# PG SYLLABUS

Effective from the Academic Year 2006

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CO-1807 FINANCIAL MANAGEMENT

Semester : I  Credits : 4
Category : MC  Hours/Week : 6

Course objectives
1. To provide basic information on Managing Finance in business organizations
2. To impart to the students the detailed account of various financial functions of business organizations.

Unit I: Basics of Financial Management

Unit II: Capital Structure:

Unit III: Cost of Capital:
Meaning and significance – Computation of individual sources of funds and Weighted Average Cost of Capital – Marginal Cost of Capital.

Unit IV: Capital Budgeting:

Unit V: Working Capital Management:


RECOMMENDED TEXT BOOK:

REFERENCE BOOKS:

CO-1808 STRATEGIC MARKETING MANAGEMENT

Semester : I  Credits : 4
Category : MC  Hours/Week : 6

Course objectives
1. To make the students to understand the major aspects of planning and execution of marketing operations.
2. To expain the various kinds of marketing strategies and to highlight the implementation of these strategies and to analyse how problems can be overcomed.

Unit I: Introduction:
Introduction – Nature of marketing – the management process – a modeling approach – strategic decisions and the nature of strategy – the marketing strategy interface – approaches to competitor analysis and customer analysis.

Unit II: Mission and objectives:

Unit III: Formulation of strategy:

Unit IV: Product:
Unit V: Promotional Plan:


RECOMMENDED TEXT BOOKS:

REFERENCE BOOKS:

CO-1809 ORGANIZATIONAL BEHAVIOUR

Semester : I Credits : 3
Category : MC Hours/Week : 5

Course objectives
1. To provide a basic knowledge and understanding of individual & group behaviour in an organization.
2. To impart skills for managing and changing organizational behaviour

Unit I: Basics of Organisational Behaviour:
Definition - Importance and Applications of Organizational Behaviour – Organizational Behaviour in a global context – Hofstede’s findings.

Unit II: Individual Behaviour:

Unit III: Motivation Concepts:

Unit IV: Group Behaviour:
Group behaviour and group decision making – Classification of groups – stages of group development – group decision making.

Unit V: Leadership:
Organizational culture: creating and sustaining culture – forces of organizational change – resistance – implementation of change – Organizational Development interventions.

RECOMMENDED TEXT BOOK:
1. Stephen P. Robbins, Organizational behaviour, Prentice – Hall

REFERENCE TEXT BOOK:
1. Uma Sekaran, Organizational Behaviour, Tata Mcgraw Hill

CO-1810 MODERN BUSINESS STATISTICS

Semester : I Credits : 4
Category : MC Hours/Week : 6

Course objectives
1. To provide a theoretical appreciation and use of the science of statistics to make better business decisions.
2. To teach analysis techniques, which aid modern managers to take wiser and surer decisions, within a competitive environment.

Unit I: Concepts Review:

Unit II: Discrete Probability distribution:
Random Variables- The Mean- Variance and Standard Deviation of a Probability Distribution of a Probability Distribution – Mean –

**Unit III: sampling and Sampling distributions:**

Sampling Methods: Point Estimation – properties; Introduction to sampling distributions: \( x \) and \( p \).

Interval Estimation of a Population Mean: Large and small Sample, Determining the sample size; Interval Estimation of a Population Proportion. Hypothesis Testing: Developing \( H_0 \) and \( H_1 \) - Type I & II Errors – One & Two – tailed test about a Population Mean (Large and small case) – Hypothesis testing and decision Making – Calculating the probability of Type II Errors – determining the sample size for a Hypothesis test about a Population Mean.

**Unit IV: statistical Inferences:**


**Unit V: Non-Parametric Methods:**


**RECOMMENDED TEXT BOOKS:**

1. S.P Gupta, Business Statistics, Sultan Chand Publication

**REFERENCE BOOKS:**

1. Anderson Sweeney and Williams, Statististics For Business and Economics, e8, Thomson South Western.
2. J.K. Sharma, Business Staticstics , Pearson Education

**CO-1811 BUSINESS ENVIRONMENT & POLICIES**

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**Course objectives**

1. To understand various nuances of the business environment.
2. To realize the importance of micro and macro environment of business decisions
3. To appreciate the role of socio-cultural and global factors on the development of economy and business.
4. To understand the implications of industrial and technological and politico-Legal on the conduct of business in India.

