourth, third and inverse proportion problems.

BOOKS FOR REFERENCE:

1. Dr. A K ARTE & R V PRABHAKAR: A textbook of Business Mathematics.
2. DORAI RAJ : Business Mathematics.
3. SANCHETHI AND KAPOOR: Business Mathematics
4. ZAMIRUDDING KHANNA: Business Mathematics
5. SAHA: Mathematics for Cost Accountants
6. SONI: Business Mathematics.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section 'A' shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

2.3 WORKSHOP ON MACRO ECONOMIC FOUNDATIONS

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT-I

Macroeconomics – An overview, Concept, Nature, Limitations, Significance, Static, Dynamic, Comparative, Important Policies (elementary) New economic Policy, Liberalization – Concept, Impact and Extent. Privatization – Concept, Impact, Extent and Mode. Globalization – Concept, Impact and Extent. Monetary Policy – Meaning, Objectives, Significance. National Income – Meaning, Flow concept, Measurement, Problems

UNIT- II

Theories of Macroeconomics. Classical Theory Income and Employment- (Says Law & Wage Price Flexibility). Keynesian Theory of Employment: An Overview. Balance of Payment & Balance of Trade: Meaning, Current Account & Capital Account. Business Cycles- Introduction, Phases of Business Cycles, Theories of Business Cycles.

UNIT – III

Nature of fiscal policy, fiscal deficits, fiscal policy in relation to growth and price stability, basic issues in fiscal deficit management, nature and management of public debt; business taxes-types, rationale and incidence. - Money and Banking, Money. Nature and functions of Money. Supply of money and types of Money. Fishers Quantity theory of Money. Banking, Commercial Banks – Meaning, Functions including Credit Creation. Central Bank: Meaning, Function and Methods of Credit Control.

UNIT IV

Workshop Exercises:- Select and discuss the case studies that will have impact on business decisions, Make a survey on the Demand forecasting for a product, Chart out the factors influencing pricing policy, Present the Balance of payment chart of India for the latest year, Present a diagram showing business cycles

Books for Reference:-

Jhingan M.L., Macro-Economic Theory, Vrinda Publication Ltd.

Vaish M.C. Vaish, Macro-Economic Theory, Vikas Pub.

Ahuja H.L., Macroeconomics- Theory and Policy, S. Chand & Company Ltd

D N Deivedi Managerial Economics-Vikas Pub.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

2.4 COST ACCOUNTING

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT – 1:

Introduction – Meaning of Cost, costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts – Application of Cost Accounting – Designing and installing a Cost Accounting system – Cost concepts and Classification of Costs – Cost Unit – Cost Center – Elements of Cost – Preparation of cost sheet – Tenders and Quotations – Problems.

UNIT – 2:

Classification of materials – Material Control – Purchasing procedure – store keeping – techniques of Inventory control – Setting of stock levels – EOQ – Methods of pricing materials issues – LIFO – FIFO – Weighted Average Method – Simple Average Method – Problems.

UNIT – 3:

Control of labour cost – Labour Turn Turnover – Causes and effects of labour turnover – Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking – Idle time, causes and treatment – Overtime – Methods of Wage Payment, Time rate and Piece Rate – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan – Taylor's and Merrick's differential piece rate systems – Problems.

UNIT – 4:

Definition – Classification of overheads – Procedure for accounting and control of overheads – Allocation of overheads – Apportionment of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method – Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost – Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.

BOOKS FOR REFERENCE:

1. N.K. Prasad : Cost Accounting
2. Nigam & Sharma : Cost Accounting
3. Khanna Pandey & Ahuja : Practical Costing
4. M.L. Agarwal : Cost Accounting
5. Jain & Narang : Cost Accounting
6. S.P. Iyengar : Cost Accounting
7. S.N. Maheshwari : Cost Accounting

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section 'A' shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one Case Study which will be compulsory. All the five questions will carry equal marks

2.5 WORKSHOP ON BUSINESS ENVIRONMENT

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT –I

Business environment concept: components and importance: SWOT analysis. Economic trends (overview): income; savings and investment; industry; Trade and balance of payments.

UNIT-II

Problems of Growth: Unemployment, Poverty: regional imbalances, social injustice, inflation, parallel economy and industrial sickness.

UNIT – III

Role of Govt. in India Economy: Monetary and Fiscal Policy; Industrial Policy; Industrial Licensing; Privatization and Devaluation.

UNIT IV

Workshop Exercises:- Study the impact of economic policies on decisions of any organization of your choice, Analyze the elements of globalization and role of WTO, Globalization of Indian Business and impact of privatization and liberalization on Indian Business – present a case, Choose any one change in any of the economic policies and show the impact or how does the change affect the business.

Books for Reference: _

1. Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New Delhi.
2. F.Chernilum, Business Environment, Himalaya Publishing house, New Delhi
3. Govt. of India, Economic Survey (latest year).
4. K. Aswathappa, Business Environment for Strategic Management, Himalaya Publishing House.
5. N.K. Sengupta, Government and Business, Vikas, New Delhi.
6. N. K. Sengupta, Government and Business, Vikas Publishing House, New Delhi.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

2.6 ENVIRONMENTAL MANAGEMENT

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT 1

Fundamentals of Environment Management : Definition, principles and scope; Types and components environment; Man-Environment relationship; Causes of environment destruction; Environmental ethics; Environment awareness programs.

UNIT 2

Natural Resources – Awareness : Eco-System, Atmosphere, Land, Water, Forest, Mines & Minerals, Wetland, Bio-diversity, Conservation of natural resources.

