

**BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A.)
for 2018 admissions onwards
SYLLABUS**

18BUS101

PRINCIPLES OF MANAGEMENT

3 1 0 4

Objectives: *To acquaint the students with the challenges and opportunities they will face when managing their lives, the time and skills of other people, and the resources of an organization; to help the students understand management theory from functional perspectives; to provide students with opportunities to develop the basic managerial skills of planning, organizing, leading & controlling; to gain experience in working as part of a team and to develop skills necessary for effective work team performance.*

Unit 1 Management Concepts

Management: Meaning – Process - Science or Art - a Profession - Administration vs Management – Significance - Functions of Management - Levels of Management - Managerial Skills - Roles of Managers. Classical Theory - Scientific Management - Administrative Management - Bureaucracy Modern Theory - System approach - Contingency Theory - Z quality management, Behavioural Theory - Hawthorne Studies - Maslow's need theory - Theory X, Y and Z.

Unit 2 Planning

Definition – Need – Benefits – Steps - Nature and Importance – Objectives - Concepts of Management by Objective – Steps - Difficulties in MBO.

Unit 3 Organising

Nature – Purpose – Steps - Types of Organization: Formal & Informal – Power - Authority and Responsibility - Centralisation vs Decentralisation - Span of control – Departmentalization - Project organization - matrix organization.

Unit 4 Staffing and Directing

Nature – Significance - Recruitment & Selection Meaning - Training and Placement – Meaning - Difference between Recruitment and Selection - Difference between Training and development.
Directing - Meaning – Definition - Key elements.

Unit 5 Managerial Control

Definition, Characteristics - Significance – Limitations – Process - Requirement of an effective control system - Feedback mechanisms resistance to control - Overcoming resistance to control.

Skill Development Activities:

L Collect the photograph and Bio-data of any three contributors to Management thought.

M Draft organizational chart and discuss the authority relationship.

N Identify the feedback control system of an organization.

O List out your strengths and weaknesses considering yourself as a manager.

P Visit any recruitment firm and write down their process of recruitment.

TEXTBOOKS:

1. T. N Chhabra, *Principles of Management*
2. Samuel C Certo And S. Trevis Certo, *Modern Management*

REFERENCES:

1. L. M Prasad, *Principles And Practices Of Management*
2. Koontz, *Essentials of Management.*
3. Daft, R. L, *Management.*
4. Stephen P. Robins and Marry Coulter, *Management.*

18BUS111

BUSINESS ORGANISATION AND SYSTEMS

3 0 0 3

Objectives: *The purpose of this paper is to impart to the students an understanding of business concepts with a view to prepare them to face emerging challenge of managing business.*

Unit 1

Meaning, scope and evolution of commerce & industry - Industrial Revolution - its effects - Emergence of Indian MNCs & transnational corporations - Recent trends in business world. Globalization & challenges for Indian Business in new millennium.

Unit 2

Business sectors & forms of business organizations - private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies - their features, relative merits, demerits & suitability.

Unit 3

Business combinations: Merges & acquisitions - mergers in India. Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright.

Unit 4

Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy, etc.

Unit 5

Domestic & Foreign Trade Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization.

REFERENCE BOOKS:

1. *Modern Business Organization* by S. A. Sherlekar
2. *Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale*
3. *Business Organization and Management* by Jallo, Tata McGraw Hill

18BUS202**ORGANISATIONAL BEHAVIOUR****3 0 0 3**

Objectives: *To understand the foundations of individual behaviour, to understand the main components of attitudes, job satisfaction parameters, personality and values, interpersonal skills, and leadership skills to understand the role, demands of the role, leadership skills required, and motivational/development efforts needed to increase role efficacy and the effectiveness of the individual.*

Unit 1 Introduction to Organizational Behaviour

Meaning – Definition – Importance of Organizational Behaviour – Scope - Process - Importance of process.

Unit 2 The Individual

Individual Behaviour, psychological foundations of individual behavior, perception, factors affecting perception, attribution theory, learning, learning process, motivation.

Unit 3 Interpersonal Behaviour

Interpersonal Relations in organization, interpersonal communication, transactional analysis, life position analysis, Games analysis.

Unit 4 Group Process

Group Behaviour, Group formation, group cohesiveness, conflict management.

Unit 5 Organisational Change and Development

Role of individual in organizational culture, climate and change, organizational effectiveness.

Skill Development Activities:

- *Characteristics of attitude as a component of successful organization – A brief discussion and prepare a report of it*
- *List the determinants of personality*
- *Factors influencing perceptions – Group discussion and preparation of a report on it*
- *List the characteristics of various leadership styles.*

TEXT BOOKS:

1. *Organizational Behavior - Robbins and Judge, Prentice Hall, India.*
2. *Understanding Organizational Behavior - Udai Pareek, Oxford University Press.*

REFERENCE TEXTS:

1. *Organizational Behavior - Human Behavior at Work, John W. Newstrom, McGraw Hill*

Companies.

2. Organizational Behavior - Uma Sekaran

18BUS203

INTRODUCTION TO MARKETING MANAGEMENT

3 0 0 3

Objectives: *The course of marketing will be appreciated through the fundamentals of marketing. Primarily the concept of formulating STP strategies being the one of the major elements of the marketing mix with emphasis to product gives the basis to marketing.*

Unit 1 Fundamental concept of marketing

Market- meaning, definition, features, classification of markets. marketing- introduction, definition of marketing, evolution of marketing concept (marketing philosophy), objective of marketing, features, market and marketing , marketing and selling, Importance of marketing, modern marketing, features, marketing functions (Scope), Marketing management, task of marketing management/ marketing manager. Marketing mix - meaning, definition, elements of marketing mix. Marketing environment - the marketing process - marketing strategy

Unit 2 Market Segmentation, targeting and positioning

Segmentation-meaning, definition, benefits, patterns of segmentation, methods of segmentation (bases). Targeting - meaning, strategies, benefits. Positioning - meaning, benefits, techniques of product positioning.

Unit 4 Marketing Research

Meaning, definition, objectives, benefits, scope, types, MR process, methods of data collection- observation, experimental, survey etc., marketing information system- meaning, need and importance of marketing information system, Marketing information system and marketing research, marketing intelligence.

Unit 5 Product Management

Product: Meaning, definition, classification, product hierarchy, product policies- product planning and development, product line, product mix, product standardization, branding, positioning, packaging, branding, brand loyalty, brand equity, brand rejuvenation, labeling, product life cycle- strategies in different phases , stages in new product development, marketing myopia.