**Unit I: Essentials of Business Environment:**


**Unit II: Global and Economic Environment:**

Business & Economic Environment – Economic systems – Economic barameters and their impact on business – five year planning – Economic reforms – Liberalisation; Privatisation; Globalisation Impact of LPG on different sectors, Foreign Investments – MNCS.

**Unit III: Indstrial and Technological Environment:**


**Unit IV: Social and Political Environment:**

Social responsibility of business – Business and society – Ethical issues and values in business – corporate social policies, issues and challenges – consumer issues and consumer protection.

Unit V: Natural Environment:

Natural Environment and business environment – Ecological and Environmental issues – Pollution and Environmental Protection.

RECOMMENDED TEXT BOOK:

REFERENCE BOOKS:
2. V.P. Michael, Business Policy and Environment, S.Chand & Company Ltd, New Delhi.

CO-2807 INDIAN SECURITIES MARKET

Semester : II Credits : 3
Category : MC Hours/Week : 5

Course objectives
1. To help the students to understand and to know the avenues for Investment.
2. To understand the markets available for trading such Investment in Indian Context.

Unit I: Securities Market in India – An overview:

Unit II: Primary Market:

CO-2808 CONSUMER BEHAVIOUR

Semester : II Credits : 3
Category : MC Hours/Week : 5

Course objectives
1. To give a broad based and intensive understanding into the consumers behaviour which is a prerequisite for the success of the enterprises in the market place.
2. To provide comprehensive insights in to understanding the motivations and decision making process of the consumers by using marketing management techniques.

Unit I: Introduction
Unit II: Consumer perception
Consumer perception – Elements in consumer learning.

Unit III: Attitude formation:
Attitude formation – Communication with the consumer – the communication process – designing persuasive communication.

Unit IV: Study of reference groups:
Study of reference groups and family influences – Social class – life profiles.

Unit V: Influence of culture:
Influence of culture and sub culture on consumer behavior – Consumer’s decision making process.

RECOMMENDED TEXT BOOK:
Leon G. Schiffman leslic kanuk, Consumer behaviour, Prentice Hall.

REFERENCE BOOKS:
2. M. S. Ragu, Dominique Xardel, Consumer Behaviour, Vikas

CO-2809 MODERN MANAGEMENT PRACTICE
Semester : II Credits : 3
Category : MC Hours/Week : 5

Course objectives
1. To orient the students to tested management methodologies that could achieve business Success
2. To give an Indian and western touch to management practices in modern organization.
3. To teach the students and help them to learn the latest technologies like 6 sigma, TQM and CRM.

Unit I: Fundamentals of Management:

Unit II: Strategic Management:
Strategic Management – SWOT analysis – BCG matrix – classification of strategies - Managerial decision making – group decision making – Corporate social responsibility – Strategies - Indian experiences in CSR

Unit III: Organizational Structures:

Unit IV: Leadership:

Unit V: Managing Teams:
Managing high performance teams – Team development – Cohesiveness – Managing conflicts in team – Managing technology and innovations in competitive environment – Managing change – Shaping the future.

RECOMMENDED TEXT BOOK:

REFERENCE BOOKS:
1. Sameul C Certo, Modern Management, PHI Pvt Ltd.
2. Thomas Cyzdek, Six sigma project planner, Tata McGraw Hill.
### CO-2810 ACCOUNTING FOR DECISION MAKING

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**Course objectives**
1. To analyze and interpret financial statements from the point of view of managers and outsiders.
2. To enable the students to take decisions using costing techniques.
3. To recognize the role of budgets variance as a tool of planning and control.

**Unit I:** Fund flow statements – cash flow statements

**Unit II:** Analysis of financial statements – ratios indicating profitability, liquidity, solvency and efficiency

**Unit III:** Marginal costing for decision making relating to the following areas – Make of Buy – Key factor – Pricing – Shut down of Plant – Optimal production Mix – Adding or discontinuing a product – plant mergers – incremental revenue and differential cost.