UNIT 3

Environmental Protection – Policies & Legislations : National environmental policy, Environmental Legislations, International Conventions and Agreements, GATT/WTO and environment, State Pollution Control Board, Role of NGOs.

UNIT 4

Environmental Management System : ISO – 14000, Environment Audit, Eco-Friendly products (Ecomark), Green Industry. - Environmental Impact Assessment (EIM) : EIM – Methods and tools, Appraisal and clearance for industry, Evaluation System.

Books for Reference:-

1. N.K. Oberoi : Environmental Management, Excell Books
2. G.N. Pandey : Environmental Management, Vikas

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

III Semester

3.1 FINANCIAL MANAGEMENT

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT - I

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

UNIT - II

Capital budgeting-meaning-objectives-preparation of various types capital budgeting. Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

UNIT - III

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

UNIT - IV

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Cost of Credit Extension, benefits - credit policies - credit terms - collection policies.

Books for Reference:-

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

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section 'A' shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

3.2 MANAGEMENT ACCOUNTING

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT 1

Nature and scope of management accounting – Meaning , definitions and importance characteristics, merits, and limitations.

UNIT 2

Financial statement analysis – Meaning, nature, functions, limitations, objectives, analysis and interpretation, procedure, types of analysis, tools of financial statement analysis.

UNIT 3

Ratio analysis – Meaning of ratio, classification, steps in ratio analysis, advantages computations of ratios.

UNIT 4

Funds flow statement and Cash flow statement - Budgeting and budget control; Marginal costing and break even analysis – cost volume profit analysis.

Books for Reference:-

1. Introduction to Management Accounting - Horngreen and Sundlem
2. Principles of Management Accounting - Manmohan & Goyal
3. Cost and Management Accounting - S.M.Inamdar
4. Management Accounting - Dr. Mahesh Kulkarni
5. Double Entry Book Keeping - T.S.Grewal
6. Cost Accounting - Khan & Jain
7. Management Accounting 3rd Ed. - Khan & Jain
8. Theory & Problems in Management & Cost Accounting - Khan & Jain

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks

3.3 WORKSHOP ON INDIAN FINANCIAL SYSTEM

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT – 1

Financial System: Institutions, Markets – primary, secondary, money and Capital markets, Instruments of Money Market, Functions and their Economic Significance.

UNIT – 2

Commercial Banks - Functions – Structure of Commercial banks in India – sources of funds, Investment norms – factors determining liquidity of banks – Asset structure of commercial banks – profitability of banks. - Banking Innovations – New technology in Banking – E-services – Debit and Credit cards. Internet Banking, ATM, Electronic fund transfer, MICR.

UNIT – 3

Financial Institutions: IDBI, SFCS, SIDCS, LIC, Mutual Funds, EXIM Bank – Constitution, objectives and functions. Regulatory Institutions – RBI – Organization, Objectives, Role and Functions, Monetary policy of the RBI, NABARD. The Securities and Exchange Board of India, Organization and Objectives.

UNIT – 4

Workshop Exercises:- Prepare the chart showing the organizational structure of a commercial bank, Draft a chart showing the Financial services in the Indian Financial System, Prepare a chart showing the instruments traded in the Financial Markets, Collection and recording of foreign exchange rates of different currencies vis-à-vis rupee.

BOOKS FOR REFERENCE:

1. Meir Kohn: Financial Institutions and Markets
2. L M Bhole: Financial Institutions and Markets
3. Vasantha desai : The Indian Financial System, HPH
4. M Y Khan: Indian Financial System, TMH
5. P N Varshney & D K Mittal: Indian Financial System, Sulthan Chand & Sons
6. E Gardon & K Natarajan: Financial Markets & Services.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

3.4 MARKETING MANAGEMENT

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

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 Behavior - Buying motives - explanation of motivation – Market Segmentation
of different bases - Marketing strategy

UNIT - III

The Product-Marketing characteristics -consumer goods-industrial goods- Production
policy - Product Life Cycle (PLC) - Product mix - modification & elimination - packing
- Developing new Products- strategies. - Branding Decisions: Brand-Brand Image, Brand
Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing
pricing decisions - Competitors action to price changes - multiproduct pricing. -
Definition and types of channel - Channel selection & problems. - Physical Distribution
- Management of physical distribution - marketing risks.

Books for Reference:-

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Ramaswamy & Namakumari- Fundamentals of Modern Marketing

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

3.5 WORKSHOP ON INDIAN CONSTITUTION

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT – 1:

Framing of the Indian Constitution: Role of the Constituent Assembly. Philosophy of the Constitution: Objectives, resolution, Preamble, Fundamental Rights and Duties. Human rights and Environmental protection. - Special Rights created in the Constitution for Dalits, Backward Classes, Women and Children, and religious and linguistic minorities. Directive Principles of State policy: The need to balance fundamental rights with directive principles.

UNIT – 2:

Union Executive: President, Prime Minister and Council of Ministers; powers and functions, coalition Government, problems in their working. Union Legislature: Lok Sabha and Rajya Sabha, powers and functions. Recent trends in their functioning.

UNIT – 3:

State Government: Governor, Chief Minister and Council of ministers, Legislature. Centre – State relations: Political, financial, administrative: Recent Trends. Judiciary: Supreme Court, Judicial Review, Writs, Public interest litigations. Enforcing rights through writs. Emergency provisions (Article 356)

UNIT - 4 :-

Workshop Exercises: A minimum of 5 exercises to be done on the above units as directed by the faculty.