Skill Development Activities:

- *Identify the product of your choice and list out all details of the product in terms of the manufacturer, expiry date etc.*
- *Describe the above product and its stages of Product Life Cycle*
- *Suggest strategies for development of a product of your choice*
- *Study the Purchase Behaviour for a product of your choice in a Super Market*
- *Develop an Advertisement copy for a product.*
- *Prepare a chart for distribution network for a manufactured product*

- *Case study analysis and group discussion in the class rooms.*

TEXT BOOKS:

1. *Principles of Marketing - Armstrong/ Philip Kotlar*
2. *Marketing Management - Philip Kotlar*

REFERENCE BOOKS:

1. *Marketing Management - Sherlaker*
2. *Marketing Management - Kotler, Keller, Koshy*

18BUS211

ADVANCED MARKETING MANAGEMENT

3 0 0 3

Objectives: *To learn the applications of Brand Management, Pricing decisions, Distribution management and Marketing communications; to learn about the emerging trends in marketing*

Unit 1 Brand Management and Pricing Decisions

Brand – Meaning – Definition - Role of Brands in Marketing – Scope of Branding – Brand Building Process – Co-Branding – Ingredient Branding. Price: Meaning – Five Cs – Objectives - Techniques of Pricing – Price Sensitivity – Meaning and Applications – Break Even Analysis – Decision Making – Pricing Methods – Strategies of Pricing.

Unit 2 Marketing Communications

Marketing Communications - Role – Process – Objectives. Personal Selling: Nature – Process – Skills. Sales Promotion – Types. Public Relations. Advertising – Role – Structure – Factors to Consider in Designing an Advertisement – Ethical Issues in Advertising.

Unit 3 Distribution Management

Meaning of Distribution – Factors in Designing Distribution System – Distribution channels – Meaning – Types – Functions – Channel Members – Whole Selling – Meaning – Important Factors – Wholeselling System in India – Retailing – Meaning – Managing Retailing.

Unit 4 Global Marketing

Global Marketing - Meaning – Scope – Reasons for Companies to go Global – Factors to be considered while Entering Global Marketing – Ways of Entering Global Marketing – Importance of Global Marketing to a Company, the National Economy.

Unit 5 Trends in Marketing

Meaning – Objectives – Scope and Emerging Trends in marketing practices of the following:
Consumerism - Rural Marketing – Agricultural Marketing – Social Marketing – Green Marketing – Direct Marketing – Online Marketing.

Skill Development Activities:

- *Identify a Brand of your choice and compare few of its factors with its competitor*

- *Suggest strategies for development of any consumer product into a brand*
- *Study any Government Distribution System of your choice and present the advantages and disadvantages of that system.*
- *Collect the information on promotional mix any two products of different companies*

TEXT BOOKS:

1. *Principles of Marketing - Armstrong/ Philip Kotlar*
2. *Marketing Management - Philip Kotlar*

REFERENCE BOOKS:

1. *Marketing Management - Sherlaker*
2. *Marketing Management - Kotler, Keller, Koshy*

18BUS212

BASICS OF HUMAN RESOURCES MANAGEMENT

3 1 0 4

Objectives: *To familiarize the student with modern trends in the management of an organisation's key resource i.e people; to give the student the give a working knowledge of key elements and functions of human resource management; to enable the student to understand the links between best practice in human resource management and the overall achievement of the firms strategic objectives.*

Unit 1 Introduction to HRM

Meaning – definition – nature – function – importance - challenges. Trends in HR: globalization – technology – demographics - workplace culture - meaning and its effects - strategic dimensions - role of HRM in strategy formulation and execution.

Unit 2 Recruitment and Performance Appraisal

Recruitment & Selection, Training & development, Performance management and appraisal, Job analysis
Job analysis - forecasting personnel requirements. Recruitment function - Internal and external sources of recruitment - selection process.

Training – Meaning – Definition - process and methods. Performance appraisal: need – steps - performance management – meaning – need - defining - work standard and goals - realistic appraisal - supervisor's role - common appraisal problems and how to avoid them.

Unit 3 Compensation management & employee relations and security

Establishing strategic pay plans - competency based pay: reasons - pros & cons and results - pay for performance - .financial incentives - benefits & services. Employee relations and security – ethics - justice and fair treatment - disciplinary action - labour relations - collective bargaining - employee safety and health.

Unit 4 Managing careers

Career developments: role of employee and employer - career management and employee commitment - planning and handling promotion – transfer – retirement.

Unit 5 Introduction to Labour and Industrial Laws

Meaning, objectives of - Employees PF Act 1952 - ESI Act 1948 - Factories Act 1948 - Industrial Disputes Act 1947 - Maternity Benefits Act 1961 - Minimum Wages Act 1948 - Payment of Bonus Act 1965 - Trade Union Act 1926 - Payment of Gratuity Act 1972 - Payment of Wages Act 1936 - Workmen's Compensation Act 1923.

Skill Development Activities:

- *Prepare a Chart showing the objectives of HRM and a briefly explain the need for each function*
- *Prepare an advertisement for recruitment/ selection of candidates for any organization of your choice.*
- *Give observation report of industrial safety practices followed by any organization of your choice*
- *Develop a format for performance appraisal of an employee.*
- *Choose any MNC and present your observations on training programme*

TEXT BOOKS:

1. *Gary Dessler - Human Resource Management*
2. *V S P Rao – Human resource Management*

REFERENCE BOOKS:

1. *A Framework For Human Resource Management - ISBN-8177587803*
2. *Human Resource Management – B Subrao*

18BUS213

INTRODUCTION TO RESEARCH METHODS

3 0 0 3

Objectives: *To equip the students with the required knowledge about the ethical issues related to research, to conduct a simple research, to analyze the data with the help of statistical tools and to derive conclusions.*

Unit 1

Research – Meaning – Objectives – Types of Research – Fundamental, Applied, Descriptive, Analytical, Conceptual, Empirical, Qualitative and Quantitative – Significance of Research.

Unit 2

Research Process – Formulating the Research Problem - Literature survey – Hypotheses - Research Design – Sample Design – Collection of data – Execution of the project - Analysis of Data – Testing of Hypothesis – Interpretation and preparation of reports.

Unit 3

Defining the Research problem – Meaning Necessity of defining the problem – Literature review – Reviewing concepts and theories – Review of previous research findings – process of formulating the research problem.

Unit 4

Hypotheses – Meaning – Need – types – Sampling design – methods of sampling - Research Design – Essentials of Research Design – Need for Research Designing – Classification of Research Design.

Unit 5

Preparation of Research Report – Meaning of Research Report – Types of Report – Steps in Preparing Research Report – Format of the Report.