**Unit IV:** Variance analysis – Material – Labour Overheads – Sales (Value and Margin Variances) Budgetary control – functional Budgets – Master Budgets – Zero Base Budget.

**Unit V:** Activity based costing – Relevant costing – Transfer Pricing.

**RECOMMENDED TEXT BOOKS:**

**REFERENCE BOOKS:**
1. Ravi M. Kishore, Advanced Management Accounting, Taxman Publication, New Delhi, 2005
2. Thukarum Rao, Cost and Management Accounting, New Age International(P) Ltd Publishers, New Delhi, 2004

### CO-2950 BUSINESS TAXATION

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**Course objectives**
1. To enable the students in familiarizing the income tax provisions and to compute tax liability.
2. To familiarize the students the provisions of wealth tax, Excise duty and customs duty.
3. To provide a general awareness about VAT.

**Unit I:** Income Tax – Residential Status – Incomes Exempt from TAX – Profits and gains of Business and Profession – Assessment of firms and Companies.

**Unit II:** Wealth TAX:

**Unit III:** Excise Duty:

**Unit IV:** Custom DUTY:


**RECOMMENDED TEXT BOOKS:**
1. Dr. Mehrotra & Dr. Goyal, Income Tax Law and Practice,

**RECOMMENDED BOOKS:**
1. Vinoth K. Singhania, Direct Taxes, Taxman publication
2. Dr. Sanjeev Kumar, Systematic Approach to Indirect Taxes, Bharat series.
3. Bare Act of Customs and Excise duty.
CO-2951 ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

Semester : II  Credits : 3
Category : SE  Hours/Week : 4

Course objectives
1. To offer the students a conceptual and applied knowledge about entrepreneurship.
2. To teach the students a base for learning the professional behaviour about entrepreneurship.
3. To enable the students to get a practical knowledge to start small business.

Unit I: Small Business

Small Business—Introductory frame work – Concept and Definition – Nature and Characteristics – Relationship between small and large business – Scope and types of small business – Rationale and objectives – Small business as seed bed of Entrepreneurship.

Unit II: Entrepreneurship Concept

Entrepreneur and Entrepreneurship concept – Distinction between entrepreneur and Manager – Entrepreneurial competency – Functions and Types. (Including women and rural)

Unit III: Establishing a small enterprise

Establishing a small enterprise – Steps – Project identification and selecting the product – Generation and screening the project ideas – Market analysis and Technical analysis (upto cost of production) Project formulation – Assessment of project feasibility – Preparation of project report- Dealing with basic and initial problems of setting up of Enterprises..

Unit IV: Growth Strategy


Unit V: Incentives and subsidies

Incentives and subsidies – Central and State Government Schemes.

TEXT BOOKS:
1. Dr. C.B. Gupta & S.S Kanka, Entrepreneurship and small business management, Sultan Chand Publications

REFERENCE BOOKS:
1. Prasanna Chandre, Project planning analysis selection implementation and review, Tata MacGraw Hill.
2. Dr. C.B. Gupta & Dr. M.P.Srinivasan, Entrepreneurial development, Sultan Chand Publications.

CO-2952 COMPUTER APPLICATION IN BUSINESS STATISTICS

Semester : II  Credits : 3
Category : SE  Hours/Week : 4

Course objectives
1. The paper will primarily provide an exposure to the use of MS-Excel and the use of the SPSS software in making business decisions.
2. The paper provides an exposure to advanced statistical applications like, Multiple Regression Analysis, Factor analysis, Reliability tests, along with some applications of Linear Programming, Gaming and Queuing theories.

Unit I: EXCEL Software:

Basics of the software – Functions – 2 case studies.

SPSS Packages for Business Decisions:

Using the package for basic statistical reports generation – frequency tables – dispersion – ANOVA – Chi Square – Parametric tests: Correlation, simple and Multiple Regression – Factor analysis – Reliability tests.