BOOKS FOR REFERENCE:

1. D.D. Basu – Introduction to the Indian Constitution.
2. A.S. Narang – Indian Constitution, Government and Politics.
3. Nani Palkhivala – We, the People, UBS Publishers, New Delhi, 1999.
4. A.G. Noorani – Indian Government and Politics.
5. J.C. Johari – Indian Government and Politics Vol. I & II, Vishal, New Delhi.
6. Gran Ville Austin – The Indian Constitution – Corner stone of a Nation, Oxford, New Delhi, 2000.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

IV Semester

4.1 HUMAN RESOURCES MANAGEMENT

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT - I

Personnel Management - meaning, nature, scope and objective – Functions of Personnel Department - The Role of Personnel manager - Organization 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. - Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.

UNIT - IV

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

Books for Reference:-

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.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section 'A' shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

4.2 WORKSHOP ON PRODUCTION AND OPERATIONS MANAGEMENT

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT-I

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout for Production Planning and control - Principles - Information flow - Routing - Scheduling - Dispatching - Control.

UNIT-II

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - definition - Motion study - Principles – work measurement.

UNIT-III

Organization of Materials Management - Fundamental Principles - Structure - Integrated materials management - Purchasing – procedure - principles - import substitution and import purchase procedure - Vendor rating - Vendor development . - 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-IV

Workshop Exercises:-Visit any manufacturing organization and give a report on the functioning of PPC, Describe the function of Materials management of an organization of your own choice, List the environmental issues handled by the company that you have visited

Books for Reference:-

1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management
4. Sridhar Bhat : Production & Operations Management.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

4.3 WORKSHOP ON TOTAL QUALITY MANAGEMENT

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT 1

Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs - Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership – Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

UNIT 2

Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement – Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement – Juran Trilogy, PDSA Cycle, 5S, Kaizen, Supplier Partnership – Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures – Basic Concepts, Strategy, Performance Measure. - The seven tools of quality, Statistical Fundamentals – Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of six sigma, New seven Management tools.

UNIT 3

Benchmarking – Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept, Improvement Needs, FMEA – Stages of FMEA. Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 – Concept, Requirements and Benefits.

UNIT 4

Workshop Exercises:- Study the Quality System, Procedure, Maintenance and Documentation procedure of five different companies under different Sectors.

Books for Reference:-

1. Dale H.Besterfield, et al., “Total Quality Management”, Pearson Education, Inc
2. James R.Evans & William M.Lindsay, “The Management and Control of Quality”, (5th Edition), South-Western (Thomson Learning)
3. Feigenbaum.A.V. “Total Quality Management”, McGraw-Hill
4. Oakland.J.S. “Total Quality Management”, Butterworth Heinemann Ltd., Oxford
5. Narayana V. and Sreenivasan, N.S. “Quality Management – Concepts and Tasks”, New Age International.
6. Zeiri. “Total Quality Management for Engineers”, Wood Head Publishers.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

4.4 BUSINESS LEGISLATIONS

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT-I

Indian contract 1872: Contracts, meaning, Essential elements, Nature of Contract, and Performance of Contract: Discharge of Contract: Remedies for breach for Contract; Quasi Contracts. Contract of Indemnity and Guarantee, Bailment and Pledge, law of agency.

UNIT – II

Sale of Goods Act 1920: Contract of Sale. Essentials: Duties of buyers and sellers; Conditions and Warranties; Transfers of property – performance of the contract of sale; Rights of an unpaid seller. - Negotiable Instrument Act, 1881; Negotiable instruments, Parties to a Negotiable instrument, Material alteration. Indian partnership Act, 1932; Meaning and test of partnership Registration of firms. Relations of partners, Rights and duties Dissolution of partnership.

UNIT – III

Law of Insurance: Contract of Insurance; Fundamental of Principles; Life insurance, Fire insurance and Marine insurance.

UNIT – IV

Companies Act 1956; Definition of a Company, Characteristics, Kinds, incorporation of a company, Memorandum and articles of association; Prospectus, Directors, Appointment, Powers and duties, Company Meetings, Resolutions and Minutes.

Books for Reference:-

1. N.D.Kapoor – Elements of Mercantile law.
2. M.C.Shukla : Mercantile law.
3. D.F. Mulla : The Indian Contract Act

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

4.5 PRINCIPLES OF BANKING

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

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. - 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 – III

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– IV

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

Book 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

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

V Semester

5.1 STRATEGIC MANAGEMENT

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT 1

Meaning and application of strategic management : Meaning and definition of strategy - Need for strategic management , process of strategic management , Strategic decision – making, reasons for failure of strategic management , Strategists and their role in strategic management. - Environment appraisal : The concept of environment , The company and its environment , scanning the environment, relating opportunities and resources based on appraisal of the environment (situation analysis – opportunities and threats analysis).

UNIT 2

Strategic planning: Strategic planning process, strategic plan, Corporate level strategies: Stability strategy, Expansions strategy, merger strategy, retrenchment strategy, restructures strategy. Business level strategy : SBU (strategic business units, cost leadership , decentralization.

UNIT 3

Implementation of strategies: Activating strategy: - interrelationship between formulation and implementation, aspects of strategy implementation, project implementation, procedural implementation. Structural implementation: - structural considerations, structures for strategies, organizational design and change, organizational systems. Behavioral implementation : - leadership implementation, corporate culture , corporate politics and use of power. Functional and operational implementation: Functional strategies, Functional Plans and policies, Financial , marketing , operational and personnel dimensions of functional plans and policies. Integration of functional plans and policies.

UNIT 4

Strategy evaluation: Strategic evaluation and control , operational control, overview of management control, focus on KRA (Key Result Areas).Social responsibilities The company and its social responsibilities , social responsibility for economic growth. Social audit.