Skill Development Activities:

- *To do a survey on any relevant topic using questionnaire and present the research*
- *Pretest the questionnaire with any sample data in your college*
- *Prepare a chart showing the application of statistical analysis in a corporate*
- *Analyze the chronological order of a good report prepared in your college*

TEXT BOOKS:

1. *R Panneerselvam – Research Methodology – Prentice Hall India.*
2. *M C Khothari - Research Methodology*

REFERENCE BOOK:

1. *R Krishanswami and M Ranganathan - Research Methodology for Social Sciences – Himalaya Publishing House*

18BUS214

LEADERSHIP MANAGEMENT

3 0 0 3

Objectives: *To enable the students to understand the dynamics involved in effective decision making: to familiarize the student with the managerial roles/functions/styles, the importance of effective interpersonal communication, and the group dynamics at work: to enable the student to understand the importance of power and politics, to minimize and manage conflict, and to participate in and achieve organizational development.*

Unit 1 Managerial Roles, Functions and Styles

Leadership – Definition – Concept - Characteristics of Leadership - Factors governing good leadership – Leadership Approaches - Foundations of leadership Economic foundations, Psychological foundations and Sociological foundations. Developing Leadership Vision - Leadership in Managerial roles, Activities, Functions Styles - Skills and Managerial effectiveness - Types of Leadership styles – Theories of Leadership - Leadership and Creativity – Leadership and Motivation – Attributes of a Good Leader

Unit 2 Leadership in Organization

Charismatic Leadership, Transactional Leadership, Transformational Leadership - Authentic Leadership – Trust and Ethics in leadership - Contemporary leadership roles – Mentoring, Self leadership, Effective Leadership Communication - Online leadership; Finding and creating effective leaders.

Unit 3 Leadership and Power

Leadership and Power - Power – definition - The distinction between power, authority and influence, The classifications of power, Contingency approaches to power, Political implications of power, Leadership vs

Power - Bases of power - Tactics - Organizational Politics. Conflict Management - Sources of conflict in organization – Prevention of Conflicts

Unit 4 Leadership and Organization

Organizational Structure - Organizational designs – organizational development - Employees behaviour – Global implications - Organizational culture – Types – Ethics in organizational culture.

Unit 5 Case Studies

Case studies with top leaders like Rata Tata, Narayana Murthy, Laxmi Mittal etc.

Skill Development Activities:

- *Prepare a list of Transactional and Transformational Leaders.*
- *Identify persons with leadership qualities and conduct an interview with them*
- *Discuss any example of change management*
- *Prepare a chart of the factors which made them successful leaders*

TEXT BOOKS:

1. *Understanding Organisational Behaviour, Udai Pareek, Oxford University Press.*
2. *Organisational Behaviour, Robbins and Judge, Prentice Hall, India.*

REFERENCE BOOKS:

1. *Organisational Behaviour : Human Behaviour at work, John W Newstrom, McGraw Hill Companies*
2. *Organisational Behaviour, Uma Sekaran*

18BUS215

FINANCIAL ADMINISTRATION

3 1 0 4

Objective: *To understand financial management concepts and its important functions taking into account other relevant financial issues.*

Unit 1 Introduction

Meaning of Finance - Financial Activities - Real and Financial assets - Finance Functions - Equity and Borrowed Funds - Raising and Allocating Funds - Organization of Finance Functions - Functions of a Finance Manager.

Unit 2 Financial Decisions

Capital Structure Decisions: Capitalization - Over Capitalization - Under Capitalization – causes - Effects and Remedies - Theories of Capital Structure - Features of appropriate Capital Structure - Cost of Capital: Meaning, Weighted Average Cost of Capital - Leverage - Financial and Operating Leverage: Meaning – Measurement - Effects of Leverage on Profit.

Unit 3 Capital Budgeting

Introduction to Capital Budgeting: Techniques - Discounting and Non-Discounting Techniques - Pay Back Period – ARR – NPV - IRR - Benefit Cost Ratio - Cash Flow estimation for Capital Budgeting,

Unit 4 Working Capital Management

Working Capital – Meaning - Objectives of Working Capital Management - Determinants of working capital - Sources of Working Capital Finance - Estimation of working capital requirement – Cash Budget – Problems.

Unit 5 Dividend Decisions

Dividend: Meaning – Types - Theories: Walter Model - Gordon Model - Determinants of Dividend Policy - Types of Dividend Decisions.

Skill Development Activities:

- *List out the sources of funds for a manufacturing company*
- *As a finance manager of a company state your function*
- *Consider a project of your choice and compute Pay-Back-Period under discount and technique with imaginary figures*
- *Compute requirement of working capital with imaginary figures*

TEXTBOOKS:

1. *Dr. S. N. Masheshwari, Elements of Financial Management, S. Chand and sons*
2. *I. M. Pandey, Essential of Financial Management, Vikas Publishing House, New Delhi*

REFERENCE BOOKS:

1. *Financial Management and Policy, James C. Van Horne, Prentice Hall, India*
2. *Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw Hill*
3. *Financial Management – Text, Problems and Cases, PK Jain, MY Khan, McGraw Hill Education (India) Private Limited*

18BUS216

PRODUCTION AND OPERATIONS MANAGEMENT

3 0 0 3

Objectives: *To appreciate and understand the fundamentals of production management, to introduce basic issues connected to decision making, design, planning, and operations control in the context of achieving a firms overall goals and strategies: to provide the students with the practice relevance of the various topics of production and operations management.*

Unit 1 Introduction to Production and Operations Management

Introduction to production and operations management – need - functions and trends in business - operational strategies - Operation as a system - Operational technologies - innovation management.

Unit 2 Facilities Locations and Plant Layout Factors - influencing location decisions - market related - cost related – regulatory and policy issues and other issues - location planning methods - location factor rating - centre of gravity method - load distance method - transportation model (simple problems)

Layout: meaning – importance – types – product - production line - assembly line - U-shaped process - fixed position - assignment model.

Unit 3 Aggregate Planning, Capacity Planning and Scheduling

Aggregate production planning: meaning – need - basic strategies – methods - models used - master production scheduling - material requirement planning (MRP) meaning – concept - multiple levels in products - bill of material - determining lot size.

Definition: measures of capacity – determinants - steps in the process - determining capacity requirements - developing capacity alternatives – challenges - evaluating alternatives.

Scheduling: meaning – need - basis for scheduling – routing - scheduling rules - performance criterion - simple problems in scheduling by using Johnson’s rule - Gantt charts.

Unit 4 Materials Management, Inventory Control and its Maintenance

Importance of inventory management - meaning of make or buy decision - inventory control system - continuous review system, periodic review system - selective control of inventories - issues in inventory planning - simple problems in inventory control - quality control - equipment life cycle - cost of maintenance and alternatives.

Unit 5 Project Management

Project management: meaning, phases – framework - work breakdown structure organizational breakdown structure and cost of breakdown structure - network representation of a project - constructing the network - PERT/CPM - simple problems.