Unit II: Regression Analysis Model Building:

General Linear Model – Determining when to Add or Delete variable – Analysis of a larger Problem - Variable Selection Procedures – Residual Analysis – Multiple Regression Approach to Analysis of Variance and Experimental Design.
Unit III: Introduction to Linear Programming


Unit IV: Waiting Line Models :

Structure of a Waiting line-Single and Multi channel waiting line model with Poisson Arrivals and Exponential Service times – Economic Analysis of Waiting – lines – Game theory applications.

Unit V: Application Project :

Using EXCEL and SPSS generated tables and reports.

TEXT BOOKS:

REFERENCE BOOKS:
3. MS Excel and SPSS – version 10, Manuals.

CO-2900 MANAGERIAL ECONOMICS

Semester : II Credits : 3
Category : SU Hours/Week : 4

**Course objectives**

1. To relate economic theory with modern Business practices.
2. To predict the demand, cost, price and profit variables for a firm in the short run and the long run.

Unit I: Scope of Managerial Economics – Development of entrepreneurship and Management in India – Professionalisation of management.

Unit II: Demand analysis :


Unit III: Cost analysis:


Unit V: Measurement of profit – Accounting profit – profit policies and forecasting – Model of break – even analysis.

RECOMMENDED TEXT BOOKS:

REFERENCE BOOKS:
2. Dean, joel, Managerial Economics, Prentice Hall of Inc., New Jersey

CO-3802 SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Semester : III Credits : 4
Category : MC Hours/Week : 6

**Course objectives**

1. To expose the students to various securities for their investments in financial markets.
2. To make the students aware about the various rights and returns associated with such investments.
3. To help the students to equip themselves with the knowledge about the securities to selected for their investments.

Unit I: Introduction to Securities and markets for Securities :

Securities – Significance – Types – Portfolio securities and its management - Investment Vs Speculation -Investment process –

Unit II: Risk and Return:
Security returns, risk in a traditional sense, systematic risk, unsystematic risk, risk in a contemporary mode, using beta to estimate risk, Picturing risk and return, calculating expected return and risk, historical risk and return on asset classes.

Unit III: Fundamental and Technical analysis:

Unit IV: Efficient Market and Capital Market Theory:
Efficient Market Theory – Random walk, The efficient ,market hypothesis, Empirical tests of the semistrong form; Capital market theory – Relaxing some assumptions of the capital asset pricing model, testing the capital asset pricing model, arbitrage pricing theory

Unit V: Portfolio Analysis and portfolio selection:
Portfolio Analysis: Traditional Portfolio analysis, why portfolios? Effects of combining securities, Markowitz risk and return optimization, Portfolio analysis; Portfolio selection: risk and investor preferences, selecting the best portfolio, simple sharp portfolio optimization, significance of beta in the portfolio, traditional portfolio selection.

Recommended Text Book(s)

Reference Books
2. V.K. Bhalla, Security Analysis and Portfolio Management, S. Chand and Co Ltd, Ram Nagar, NewDelhi.2004
RS-3804 RESEARCH METHODOLOGY

Semester : III Credits : 3
Category : MC Hours/Week : 5

Course objectives
1. To provide the students a broad understanding of the main elements of the research process.
2. To enable the students to use the methods of research in business settings and commerce

Unit I : Research

Meaning and definition of social research-Objectives of research – Motivation to research – Approaches to research – Research process – Criteria of good research – Maintaining objectivity in research – Problems encountered by researchers.

Unit II : Problem Formulation


Unit III : Data Collection

Elements, variables, observation- scales of measurement – Qualitative and Quantitative, cross – sectoral and time series – sources.

Methods of data collection – Documents & observation – Questionnaire & Interviewing – Guidelines for constructing questionnaire and Interview Schedule – Scaling methods – Response errors – Hypothesis; Hypothesis formulation and hypothesis testing

Unit IV : Data analysis and Interpretation using SPSS


Unit V : Report writing


REFERENCE BOOKS
1. Dr. P. Ravilochanan, Research Methodology, Margham Publications. 2003

CS-3900 E-COMMERCE

Semester : III Credits : 3
Category : SU Hours/Week : 4

Course objectives
1. To expose the students in IT field with Commerce
2. To provide them with the fundamental knowledge of the use of computers in business.
3. To impart the students with knowledge of web technology and their role in doing business.
4. To train the students in the web technologies to create E-Commerce solutions.