Books for Reference:

1. R. Nanjundaiah & Dr. S. Ramesh , Strategic planning and business policy.
2. Azhar kazmi, business policy and strategic management.
3. Michael, Business policy and Environment.
4. Ghosh P.K, Business policy and strategic Planning & management.
5. Lawrence , Business policy and strategic management.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

5.2 INCOME TAXATION

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT –I

Scope of income tax Act – Various Categories of incomes – Basic of Charge – Residential status – income exempted from Income –heads of income. - Assessment procedures: Authorities of income tax

UNIT –II

Outline the system of federal finance – under Indian constitution – cannons of taxation – difference between direct and indirect tax, merits and demerits of each.

UNIT –III

Authorities and powers – under different indirect taxes viz, excise duty, customs duty, and sales tax.

UNIT – IV

Sales Tax Act – Definition of business: Dealers; goods sale, Casual Trader – CST ACT definition of declared goods – dealer and registered dealer

Books for Reference :

- 1) Dinkar Pagare – Business taxation
- 2) Balasubramanian – Business taxation
- 3) Jain & Narang –income tax
- 4) Direct Taxes – Law and Practice – Vinod Singhnia

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

5.3 WORKSHOP ON RESEARCH METHODOLOGY

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT I

Research - meaning - scope and significance - Types of research - Research Process - Characteristics of good research - Scientific method - Problems in research - Identifying research problem – concepts, constructs and theoretical framework. - Hypothesis:- meaning - sources - Types - formulation Research design - Types - case study - features of good design - measurement - meaning - need Errors in measurement - Tests of sound measurement Techniques of measurement - scaling Techniques - meaning - Types of scales - scale construction techniques.

UNIT II

Sampling design - meaning - concepts - steps in sampling - criteria for good sample design - Types of sample designs - Probability and non-probability samples. Data collection:- Types of data - sources - Tools for data collection methods of data collection - constructing questionnaire - Pilot study - case study - Data processing:- coding - editing - and tabulation of data - Data analysis. Test of Significance:- Assumptions about parametric and non-parametric tests. Parametric Test - T test, F Test and Z test - Non Parametric Test - U Test, Kruskal Wallis, sign test. Multivariate analysis-factor, cluster, MDS, Discriminate analysis. (NO Problems). SPSS and its applications.

UNIT III

Interpretation - meaning - Techniques of interpretation - Report writing:- Significance - Report writing:- Steps in report writing - Layout of report - Types of reports - Oral presentation - executive summary - mechanics of writing research report - Precautions for writing report - Norms for using Tables, charts and diagrams - Appendix:- norms for using Index and Bibliography.

UNIT IV

Workshop Exercises: Illustrate different types of samples with examples, Construct a questionnaire for collection of primary data keeping in mind the topic chosen for research, Narrate your experience while using the Observation Technique, Diagrammatically present the information collected through the questionnaire.

Books for References:

1. Rao K.V. Research methods for management and commerce - sterling
2. Zigmund, Business Research Methods
3. Kothari C.R.- Research methodology
4. Donald R.Cooper and Pamela S.Schindler - Business Research Methods
5. Naresh K Malhotra – Marketing Research: An Applied Orientation.
6. Uma Sekaran, Research Methods for Business, Wiley Publications.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

VI Semester

6.1 INTERNATIONAL BUSINESS

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT - I

Introduction and Overview Introduction and Overview : Introduction - The Globalization of the World Economy - The Changing Nature of International Business - Differences in International Business. - Country Factors National Differences in Political Economy : Introduction - Political Systems - Economic Systems - Legal Systems - The Determinants of Economic Development - States in Transition. Differences in Culture : Introduction - Social Structure - Religion - Language - Education - Culture and the Workplace - Cultural Change - Cross-Cultural Literacy - Culture and competitive Advantage.

UNIT - II

The Global Trade and Investment Environment 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 - III

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. The Global Monetary System The Foreign Exchange Market : Introduction - The Functions of the Foreign Exchange Market.

UNIT - IV

The Strategy and Structure of International Business. The Strategy of International Business : Introduction - Strategy and the Firm – Profiting from Global Expansion - Pressures for Cost Reductions and Local Responsiveness - Strategic Choice. 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.

Books for References :

1. Hill.C.W., International Business : Competing in the Global market place, Irwin-McGraw Hill, 1999.
2. Philip R.Cateora, International Marketing, Irwin McGraw Hill, 9th edn.
3. Shivaramu, International Business, Macmillan India.
4. Francis Cherunilam, International Business, Wheeler Publications.
5. Charles W.L., Hill, International Business, Irwin-McGraw Hill, 1998

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section 'A' shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

6.2 MANAGEMENT INFORMATION SYSTEMS

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT I

Foundation of information systems ; a framework for business users - Roles of information systems - System concept - Organization as a system - components of Information systems - IS Activities - Types of IS. - IS for operations and decision making :Marketing IS , Manufacturing IS , Human Resource IS , Accounting IS and Financial IS - Transaction processing systems Information Reporting system - Information for Strategic Advantage .

UNIT II

DSS and AI : DSS models and software :The decision making process - Structured ,semi structured and Unstructured problems ; What if analysis , sensitivity analysis , Goal seeking Analysis and Optimizing Analysis . Overview of AI , Neural networks Fuzzy logic Systems ,Genetic Algorithms - Expert systems.

UNIT III

Managing Information Technology :Managing Information Resources and technologies IS architecture and management - Centralized , Decentralized and Distributed - EDI supply chain management-CRM-ERP.

UNIT IV

Security and Ethical Challenges : IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - social challenges of Information technology .