Skill Development Activities:

- *Prepare a chart on the production flow of any assembly line. and understand the plant layout*
- *Study the inventory system of any factory and present it*
- *Discuss any project and its different phases*

TEXT BOOKS:

1. *Production and operations management - S N Chary*
2. *Production Management - K. Ashwathappa*

REFERENCE BOOKS:

1. *Operations Management - Theory and Practice - B. Mahadevan*
2. *Production and operations Management - Kanishka Bedi*

Objectives: *To introduce students to the contemporary issues in International Business that illustrates the unique challenges faced by managers in the international business environment; understand the conceptual underpinnings of Multinational Enterprises (MNE's), the environment to which they operate, and the management challenges posed by the environment; to understand the laws and institutions, and the regulatory environment governing international trade, to learn the basics of international financial management, in particular foreign exchange exposure, management to learn about the effect of cultural*

differences on the environment of international business; to understand the ethical and social responsibilities of MNE's.

Unit 1 Conceptual Underpinnings, Environment and Challenges

International business: Meaning, Significance, Process of evolution of international business and its development (brief only), Globalization and international business the ways they affect each other. Difference between international business and domestic business, Factors for growth in international business, Reasons for growth in International business. Types of international organizations. Collaborative arrangements – licensing, franchising, management contracts, turnkey operations, joint ventures, equality alliance, strategic alliance, multinational enterprise: impact of each type on domestic firms.

Unit 2 Modes of Operations in International Business and the Economic Environments facing businesses.

Factors influencing the choice of a particular mode of International business. Various forms of contractual entry mode and challenges In choosing a particular mode. Importance of economic environments, Elements of the economic environment and its impact: Inflation, Unemployment, Income distribution, Gross Domestic Product, Gross National Income, Balance of Payments and Balance of Trade.

Unit 3 Laws, Regulation and Institutional Framework Brief only: Global trading environment, Trade In commodities, Commodity agreements OPEC, Trade blocs, Bilateral and Multilateral Trade laws, GATT and WTO, UNCTAD, Regional Trading Agreements and NAFTA, ASEAN, TRIPS, TRIMS, National Regulation of International Business: Free Trade versus Trade protection, Forms of trade regulation, Regulation of FDI in India, Problems and prospects for Indian business.

Unit 4 Foreign Exchange Exposure and Foreign Trade, Meaning and an elementary understanding only. Foreign exchange, Foreign exchange market, Exchange rate, Traditional Foreign exchange Instruments: Spot transactions, Forward transactions; Derivatives Options, Currency swaps, Futures contracts. Export and Import: Meaning, Merits and demerits, characteristics, types, strategic advantages to an economy. Export Documentation: Objectives, Letter of Credit, Draft, Bill of Lading, Additional Documents

Unit 5 Cultural Environments facing business, Ethical and social Responsibilities of MNEs Nature of assumptions, Major causes of cultural difference and change, Behavioural factors influencing countries' business practices, Process of Cross-cultural adjustment, Impact of cultural differences on Communication, Negotiation & Decision Making, Management of Cultural Diversity and General cultural guidelines for companies that operate internationally. Concepts, Principles, Ethical issues: Sustainability, Global warming and Kyoto Protocol, Labour Issues

Skill Development Activities:

- *List out any 10 Joint Ventures of India*
- *Conduct a group discussion on impact of unemployment on GDP and prepare a report on it*
- *Organize a debate on Regulation of FDI in India*
- *List out traditional foreign exchange instruments*
- *Prepare a report on Social Responsibility of a MNE*

TEXT BOOK:

1. *Vyuptakesh Sharan, International Business Concept, Environment and Strategy, Pearson Education*

REFERENCE BOOKS:

1. *Francis Cherunilam, International Business, Text and Cases, Himalaya Publishing Company*
2. *Rathod, Export Management*
3. *O S Srivastava – International Business, Kalyani Publishers*

18BUS302**BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY****3 0 0 3**

Objectives: *The primary objective is to help students understand the relevance of ethics in their personal as well as professional life.*

Unit 1 Business ethics - An overview

Ethics: nature – objective - business ethics: nature – need – relationship between ethics and business - stages of ethical consciousness.

Unit 2 Ethics in business in Indian perspective

Importance of ethical behaviour in personal and professional life - law of karma – meaning - how it operates.

Unit 3 The ethical organization and its corporate code

The ethical organization - an overview – characteristics - corporate moral excellence – stakeholders' corporate governance. Definition of corporate code - development of corporate code – implementation.

Unit 4 Corporate Social responsibility & Environment ethics Environmental issues in India – greening - greening initiatives - stakeholders - Internal stakeholders – employee – shareholders – management - External stakeholders – consumers – suppliers – creditors – competitors - community.

Unit 5 Ethical Dilemmas - workplace, functional areas & ethical issues in global business

Dilemmas at work - ethical dilemmas: power - authority and trust – secrecy - confidentiality and loyalty - resolving dilemmas manager - employee. Ethical issues in: marketing – operations – purchase - human resource – finance - accounting and other functions. Multinational organization - reasons Company go global - ethical issues – political sales & marketing – advertising – technology - economics activities - regulatory actions in acquisitions of global business & social obligation.

Skill Development Activities:

- *Make a survey of local political influence on Business.*
- *Make report on the recent ethical issues.*
- *Make an environment impact assessment for an upcoming project in your local area.*
- *Prepare a report based on CSR activities of one of the companies near your locality.*
- *Presentation on preparing Corporate Code of different companies*
- *Case studies on how CSR is being carried out in different companies*

TEXT BOOK:

1. *Hartman & Chatterjee, Perspectives in Business Ethics*

REFERENCE BOOKS:

- 1 *John R Boatright, Ethics and the conduct of business*
- 2 *Illustrations and supporting articles from business journals*

18BUS303

INTRODUCTION TO RETAIL MANAGEMENT

2 1 0 3

Objective: *To provide a basic understanding about the different aspects of retail management.*

Unit 1

Retail Management: Introduction, meaning and Characteristics – Functions of retailing – Structure and nature of retailing channels – changing face of retailing – retailing in India – traditional and modern retail formats in India – challenges in retail business in India – retail customer – retail consumer behaviour, factors affecting consumer decision making – stages of consumer decision process.

Unit 2

Retail market segmentation – meaning and benefits – criteria for effective market segmentation – dimensions for segmentation – retail location – importance of location decision – types of retail location – site selection analysis – retail location theories.

Unit 3

Retail merchandising – meaning – brand management and retailing – merchandise management – merchandise budget, projected sales, inventory plan, competition analysis – constraints – criteria for selection of suppliers – store space management – basis of space allocation.

Unit 4

Retail pricing – introduction – objectives - pricing strategies – retail promotion strategies – promotion mix – advertising, media selection – sales promotion.

Emerging trends in Retail industry, rural retailing, E-tailing, carriers in Retail Management, ethics in retailing, Retail logistics /logistics mix.