Unit I : E-Commerce

CO-3875 CREATIVE ADVERTISING

Semester : III  Credits :  3
Category : ID  Hours/Week :  4

Course objectives

1. To provide a basic understanding to the students about the advertising industry and use of advertisement in today's business world.
2. To help the students to appreciate social and cultural role in such advertising.
3. To teach the students to appreciate the important global effect of marketing communications on business and industry.

Unit I : Defining Advertising

Advertising defined - History of advertising - Advertising and economy - Advertising and society - The advertising industry - Marketing and marketing concept - Marketing mix.

Unit II: The advertising Agency

The advertising agency –Types – Structure - Client service- Creative department- Media planning - Studio – Research- State laws and regulations- Types of advertising.

Unit III: The communication Process


Unit IV: Copy Platform


Unit V: Outdoor Publicity

Outdoor publicity- Direct mail and transit advertising- Trends in advertising- Global advertising- Intercultural advertising- Advertising management- Codes and ethics in advertising - Advertising as a career.
RECOMMENDED TEXT BOOK(S)

REFERENCE BOOKS

CO-3302 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Semester : III Credits : 3
Category : EG Hours/Week : 4

Course objectives
1. To develop adequate internal attributes among the students.
2. To initiate the required skills for entrepreneurial development.
3. To instruct the students to internalize some trait for potential entrepreneur.

UNIT I : Small Business Enterprise

Small Business framework – concept and definition - nature and characteristics – relationship between small and large business – scope and types of small business – rationale and objectives – small business as seed bed of Entrepreneurship

UNIT II : Entrepreneurship

Entrepreneur and Entrepreneurship concept – distinction between entrepreneur and Manager – entrepreneurial competency – functions – types.(including women and rural).

UNIT III : Establishing a small enterprise

Establishing a small enterprise – learning the important steps for starting a business – project identification and selecting the product – generation and screening the project ideas – market analysis – technical analysis, financial analysis (up to cost of production) Project formulation – assessment of project feasibility – preparation of project report m-dealing with basic start up problems.

UNIT IV : Growth strategy


UNIT V : Institutional Support

Sources of Finance – Financial Support to small Business - Various incentives and subsidies – Central and State Government Schemes – Case study of great Entrepreneurs.

RECOMMENDED TEXT BOOK(S)
1. SS.Khanka, Entrepreneurial development, (S.Chand)2003.

REFERENCE BOOKS
2. Jayasree Suresh, Entrepreneurial development, (MARGHAM PUBLICATION) 1999

CO-4802 INTERNATIONAL MARKETING

Semester : IV Credits : 3
Category : MC Hours/Week : 5

Course objectives
1. To offer the students an understanding of the environment of international marketing.
2. To offer to the students a knowledge of the market environment.
3. To teach the students the overseas market research, sources of Market information and the guidelines on how to identify foreign markets.
4. To guide the student for product planning adaptation for export.

Unit I : AN OVERVIEW OF GLOBAL MARKETING

From domestic to global Marketing – an understanding of the similarities and differences between domestic, export, international,
multinational, multi-regional and global marketing - Marketing Orientation of International Companies – Driving and Restraining forces of international marketing - Definition of International and Global Marketing and relationship to other fields of study - The importance of international marketing

Unit II: UNDERSTANDING THE GLOBAL MARKETING ENVIRONMENT

The political, legal, economic, social, Cultural, Technological and Competitive environment of international marketing - Demographic Dimensions of Global Consumer Markets - Business customs in global marketing - Multinational Corporations - Barriers to international trade - Impact of World Trade Agencies and Economic Groupings on International Marketing

Unit III: ANALYZING GLOBAL OPPORTUNITIES

Screening International Market Opportunities - A model for Selecting International Markets - Criteria for Selecting Target Countries - Global Market Segmentation