Books for References:

- 1.James A O'Brian , Management Information System
- 2.Effy Oz , Management Information System Third Edition
- 3Laudon & Laudon , Management Information System Eight Edition

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section 'A' shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

6.3 WORKSHOP ON AUDITING

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT – 1

Auditing– Origin – Definition – Objectives – Types – Advantages and Limitations – Qualities of an Auditor – Audit Programs. - Internal Control – Internal Check and Internal Audit – Audit Note Book – Working Papers. Vouching – Voucher – Vouching of Cash Book – Vouching of Trading Transactions – Vouching of Impersonal Ledger.

UNIT – 2

Verification and Valuation of Assets and Liabilities – Auditor’s position regarding the valuation and verifications of Assets and Liabilities – Depreciation – Reserves and Provisions – Secret Reserves.

UNIT – 3

Audit of Joint Stock Companies – Qualification – Disqualifications – Various modes of Appointment of Company Auditor – Rights and Duties – Liabilities of a Company Auditor – Share Capital and Share Transfer Audit – Audit Report – Contents and Types. Investigation – Objectives of Investigation – Audit of Computerized Accounts – Electronic Auditing – Investigation under the provisions of Companies Act.

UNIT – 4

Workshop Exercises:-Collect the information about types of audit conducted in any one of the organization of your choice, Visit an audit firm, write about the procedure followed by them in Auditing the books of accounts of a firm, Record the verification procedure with respect to any one fixed asset, Prepare a qualified or clean audit report for a given situation, Draft an Audit program.

Books for Reference:-

1. B.N. Tandon, “Practical Auditing” ,S Chand Company Ltd
2. F.R.M De Paula, “Auditing-the English language Society and Sir Isaac Pitman and Sons Ltd, London
3. Spicer and Pegler, “Auditing: Khatalia’s Auditing”
4. Kamal Gupta, “Auditing “ , Tata Mcgraw Publications

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

FINANCE GROUP

5.4F WORKSHOP ON FINANCIAL MARKETS AND SERVICES

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT I

Financial services – Meaning – Types - Fund based and Fee based financial services - Non-Banking Financial Companies – Functions. Prudential Norms for NBFCs.

UNIT II

Leasing and Hire-Purchase - Types of Lease - Financial Evaluation of a Lease – Cross Border Leasing - Contents of a lease agreement – Bills Discounting. Factoring – Meaning and Types; Credit rating – Rating Agencies - function – Rating Methodology – Venture Capital and Venture capital industry in India.

UNIT III

Merchant Banking – activities in new issue market - Managing issue of shares and bonds; Mutual Funds – mechanism – types of schemes – Mutual funds industry in India – recent developments. - Securitization and Financial Reconstruction and Enforcement of Security interest Act – regulations – Recent developments in the financial Services industry.

UNIT IV

Workshop Exercises:- Depict a chart showing the Structure and instruments of a Financial Markets, Prepare a chart of ratings given by different Rating agencies, Prepare a draft and a chart for the Classification of Mutual Funds, Chart out the Modus operandi of Leasing, Hire purchase and Factoring Services

Books for Reference:

1. M.Y.Khan, Financial Services, Edition, Tata McGraw Hill
2. Nalini Prava Tripathy, Financial Services, Prentice Hall of India

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

5.5 F ADVANCED FINANCIAL MANAGEMENT

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT 1

Cash flow – concept and measurements, Risk Analysis- probability approach, expected values – standard deviation – sensitivity Analysis – decision tree Analysis. Capital Budgeting under Inflation.

UNIT 2

Capital Structure theories – MM’s theory- Traditional view – Net income approach – Net operating income approach- Arbitrary process. - Dividend Policy: Walter’s Model- Gordon’s Model- MM’s Hypothesis

UNIT 3

Planning and forecasting of working capital: funds statement- Analysis of working capital position working capital management, problems on determining the working capital – including operating cycle method- cash budget- cash management techniques.-accounts receivable management meaning, factors – Inventory management – techniques JIT Analysis- problems on EOQ levels.

UNIT 4

International Financial Management- meaning – importance – Merits- Demerits.

Books for Reference:

1. S N Maheshwari, Financial Management Principles and Practice.
2. Khan and Jain, Financial Management.
3. Sharma and Sashi Gupta, Financial Management.
4. I M Pandey, Financial Management.
5. James c Vanhorne, Financial Management.
6. Prasanna Chandra, Financial Management.
7. PV Kulkarni & BG Sathya Prasad, Financial Management.
8. I.M. Pandey, Financial Management.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

6.4F WORKSHOP ON SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT I

Investment _ Meaning and process of Investment Management – Speculation Investment Avenues in India. Risk and Return – Historical and Expected return – Measurement – Risk and its measurement – Systematic and Unsystematic risk – Types – Measurement and significance of Beta.

UNIT II

Security Valuation – Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems. - Fundamental and Technical Analysis – Economy, Industry and Company analysis – Tools for technical analysis.

UNIT III

Portfolio Selection, performance evaluation and portfolio revision- Formula plans. – Capital Asset Pricing Model (CAPM)

UNIT IV

Workshop Exercises:- Design a Capital Structure of a Trading Concern, Chart out the different pricing of shares of 5 companies from 5 different sectors, List out the portfolio selection of investors based on the volatility of the market, List out the companies which have declared dividends recently along with the rate of dividend, Explain with suitable examples of companies with regard to their Fundamental and Technical Analysis.