Unit 5

Relationship Marketing in Retailing: Management of Relationship, Evaluation of Relationship Marketing, Relationship, Marketing Strategies, Retail Research and Retail Audits, FDI in retail, Financial management in retailing, HR in retailing

TEXT BOOKS:

1. *Chetan Bajaj, Rajnish Tuli, Nishi V Srivastava – Retail Management, Oxford University Press Publication.*
2. *Gibson G Vedamani – Retail Management, Jaico Publishing House*

REFERENCE BOOKS:

1. Pradhan – Principles of Retail Management, Tata McGraw Hill
2. V Gopal - Retail Management: An Introduction, ICFAI University Press
3. David Gilbert – Retail Marketing Management, Pearson

18BUS305**TAXATION – LAW AND PRACTICE****3 1 0 4**

Objective: To familiarize the students with the basic principles and practices of Income Tax.

Unit 1

Income Tax Act – History – Important Definitions – Assessee - Assessment year - Previous year - Person – Income - Agricultural Income – Gross Total Income – Total Income - Casual income.

Unit 2

Residential Status of Individual – HUF – Firm – Company - Scope of Total Income based on the residential status of Individuals.

Unit 3

Exemptions from Total Income.

Unit 4

Deductions from Gross total income - 80C - 80CCC - 80CCD - 80CCF - 80D - 80DD - 80DDB - 80E - 80G - 80GG - 80GGA - 80GGC - 80QQB - 80RRB - 80TTA - 80U.

Unit 5

Computation of Total Income and Calculation of Tax Liability of Individual assessee only, Concepts of TDS, GST and Advance Tax

TEXT BOOKS:

1. Dr. H C Mehrotra, Dr S P Goyal - Income Tax Law and Practice, Sahitya Bhawan Publications.
2. T N Manoharan - Income Tax, VAT & Service Tax: Snow White Publication.

REFERENCE BOOKS:

1. Dr Bhagavathi Prasad - Direct Taxes Law & Practice – Wishwa Prakashan, New Delhi.
2. Dr Vinod K Singhania – Students Guide to Income Tax, Taxmann Publications Pvt Ltd, New Delhi.

18BUS311**ENTREPRENEURSHIP DEVELOPMENT****2 1 0 3**

Objectives: To provide the students an opportunity to relate the concepts to real life business and acquire the knowledge to become successful entrepreneur.

Unit 1

Entrepreneurship – Definition – Characteristics - Reasons for Growth of Entrepreneurship in a Country - Functions of An Entrepreneur - Types of Entrepreneurs - Entrepreneurship Success and Failure (with reference to India and the World) - Need to Train Entrepreneurs - Phases For Entrepreneurial Development - Role of Entrepreneurs In The Economic Development of a Country.

Unit 2

New Business Idea - Meaning and Applicability - Sources of Business Idea - Business Idea Evaluation – Preference of Location - Geographical and Community Preferences and others - Business Plan - Uses - Kinds - Process of Writing A Business Plan - New Product Development and Business Incubation.

Unit 3

Starting up of a Business – Project Identification and formulation – Assessment of feasibility – Legal considerations – Basic Start up Problems - Challenges of Buying a Business - Process of Buying – Institutional Assistance to an Entrepreneur – Policy Support to an Entrepreneur.

Unit 4

Financing of Business – Characteristics of Business Finance – Sources of Business Finance – Debt – Equity Considerations – Profit Planning and Budgeting (Theoretical Aspects Only).

Unit 5

Need For Women Empowerment In our Country - Prospects and Problems of Women Entrepreneurs – Solutions - Some Success. Stories of Women Entrepreneurs, Indian Women Entrepreneurs - Self Help Group - Meaning and Usefulness - Rural Entrepreneurship: Meaning and Need - Opportunities In Various Sectors – Problems and Prospects.

Skill Development Activities:

- *Collect information on the factors that have helped to start an enterprise by any two successful personality*
- *Prepare the flow chart with the determinants that have helped to establish an organization in your locality.*
- *Success stories of Entrepreneurs in the region to be discussed*

TEXT BOOKS:

1. *Entrepreneurship: Rajeev Roy, Oxford University Press*
2. *Entrepreneurial Development: Vasant Desai*

REFERENCE BOOKS:

- 1 *Entrepreneurial Development: Bhanucholi*
- 2 *Entrepreneurship Development: Dr. K. G. C. Nair*

Objectives: *To appreciate the complexities of managing a formal organisation; to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firm's situation.*

Unit 1 Strategic Concepts

Meaning, definition – role – scope – importance - stages- key terms - strategic model – benefits - need for strategic planning - pitfalls of strategic planning - guidelines for effective strategic management – Strategic Business Units - vision and mission – meaning – need – importance – process – characteristics – components - vision vs mission - writing and evaluating good vision and mission statements.

Unit 2 Internal Assessment and External Assessment

Key internal forces - management audit - basic functions or activities that make up the different functional areas of business.

Key external forces - sources of external information - Porter's five forces model of competition - cooperative vs competitive strategies.

Unit 3 Strategies for Managing Business

Types of strategies – integration – intensive – defensive - diversification. Strategies for competing in turbulent - high velocity market - means for achieving strategies – joint venture - merger/acquisition - first mover advantages - outsourcing.

Unit 4 Strategy Analysis

Three stage strategy formulation - SWOT matrix - SPACE matrix - BCG matrix - value chain analysis.

Unit 5 Implementation Strategies, Strategies Review and Evaluation

Meaning - Strategy formulation vs strategy implementation - matching structure with strategy - creating strategy supportive culture - challenges in strategy implementation.

Skill Development Activities:

- *Present a chart showing Strategic Management Process.*
- *Select any organization and undertake SWOT analysis, SPACE matrix and BCG matrix*
- *Present strategy followed by an FMCG company in Indian Market.*
- *Select any sector and make competitive analysis using Porter's five forces model.*
- *List social responsibility action initiated by any one company.*
- *Select any organization and identify the Key Result Areas*

TEXT BOOK:

1. *Fred R David, Strategic Management Concepts and Cases*

REFERENCE BOOKS:

- 1 *V S P Rao And V Hari Krishna, Strategic Management Text And Cases*
- 2 *Amita Mital, Cases in Strategic Management*
- 3 *John A Pearce II and Richard B Robinson Jr., Strategic Management: Formulation, Implementation and Control.*

Objective: To make the students understand the procedure of selecting a project and preparation of project report.

Unit 1

Project – Meaning - definition – objectives — Characteristics of projects – importance – Classification – Project life Cycle – project management, Stages of Project Management.

Unit 2

Project identification – sources of project ideas – project formulation – steps in project formulation – Project planning – steps in business planning - feasibility analysis and feasibility reports.