Unit IV: DEVELOPING GLOBAL MARKETING STRATEGIES


Unit V: DEVELOPING GLOBAL PROGRAMS:

International Promotion Strategies - The international promotion mix – Elements of the promotion mix, pull and push strategies - Personal Selling – Single Country Vs Multi Country Forces, Local Sales Force and alternatives - International Sales Promotions - Direct Marketing – direct mail, catalogue selling, door-to-door sales, and telemarketing - International Advertising – challenges, media selection, reach and frequency, agency selection, global advertising

RECOMMENDED TEXT BOOK(S)

REFERENCE BOOKS

CO-4803 HUMAN RESOURCE MANAGEMENT

Semester : IV Credits : 3
Category : MC Hours/Week : 5

Course objectives
1. To understand the nature of human resources and its significance to the organization;
2. To learn about the various mechanisms in HRM that contribute to the competencies of people in an organization;
3. To build learning organizations and to become competitive in the changing economic environment.

Unit I: Human resources Management

Scope and activities of Human resources Management – HRM models – Activities that can enhance HR competitiveness – HRM and environment scanning – HR Manager, as strategic business partner – Changing status and HR Managers – HR outcomes – Challenges and issues facing an HR Manager.

Unit II: Human Resource Planning


Unit III: Human resources development

Human resources development – Goals of HRD – HRD instruments – HRD culture – Role of Chief Executives in HRD – Training and
Development modules – Coaching and mentoring – Competency mapping – Developing competencies – Personal competency maturity model.

Unit IV: Work life

Quality of work life – Participation and empowerment – Career planning and development - Managing discipline and grievances.

Unit V: Performance Appraisal


RECOMMENDED TEXT BOOK(S)

REFERENCE BOOKS
1. Garry Desslor, Human Resources Management - Pearson Education 2004

CO-4804 GLOBAL BUSINESS STRATEGY

Semester : IV  Credits : 3
Category : MC  Hours/Week : 4

Course objectives
1. To expose the students to the international business scenario and trading environment.
2. To offer the students the strategies and strategic management in an international business scenario.
3. To help the students to formulate and implement such a strategies in a global corporate environment.

Unit I: The environment of international Business:
The political environment - The technological environment - Organizational developments, - Implications of various favorable conditions - The international trading environment - The growth in world trade - The geographical composition of world trade - The regional network of world trade - Patterns of international specialization - The institutional framework.

Unit II: Strategic planning and management in international firms:
Strategic planning and management in international firms - The definition of strategy - The need for strategic management and planning - The international strategic management process - Competitive environment and industry characteristics - Strategic group analysis - Internal resource analysis - Value chain analysis - Strategy formulation – productions - The transnational strategy options.

Unit III: International Business Strategy:
Generic strategy and competitive advantage - Global industries and multidomestic industries - Reasons for globalization - Critique of the globalization thesis - International generic strategy - Configuration of operations and productions - The transnational strategy.

Unit IV: The implementation of international business strategy:
Strategic alliances and joint ventures - Types of joint ventures and strategic alliances - Reasons for the use of joint ventures and strategic alliances - The continuing role of joint ventures - Disadvantages and costs of international collaboration - International acquisitions - Problems and disadvantages of international acquisitions - foreign market entry and development - Export entry modes - Contractual entry modes - Investment entry modes - Determinants of foreign market entry mode.

Unit V: International Organizational Structure and Human Resource:
International strategy and structure - The transnational corporation - hierarchy and informal process - Competitive advantage and culture change - The quest for the multicultural global organization - The significance of national cultures - Developing cross-border management - Management of expatriates
RECOMMENDED TEXT BOOK(S)

REFERENCE BOOKS

CO-4805 PROJECT / DISSERTATION
Semester : IV Credits : 4
Category : MC Hours/Week :

Course objectives
1. To challenge the students to identify an issue / problem in business studies and to help the students to develop an inquiring mind.
2. To provide an opportunity to the students to investigate that issue within a given time frame.
3. To enable the student to make acceptable and meaningful inferences from the research effort and experience.

Learning about research through Practice:
1. Project - Proposal
2. Project - Collection of data
3. Project - Analysis, Interpretation
5. Preparing a dissertation.