Books for Reference:

1. Kevin.s. Security Analysis and Portfolio Management, prentice hall of India
2. Prasanna Chandra, Investment analysis and portfolio management, second edition, Tata McGraw Hill
3. Punithavathy pandian, Security Analysis and portfolio management, Vikas
4. Investment Management, V.K.Bhalla

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

6.5F INSURANCE AND RISK MANAGEMENT

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT I

Introduction to risk management: The Concept of Risk – Risk Vs. Uncertainty – types of Risks : Market Risk, Credit Risk, Operational Risk , interest risk, business risk , systematic risk -- Classifying pure risks – methods of handling pure risks – risk management process – Risk financing techniques – Risk management objectives – Risk Management Information Systems (RMIS) – Risk Control

UNIT II

Risk Management by Individuals: Factors effecting individual demands for insurance - Risk Management by Corporations: Corporate Risk management process – Types of Risk managing firms.

UNIT III:

Growth & Development of Indian Insurance Industry - Regulations of Insurance Business and The Emerging Scenario - Introduction to Life & General Insurance - Life Insurance: Features of Life Insurance - Essentials of Life Insurance Contract - Kinds of Insurance Policies - Premium determination - Life Policy Conditions.

UNIT IV:

Fire Insurance: Fire Insurance Contracts – Fire Insurance Coverage — Policies for stocks — Rate Fixation in Fire Insurance – Settlement of Claims. Marine Insurance: Marine Insurance Contract — Types of Marine Insurance— Marine Cargo Losses and Frauds—Settlement of claims. - Miscellaneous Insurance: Motor Insurance – Employer’s Liability Insurance – Personal Accident and sickness Insurance – Aviation Insurance – Burglary Insurance – Fidelity Guarantee Insurance – Engineering Insurance – Cattle Insurance – Crop Insurance.

Books for Reference:-

1. DR. P.K.GUPTA: Insurance and Risk Management, 1st ed., Himalaya Publishing House.
2. C.Gopala Krishnan : Insurance Principles & Practice, Sterling Publishers Pvt. Ltd.,New Delhi.
- 3.. George G. R. Lucas, Ralph H.Wherry : INSURANCE, Principles and Coverages, U.S.A.
4. Prof. K.S. N.Murthy ad K.V.S. Sarma: Modern Law of Insurance In India, N.M.Tripathi Pvt. Ltd., Bombay.
5. P.S.Palande, R.S. Shah, M.L.Lunawat: Insurance In India, Sage Publications, New Delhi.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

MARKETING GROUP

5.4M WORKSHOP ON CONSUMER BEHAVIOR

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT I

Introduction to Consumer Behavior - A managerial & consumer perspective; why study consumer behavior? Applications of consumer behavior knowledge; current trends in Consumer Behavior; Market segmentation & consumer behavior. Consumer needs & motivation; personality and self concept; consumer perception; learning & memory; nature of consumer attitudes; consumer attitude formation and change. - Family influences; the influence of culture; subculture & cross cultural influences; group dynamics and consumer reference groups; social class & consumer behavior.

UNIT II:

Problem recognition; Search & Evaluation; Purchase processes; Post-purchase behavior; personal influence & opinion leadership process; diffusion of innovations; Models of Consumer Behavior; Researching Consumer behavior; consumer research process.

UNIT III:

Concept of Consumer Satisfaction; Working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint. Concept of consumerism; consumerism in India; the Indian consumer; Reasons for growth of consumerism in India; Consumer protection Act 1986.

UNIT IV:

Workshop Exercises: Conduct an informal interview of a local retail store owner and determine what demographic and socio economic segments the store appears to satisfy. How did the owner select this segment or segments? Conduct interviews with 5 retail clothing stores. Determine the degree to which they believe consumers’ personality and self image are important to the marketing activities of the stores. Visit three Local restaurants and assess how each attracts clientele in different stages of family life cycle. From the following products and services indicate, who you would go to for information and advice – a. The latest fashion in clothes b. Banking c. Air Travel d. A personal computer. For each situation indicate the person’s relationship to you and your reasons for selecting him/her as the source of information and advice.

Books for Reference:-

1. Leon. G. Schiffman & Leslve Lazer kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.
2. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc
3. Assael Henry; Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning.

4. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House,
5. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour.
6. Blackwell; Consumer Behaviour, 2nd Edition.
7. Sontakki; Consumer Behaviour

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

5.5M ADVERTISING AND SALES MANAGEMENT

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT I:

History of advertising; Advertising purpose and functions; Economic, social & ethical aspects of advertising; Advertising & the marketing mix, Advertising as a communication process; types of advertising; Major Institutions of advertising management.

UNIT II:

Marketing strategy & situation analysis; Advertising plan; Advertising objectives; DAGMAR approach; advertising strategy; Advertising campaign-planning process. Creative approaches; the art of copywriting; Advertising copy testing; creativity in communication, motivational approaches & appeals, advertising budget process; methods of determining advertising appropriations.

UNIT III:

Role of media; types of media; their advantages and disadvantages; media research & advertising decisions; media planning, selection & scheduling strategies. Methods of measuring advertising effectiveness; advertising research; structure & functions of an advertising agency; selection & co-ordination of advertising agency; Advertising regulations; Internet advertising.

UNIT IV:

The nature of personal selling; Personal Selling in marketing mix; The dimensions of sales management; Sales Management environment; Sales forecasting & Sales management planning. The nature of sales management positions; the sales organization; sales department relations; distributive network relations; the selling process; sales personality. - Recruitment & selection of sales personnel; Training, motivating, compensating & controlling sales personnel; controlling the sales effort - sales budget, sales quotas, sales territories, sales control & cost analysis.