Unit 3

Project design – network analysis – PERT and CPM – Financial analysis – significance – financial tools like trend analysis, ratio analysis, fund flow analysis, break even analysis.

Unit 4

Sources of finance – internal and external – institutional finance – project appraisal, steps and implementation.

Unit 5

Project report – objectives, importance and contents of a project report - project report preparation (practical) Skill Development - Preparation of a Project report (practical) Preparing a letter to the concerned authority - seeking license to the SS Unit, you propose to start. Format of a business plan. A Report on the survey of SSI units in the region where college is located. Chart showing financial assistance available to SSI along with rates of interest. Chart showing tax concessions to SSI both direct and indirect. Success stories of Entrepreneurs in the region.

Skill Development Activities:

- *Preparation of a Project report (practical)*
- *Preparing a letter to the concerned authority-seeking license to the Small Scale Unit, you propose to start.*
- *Format of a business plan*
- *A Report on the survey of SSI units in the region where college is located.*
- *Chart showing financial assistance available to SSI along with rates of interest.*

TEXT BOOKS:

1. *M. C. Dileep Kumar, Ajith Kumar – Project Management, Kalyani Publishers*
2. *Vasanth Desai – Project Management, Himalaya Publishing*

REFERENCE BOOKS:

1. S. Choudhuri – *Project Management*, Tata McGraw Hill
2. B. M. Patel – *Project Management*, Vikas Publishing House
3. Rajeev M Gupta – *Project Management*, PHI 4.
4. Prasanna Chandra: *Project Planning, Analysis, Selection, Implementation and Review*, Tata McGraw Hill.
5. Vasantha Desai: *Dynamics of Entrepreneurial Development*, Himalaya.

18BUS316**SUSTAINABLE BUSINESS ADMINISTRATION****3 0 0 3**

Objectives: *Green business operations and sustainability are becoming increasingly important in the global economy as companies attempt to grapple with competing pressures in order to deliver goods and services in an environment where scarce natural and energy resources, pollution regulations, population growth and climate change are driving corporate decision-making. Businesses who adapt to this new environment will be better positioned to succeed in the global economy where demand for “green” products is increasing exponentially. This subject is designed as a survey of green business operating principles, sustainability, and social responsibility issues that will impact decision-making of the business leaders of the future.*

Unit 1

Environment Impact on Business: Social, Economic, Political, Cultural, Legal and constitutional sub-systems of environment and their impact on Business.

Unit 2

Constitution of India: Fundamental rights and duties, Directive Principles of State Policy, 74th Amendment of the Constitution pertaining to local Governments.

Unit 3

Introduction to Environmental Legislation: How the Parliament functions - Bill to Act to Rules. How a Bill is issued in parliament and how it becomes an Act, How a rule is notified/ Gazetted. Difference between Regulation, Law and Notification Bills. Introduction to Environmental Acts, Factory Act, Safety Related rules. Environmental Policy of the Government of India for Industrial Location with respect to ecology. The Command & Control Regime and The Economics Instruments Regime.

Unit 4

Public Policy for Industry and Business: Environmental Policy of the Government of India and the working of the Ministry of Environment and Forests, Central Pollution Control Board, State Pollution Control Boards. Annual Report of the Ministry of Environment and Forests (current year).

Unit 5

Internet and Environmental Management: Use of internet as a tool, Specific websites related to environmental management, Extracting latest updated information from related sites. 6. Introduction to software packages for GIS and MIS Reference.

REFERENCE BOOKS:

1. *Government & Business – by Amarchand, Tata McGraw Hill.*
2. *Government & Business Management – by Kumar & Ghosh*
3. *The Economics of Development and Planning – by M. L. Jhingan*
4. *Microeconomic Theory & Welfare Economics – by P. N. Chopra*
5. *Economic Development – Problems, Principles & Policies – by Benjamin Higgins.*
6. *Economic Development – Past & Present – by Gill*
7. *Economic Development of Business – by Dr. M. Adhikari*

18BUS331**FINANCIAL SERVICES AND MARKETS****3 0 0 3**

Objectives: *Financial markets have been increasingly influenced in recent times by financial innovations in terms of products and instruments, adoption of modern technologies, opening up of the market to the global economy, stream lining of regulatory frame works and so on. Keep this in mind, the aim of this course is to make the students aware of the ever changing scenario of financial markets and services.*

Unit 1

An overview of the Financial Services and Markets - Financial Services - Financial Markets - Financial Sector in the pre- and Post- Liberalization Periods.

Unit 2

Factoring and forfeiting: The concept of Factoring and Forfeiting - Export Factoring - Forfeiting - RBI and Forfeiting.

Unit 3

Securitization and Credit Rating: The concept of Securitization - Credit Enhancement Securitization in India - Legal Framework. The concept of Credit Rating - Rating Framework - Credit Rating Agencies in India - CRISIL, CIBIL etc. Credit Rating Agencies and SEBI.

Unit 4

Mutual Fund: The concept of Mutual Fund - Mutual Fund in India - The Structure of a Mutual Fund Types of Mutual Fund - Analyzing the Mutual Fund - Regulations Regarding Mutual Funds.

Unit 5

Money Market and Capital Market: Money Market - Evolution of Money Market in India - Post-Liberalization Period - Treasury Bill. Call Money Market – Inter Bank Call Market in India – collateralized Borrowing and Lending Obligation – Repurchase option (Repos) Market: The Concept – The Types of Repo Arrangements – Reforms in the Repo Market.

Capital Market – Commercial Papers – Developments in Commercial Papers Market – Certificate of deposits (CD) – IPO, FPO.

Skill Development Activities:

- *Collection of Share certificate/ debenture certificate.*
- *Collect any specimen of new Financial Instruments and record the same.*
- *Select any Mutual Fund and examine the various closed and open-ended schemes offered.*
- *Visit any Housing Finance Companies and analyze the features of various financing schemes offered*
- *Visit a Stock Broking Office and collect new issue application form and fill it,*
- *Ask the students to prepare a diagram showing the working of a Stock Exchange,*
- *Collect an advertising copy of the mutual fund scheme and paste it,*
- *List the various types of Credit Cards issued by financial service sector, and*
- *Prepare a list of various Mutual Fund Schemes and classify them under Open-ended and Close-ended Scheme*

TEXT BOOKS:

1. *Shashi. K. Gupta – Financial Services, kalyani Publishers.*
2. *Machiraju. H. R – Indian Financial System, Vikas Publication.*

REFERENCES:

1. *Rajesh Kothari – Financial Services in India, Sage Publications*
2. *Tripathy – Financial Services, Prentice Hall of India.*

18BUS332

INTEGRATED ADVERTISING AND BRANDING

3 0 0 3

Objective: *The students are expected to gain comprehensive understanding of the concepts of professional practices in Advertising and Branding for Integrated Marketing Communication (IMC). Content of the course gives an exposure to the foundation of design and implementation techniques for all the presentable marketing formats like print, broadcast and new digital media, through discussions of case studies from advertisement industry from a perspective of IMC.*

Unit 1

Evolution of Advertising as a Communication and Business Process - What is IMC? Audience Categories and Geographical Factors - Positioning, Environment - Segmentation, Positioning Differences, Market Place, Promotions, Measuring Response, Press Release, Product Review and Classified Advertisements. Conventional Advertising, New Advertising Agencies.