Mode of evaluation and weightage of marks :
1. Dissertation 75 marks
2. Viva – External 25 marks

Total 100marks

CO-4958 CORPORATE ACCOUNTS & ACCOUNTING STANDARDS
Semester : IV Credits : 3
Category : ES Hours/Week : 4

Course objectives
1. To expose the students to the accounting standards and to help them to prepare corporate accounts on certain happenings as per the standard prescribed.
2. To enable the students an understanding of accounting treatments on various corporate firms in the modern day context and do the accounting based on the standards.

Unit I Accounting Standards:

Unit II Preparation of Financial statements of Limited Companies:
Requirements of the Companies Act for presentation of profit and loss account and balance sheet of a company, treatment of special items relating to company final accounts, profit and loss appropriation account, changes in the companies bill 1993.

Unit III Accounting aspects of Merger and Acquisition:
The meaning and nature of Amalgamation, the methods of accounting for amalgamation, journalizing the transactions in the books of the transferor and the transferee, preparation of financial statements after merger/ amalgamation, special adjustment entries for inter- company owing and holdings.

Unit IV Consolidated Accounts of Holding and Subsidiary Companies:
Holding and Subsidiary Companies – definition and legal requirements for preparation of accounts, consolidation of financial statements including Chain holdings.
Unit V  Current Development and Enterprise Resource Planning:

Concept of value added – Computation of value added – Value added ratios – Concept of Economic value added – Concept of Market value added – Brand Valuation and Accounting – Enterprise Resource Planning.

RECOMMENDED TEXT BOOK(S)
1. M.C. Shukla and T.S. Grewal, Advanced Accountancy, New Delhi, S. Chand and Co. 2002

REFERENCE BOOKS
3. ICFAI, Financial Accountancy, ICFAI Publication, Hyderabad

CO-4959 LABOUR LEGISLATION

Semester : IV  Credits : 3
Category : ES  Hours/Week : 4

Course objectives
1. To acquaint the learners with the fundamental principles of labour laws.
2. To equip the learners in avoiding conflict with the employer, creating a congenial atmosphere in the work place for increasing the welfare of the nation

Unit I  Law relating to the working conditions


Unit II  Law relating to Social Security

The workmen’s Compensation Act, 1923: Definitions-Rules regarding workmen’s compensation- Employer’s liability for compensation – Occupational diseases.

Unit III  Law relating to Monetary Benefits

The Payment of Wages Act, 1936: Definitions- Rules for payment of wages- Deductions from wages- Maintenance of registers & records- Inspectors-Appeal- Penalties

Unit IV  Laws relating to Labour relations

Industrial Disputes Act, 1947: Definitions –Rules for payment of wages- deductions from authorities under the Act- Strikes and lock outs – Lay off and retrenchment.

Unit V  Standing Orders


RECOMMENDED TEXT BOOK(S)

REFERENCE BOOKS
2. Srivastava, The Industrial Employment Standing Orders Act

CO-4960 SERVICE MARKETING

Semester : IV  Credits : 3
Category : ES  Hours/Week : 4

Course objectives
1. To offer key insights into the marketing of services.
2. To provide a comprehensive overview of the new development in service marketing theory and practice.
3. To focus the attention on the unique dimensions of services marketing which must be addressed to white designing and implementing strategies.
Unit I: Services Marketing

Introduction to services – meaning, need, services and technology, differences between goods and services, services marketing mix.

Unit II: Consumer behaviour

Consumer behaviour in services, role of culture in services expectations, perceptions Building customer relationships, levels of relationship strategies, Service Recovery, Service development and design. Customer – Defined Service Standards – Physical Evidence and Service scape.

Unit III:

Employees Role Employees Role in Service Delivery – importance of employees, boundary spanning roles, service culture.

Unit IV: Managing demand and Capacity

Managing demand and Capacity – Understanding constraints, demand patterns strategies for matching capacity and demand - Waiting line strategies communication.

Unit V: Pricing

Pricing of Services – price perception, approaches strategies.

Recommended Text Book(s)


Reference Books