Books for Reference:

1. Rajeev Batra, John.G.Myers.T.David.A.Aaker; Advertising Management; 5th Edition, PHI Edition, New
2. Jefkins & Yadin; Advertising, 4th Edition; Pearson Education, New Delhi, 2000.
3. Manendra Mohan; Advertising Management - Concepts & Cases; Tata McGraw Hill Publishing
4. S.A.Chunnawalia & K.c.Sethia Foundations of Advertising - Theory & Practice, Himalaya Publishing House, 2002.
5. Sonatakki, Advertising.
6. R.Still, W.Cundiff, A.P.Govoni, Sales Management Decisions Strategies and Cases, 5th Edition, P.H.I
7. M.Johnson, L.Kurtz, E.Scheuing, Sales Management Concepts, Practices & Cases, 2nd Edition, Mcgraw Hill International, New York, 1994.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section 'A' shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

6.4M WORKSHOP ON MARKETING RESEARCH

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT I:

Introduction to marketing research - nature, characteristics, scope, uses & limitations; Interaction between management and marketing research; Marketing information system and decision support system in marketing research; Assessing information needs; scientific method & research process; steps in research process; types of research.

UNIT II:

Sources of Secondary data; its advantages and disadvantages; methods of collection of primary data; construction of questionnaire and interview schedule; scaling and measurement; Sampling designs and sample size- decisions; organizing data collection & field force.

UNIT III:

Editing, Coding & tabulation of data; techniques of data analysis; testing of hypothesis; tests of significance; analysis of associations; analysis of experiments; interpretation of data. - Role & types of report; content of report; principles of report preparation; Presentation & Communication. Product research; price research; distribution research; advertising research; market & sales research; customer database and relationship marketing; Brand equity & customer satisfaction measurement; Internet marketing Research.

UNIT IV

Workshop Exercises: Identify and describe 5 marketing research companies in India. Construct a questionnaire to measure student’s attitudes towards the purchase of two wheelers/ ready made garments/ educational service/ television programs. Administer the questionnaire you have developed on selected students of size of 100 around you. Discuss any response related problems you encountered. Based on the above survey, carryout the analysis and interpretation of data using SPSS software. Participate in any online/Internet marketing research program and identify the key characteristics of the program.

Books for Reference:-

1. Boyd, Westfall & starch, Marketing Research, text & cases, seventh edition, AITBS, New Delhi, 1996.
2. G.c.Beri, Marketing Research, Tata Mcgraw Hill publishing company, 2nd edition, New Delhi 1997.
3. Prof.M.N.Mishra, Modern Marketing Research; First Edition, Himalaya Publishing House.
4. Suja.R.Nair, Marketing Research, First Edition, Himalaya Publishing House, Mumbai
5. Amanathulla, Marketing Research.
6. Malhotra, Marketing Research

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

6.5M SERVICES MARKETING

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT I :

Introduction: Difference between product and services marketing; Characteristics of services; Classification of services; Paradigms in services marketing Service marketing system: Service quality; Understanding customer expectations and zone of tolerance; Segmentation 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. - Service Distributions, 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 III :

Marketing the Services: Deciding the service Quality, Understanding the customer expectation, segmenting, targeting, and positioning of Services

UNIT IV :

Services in global perspective: International marketing of services; Recent trends; Principal driving forces in global marketing of services; Key decisions in global marketing; Services strategy and organizing for global marketing

Books for Reference:-

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

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

HUMAN RESOURCE MANAGEMENT GROUP

5.4H WORKSHOP ON LABOUR LEGISLATIONS

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT 1

The Industrial Disputes Act, 1947 Definitions of Industry, Workman and Industrial Dispute – Authorities under the Act –Procedure, Powers and Duties of Authorities

UNIT 2

Strikes and Lock outs – Lay off and Retrenchment – Special Provisions relating to Layoff, Retrenchment and Closure in certain establishments - Trade Unions & Prevention of Unfair Labour Practices Act, 1971. The Industrial Employment (Standing Orders) Act, 1946 Entire Act – Principles of Natural Justice.

UNIT 3

The Employees’ Provident Funds and Miscellaneous Provisions Act, 1952 Entire Act; The Employees’ State Insurance Act, 1948 Corporation, Standing Committee and Medical Benefit Council– Contributions – Benefits, The Workmen’s Compensation Act, 1923 Entire Act; The Maternity Benefit Act, 1961 Entire Act

UNIT 4

Workshop Exercises: Visit a Lawyer and write down a case study on any one of the chapters above

Books for Reference:-

1. Bare Acts
2. Industrial Law – P L Malik
3. Industrial Law – J K Bareja
4. Labour Laws for managers – B D Singh
5. Industrial & Labour Laws – S P Jain

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

5.5H COMPENSATION MANAGEMENT

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT – 1:

Compensation Planning: Introduction, Basic concept of compensation, classical theories on wages, elements of labour economics, establishing pay rates, Importance of an ideal compensation plan, broad branding, Compensation plan and business strategy, devising a compensation plan, challenges affecting compensation. - Industrial engineering; Pricing managerial and professional jobs, job evaluation, job structure

UNIT – 2:

Wage Policy: Concept of wage, Wage policy in India, determinants of wage policy, Impact of income tax on wage and salary administration, Tools used for fixation of wages. Pay Packet; Constituents – Basic, D A, H R A, and other allowance, Perquisites.

UNIT – 3:

Pay-for-performance & Financial incentives Meaning and definitions, Background and trends, pre-requisites of effective incentive system, scope of incentive schemes, types of incentives – group incentive plan, for indirect workers, for operations employees for managers and professionals, for sales persons, Total compensation program.