Unit 2

Integration for Marketing Communication - Persuasion, Argument and Emotions - Marketing and Consumer Behaviour - Integrating Advertising with other Elements - Effective Advertising - Market and Economic Effects and Intensity of Advertising.

Unit 3

Creative Process in Advertising - Copy Writing and Craft of Copy Writing - Writing for Print, Visual and Radio - Art Direction - Production - Using the Media: Print, Visual and Radio - Effective Use of New Digital Media Tools for brand promotion.

Unit 4

Advertising Strategies - Marketing for Clients - Advertising Management - Basic Elements of Branding - Brand Identity - Brand Image - Brand communication - Power Branding - Principles of Integrated Brand Promotion (IBP) - Planning and Organising - Executing the Advertising Process.

Unit 5

How the Brand Transforms the Business Goals and Vision? Strategic Brand Promotion and Management - FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand - Media Selection. Discussion of Case Studies from Business and Industry. Social, Ethical and Regulatory Aspects - Research for Advertising and Promotion - Future of IMC.

Skill Development Activities

- *By selecting an appropriate theme & appeal, create & enact an advertisement for a range of any established products. For this purpose, the class should be divided into groups and formal presentations have to be evaluated.*
- *List out a few celebrity brand endorsements and the appropriateness of using them.*
- *Draw a chart showing the brand environment*
- *List out a few recent news and trends about brands • List out some of the methods of brand valuation*
- *List out a few brands and the adjectives attached to them.*

TEXT BOOKS:

1. *Contemporary Advertising, William Arens, Tata McGraw-Hill Pub Co. Ltd., New Delhi, 10 e, 2008.*
2. *Principles of Advertising and IMC, Tom Duncan, Tata McGraw-Hill Pub Co. Ltd. 2e, 2005*

REFERENCE BOOKS:

1. *Advertising Basics-a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.*
2. *Advertising Management, Rajeev Batra, John. G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India) Pvt. Ltd., 5e, 2006*

18BUS333

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

3 0 0 3

Objectives: *To understand the general concept of logistics and supply chain management; to better analyze the distribution channel, starting from raw material supply to the finished good delivery to the end user; to learn the re-engineering of existing logistics network; to apply the global trends in supply chain management such as the IT application etc.*

Unit 1 Introduction to Logistics and Supply Chain Management

What is a Supply chain? - Nature and Scope of Supply chain management. What is logistics? Mission of logistics Management - Competitive advantage through logistics - The change in logistics environment/evolution of logistics towards supply chain management - Difference between Logistics Management and Supply chain management.

Unit 2

Supply Chain planning, Strategy formulation and design of Supply Chain network. Supply chain strategy framework - Supply chain relationship fit between competitive strategy and Functional strategies. Integrated Supply chain planning - Factors influencing Network design decisions logistics/ Supply chain network design process - logistics/supply chain network planning - Modelling approaches to logistics/supply chain network design.

Unit 3

Logistics and supply chain relationships, and managing inventory and transportation in a supply chain. Distribution logistics - Channel structure - Function and design of channel of distribution - Types of distribution channels - Proper Channel Design Physical distribution management - Economics of distribution - Logistics service alliances. Basics of Inventory management - Basic inventory control systems - Modern approaches to inventory management. Role of transportation in a supply chain - Transportation Infrastructure - Its Economics and Pricing - Transportation Management System (TMS) - Transportation Services - Transportation Costs.

Unit 4

Purchasing Decisions and Pricing Decisions in a supply chain. Role of procurement/ purchasing in a supply chain - Its Objectives - Supply Scheduling - Sourcing Strategies - Procurement Strategies - Manager-Supplier relationship. Pricing Fundamentals - Logistics Pricing - Issues in pricing - Revenue Management in a supply chain.

Unit 5

Information technology in Supply chain and Managing Global Logistics Need for Supply chain Coordination - Bullwhip Effect - Role information technology in a supply chain - Customer Relationship Management (CRM) - Internal Supply chain management - Managing supplier relationships/ Supplier relationship Management (SRM). Computer based information systems - New Information Technologies - Enterprise Resources Planning - Supply chain IT in practice. Global Business Strategy - Global logistics - Global supply chain management - Guidelines for developing a global logistics strategy. The global economy and supply chain - Global sourcing, costs associated with sourcing, Global purchasing and global supplier relations.

Skill Development Activities

- *By selecting an appropriate companies find out how their logistics and supply chain management is implemented and how effective it is and mention their advantages and disadvantages. Formal presentations have to be evaluated.*
- *Case studies or hands-on experience by visiting a logistics firm*
- *An orientation about the career prospects in this domain will be an encouraging aspect for the students*
- *The students may propose a better option for some of the logistics application, they are using daily, such as the transportation facility of food/ students to the campus etc,*

TEXT BOOKS:

1. Satish C Aliwadi, Rakesh P Singh-Logistics Management, PHI
2. Sunil Chopra, D V Kalra, Peter Meindi - Supply Chain Management: Planning and Operations, Pearson

REFERENCES:

1. Donal Bowersox, David Closs, M Bixby Cooper - Supply Chain Management, TMH
2. Sunil Sharma - Supply Chain Management: Concepts, Practices and Implementation, Oxford University Press
3. S K Bhattacharya - Logistics Management S Chand.

18BUS335

RURAL MARKETING

3 0 0 3

Objectives: *The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for planning of Rural Products; to create awareness about the applicability of the concepts, techniques and processes of marketing in rural context and to familiarize with the special problems related to sales in rural markets.*

Unit 1 Overview of Rural Marketing

Introduction of Rural marketing - Evolution of Rural Marketing in Indian and Global Context – Definition - Nature - Scope - Characteristics and potential of Rural Marketing - Importance of Rural Marketing - Socio-Cultural economic & other environmental factors affecting in Rural Marketing - A comparative Analysis of Rural vs Urban Marketing - Size & Structure of Rural Marketing - Emerging challenges & Opportunities in Rural Marketing.