UNIT – 4:

Benefits & services: Why benefits and services? Types of employee benefits and services – insurance, retirement, employee services benefit and others, Principles of Fringes, Significant benefits and service programs, Flexible benefit programs, administration of benefits and services, The future of fringe benefits, guidelines to make benefit program more effective, Benefits and employee leasing. Recent trends in compensation management Recent trends in compensation management and the use of information technology

Books for Reference:-

1. A.M. Sharma, Understanding Wage System.
2. N.D.Kapoor, Labour Legislation.
3. C.B. Memoria, Personnel management.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section 'A' shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section 'B' will contain one Case Study which will be compulsory. All the five questions will carry equal marks.

6.4 H WORKSHOP ON INDUSTRIAL RELATIONS.

Practical Marks : 100

NOTE: The method to be adopted for the teaching and evaluation of this paper is “Workshop”. There will not be any theory paper in this subject.

UNIT I

Industrial Relations – an overview: Meaning & Objectives, Importance, Approaches to IR-Unitary, Pluralistic, Marxist – Development of IR System in India, Labour – management Relations: Trade Unionism – Industrial Conflicts - Trade Unions: Meaning, Justification, Theories of TU, Types of TU, Trade Union Movement in India, Problems of Trade Unions, Functions of Trade Unions, Measures to strengthen Trade Unions, Trade Union Act Registration & Recognition-Issues arising there off- Inter-union rivalry Role of State and Politics of Mobilization – Judicial Activism, Labor aristocracy and Segmentation of Labor Markets-Issues arising – Contract Labor and contract labor abolition act, Organized Unions vs Unorganized unions and labor – splintering of unions – Central Trade Unions – Unionism in Emergent sectors.

UNIT II

Industrial Disputes – Definition, Causes of Industrial Disputes, Types of Industrial Disputes, Prevention of Industrial Disputes, Settlement of Industrial Disputes, Industrial Disputes Act: Conditions to Strike & Lockouts, Lay-off, retrenchment & Closure, Rights of Union Representatives and Protections thereof, Conciliation, Adjudication, Laws relating to standing orders – Misconduct and Disciplinary Procedures, Model Standing Orders, Grievance Handling – Meaning, Need and Procedure, Payment of Wages Act, Bonus – Rules and Regulations, Provident Fund Regulations, Factories Act, Hospitals and Institutions Bill, ESMA, Maternity Benefits Act, Recent Amendments in Various Acts, Judicial Interpretations.

UNIT III

Collective Bargaining – Definition, Importance, Prerequisites of Collective Bargaining – Union Bargaining Process – Types of Bargaining – Collective bargaining in India, Joint Consultative Machineries, Workers Participation In Management, Worker Ownership as Turnaround Annex.54.J.6 -MBA - Human Resource Management, ESOP, Profit Sharing, Quality of Work-life and Quality Circles, Worker Empowerment. Negotiations – Process, Strategies and Tactics, Theories, Models, Steps.

UNIT IV

Workshop Exercises:-Describe the collective bargaining procedure adopted in any one of the manufacturing organization during the time of Bonus/incentive payments. Meet some of the Union Leaders/members and get their feed back on the Indian Labor Laws – its pros and cons.

Books for Reference:-

1. Jerome Joseph, Industrial Relations: Towards a theory of Negotiated Connectedness, Response Books.
2. C.S. Venkataratnam, Globalization and Labor-management Relations, Sage Publications, New Delhi.
3. Bruce.E.Kaufman, The Global Evolution of Industrial Relations: Events, Ideas and the IIRA, Academic foundations, New Delhi, 2006.
4. P.C. Tripathi, Personal Management and Industrial Relations, Sultan Chand & Sons, New Delhi, 1978 (Reprint – 2004).
5. Dr.R.Venkatapathy and Assissi Menachery, Industrial Relations and Labour Legislations, Adithya Publishers, Coimbatore.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the Internal Faculty – Internal marks shall be based on participation in seminar, case discussion, group activity, class test, presentation, short project and term paper, class participation and attendance. The weight-age given to each of these factors shall be decided and announced at the beginning of each semester by the concerned faculty member of each workshop paper.

6.5H HUMAN RESOURCES DEVELOPMENT

External Marks: 80

Internal Marks : 20

Time : 3 Hrs

UNIT – 1:

Meaning and Importance of human resource development, Objectives of human resource development. Scope of human resource development - Orientation and training, Orienting employees, the training process, training needs analysis., training techniques, evaluating training efforts, Methods of training, sensitivity training – types, roles of instructor, method, feedback, goals, misconceptions; case study, role play, business game, in-basket exercise, designing training program, actual practice, Designing training program – performance appraisal as a tool.

UNIT – 2:

Development, Nature and purpose of management development, managerial on-the-job training, job rotation and management, off-the-job management development techniques, computerized managerial assessment and development program, using HR to build a responsive learning organization.

UNIT – 3:

Introduction, definition and concept, characteristics, operational goals of OD, conditions for OD success, Phases of OD, Techniques of OD- sensitivity training, benefits and limitation, what is a change process? Types of change, managing resistance, OD assumptions

UNIT – 4:

Meaning of Potential Appraisal , meaning of counseling, counseling as a process of developing in organization. Definition and concept counseling, objectives, what constitutes, conditions for effective counseling, process of counseling

Books for Reference:-

1. Pandey , Human Resource development.
2. Rao and T.V. Verma, Human Resource Development.
3. Jean Marleen, Performance Oriented Human Resource Development.

Note:

1. One Case Study to be discussed – per unit in the class
2. Instruction for the External Examiner – The Question paper will have two sections. Section ‘A’ shall comprise 8 Questions (2 questions from Each Unit). The students will be required to attempt four questions (one question from each unit). Section ‘B’ will contain one Case Study which will be compulsory. All the five questions will carry equal marks.