Unit 2 Rural Consumer Behaviour & Segmentation

Rural Consumerism: Profile of Rural Marketing Dimensions - Consumer Profile and their characteristics - Consumer Buyer Behaviour Model in Rural Marketing - Factors affecting rural consumer behavior — Buying Process – Rural Market Equilibrium - Marketing Mix – Segmentation – Targeting – Position - Rural Marketing Strategies - Role of Central, State Government and other Institutions in Rural Marketing.

Unit 3 Rural Product and Pricing Decisions

Product / Service Classification in Rural Marketing - New Product Development in Rural Marketing - Brand Management in Rural Marketing - Pricing – Internal & External influences of Pricing Strategies and Approaches.

Unit 4 Distribution and Promotion Strategies

Rural Distribution in channel management - Managing Physical distribution in Rural Marketing –Rural distribution models - Fostering Creativity & Innovation in Rural Marketing - Sales force Management in Rural Marketing - Consumer Education & Methods in Promotion of Rural Marketing - Advertisement & Media Role in Rural Marketing Promotion Methods.

Unit 5 Innovations in Rural Marketing

Changing scenario of Rural Markets- Role of Innovation – ICT initiatives – Emergence of organized retailing – Future Trends of Rural Marketing – E-Rural Marketing - CRM & e-CRM in Rural Marketing - Advanced

Practices in Rural Marketing - Social Marketing - Network Marketing - Green Marketing in Indian and Global Context - Co-operative Marketing – Micro-Credit Marketing - Public Private Partnership Model in Rural Marketing

TEXT BOOKS:

1. *Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan — Pearson Education*
2. *Rural Marketing: Indian Perspective by Awadhesh Kumar Singh Satyaprakash pandey, New age publishers.*
3. *Kashyap Pradeep – The Rural Marketing Book, Pearson Education Publications, 2012.*
4. *Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan — Pearson Education*
5. *Rural Marketing: Indian Perspective by Awadhesh Kumar Singh Satyaprakash pandey, New age publishers.*

REFERENCE BOOKS:

1. *New Perspectives on Rural Marketing: Includes Agricultural Marketing By Ramkishen Y.*
2. *Rural Marketing, Pradeep Kashyap & Siddhartha Raut, Biztantra*
3. *Rural Marketing - U. C. Mathur, excel books, 1 /e 4. Indian Rural Marketing Rajagopal Rawat Publishers*

18BUS336

SALES AND DISTRIBUTION MANAGEMENT

3 0 0 3

Objectives: *To introduce course participants to the issues, problems and choices facing a sales manager; to expose course participants to the tools and strategies necessary for designing, motivating and evaluating sales and distribution management systems: to introduce course participants to national and international sales and distribution practices.*

Unit 1 Introduction to Sales Management

Evolution, nature and role of sales management - importance of sales management - personal selling - difference between selling and marketing - selling skills - marketing management process - sales management process - emerging trends in sales management - selling process - stages in selling process - sales promotion.

Unit 2 Sales Organisation and sales quota

Introduction - organizational principles - organizational design - sales territory - size and allocation of sales territories - allocation of sales territories - designing a sales territory - sales quota - procedure for setting quota - types of sales quota - methods and problems in setting sales quota.

Unit 3 Recruitment of sales force

Recruitment of sales force - selection of sales person - sales training – motivation factors influencing motivation of sales person - compensation plan - steps in designing a compensation plan.

Unit 4 Distribution Management

Distribution system - selection of distribution channels - role and functions of channels of distribution - logistics for customer satisfaction - physical distribution management - transportation and warehousing.

Unit 5 Techniques of managing distribution

Retail management - retail industry - characteristics of retailer - strategic retail planning - distribution of services - location and accessibility - major intermediaries for service delivery - introduction to ERP and SAP.

TEXTBOOKS:

1. *Tapan K Panda, Sun,' Sahadev - Sales and Distribution Management, Oxford University Press*
2. *Dr. S. L. Gupta - Sales and Distribution Management Text and Cases, Excel Books*

REFERENCES:

1. *Pingali Venugopal - Sales and Distribution Management An Indian Perspective, Response Books*
2. *U. C. Mathur - Sales and Distribution Management - New Age International Publishers*

18BUS351

COMMUNICATION FOR MANAGERS

3 0 0 3

Objectives: *To familiarize learners with the mechanics of writing. To enable learners to write in English precisely and effectively.*

Unit 1 Personal Communication

Journal writing, mails/ emails, SMS, greeting cards, situation based - accepting/ declining invitations, congratulating, consoling, conveying information.

Unit 2 Social Communication

Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

Unit 3 Work place communication

e-mails, minutes, reports of different kinds - annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

Unit 4 Research writing

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

Unit 5 Writing for media and creative writing

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

TEXT BOOKS;

1. *Raymond V Lesikar, John D Pettit, and Mary E Flatly. 2009. Lesikar's Basic Business Communication. 11th ed. Tata McGraw-Hill, New Delhi.*

2. J Gerson, and Steven M Gerson. 2008. *Technical Writing: Process and Product*. Pearson Education, New Delhi.

REFERENCE BOOK:

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

18BUS352

CUSTOMER RELATIONSHIP MANAGEMENT

3 0 0 3

Objectives: On successful completion of the course the students should have: Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing.

Unit 1: Introduction to relationship marketing

Overview of Relationship marketing – Meaning and Definition, Basis of building relationship – Types of relationship marketing, Customer information Database – Customer Profile Analysis - Customer perception, customer life cycle.

Unit 2: Understanding CRM

CRM – Meaning and Definition, Overview and evolution of the concept – CRM and Relationship marketing, Transactional Vs Relationship Approach, CRM as a strategic marketing tool – CRM significance to the stakeholders

Unit 3: CRM Structures

Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.

Unit 4: CRM Planning and Implementation

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.

Unit 5: Trends in CRM

e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages, Database Marketing – Prospect database

REFERENCE BOOKS:

1. S. Shajahan – *Relationship Marketing* – Mc Graw Hill, 1997

2. Paul Green Berg – *CRM* – Tata Mc Graw Hill, 2002

3. Philip Kotler, *Marketing Management*, Prentice Hall, 2005

4. Saroj Kumar and Supriya Singh – *Customer Relationship Management*, Thakur Publishers Chennai

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

18BUS353

WEB-BASED MARKETING

3 0 0 3

Objectives: *The digital marketing landscape has changed more rapidly by the adoption of mobile and social media to engage customers in dynamic, multiparty conversations. It has revolutionized how marketers operate, and the skills they need to be successful. The course is designed to introduce students to the world of multi-channel marketing, and provide them with the advanced technical skills and marketing savvy they need to identify, engage, and develop relationships with customers in a digital environment.*

Unit 1

Search Engine Optimization (SEO) - Introduction to Online Search. Understanding Google Page Rank. Introduction to Search Engine Optimization Keyword Search and Optimization. Useful Tools for SEO. The Past, Present and Future of SEO.

Unit 2

Getting Started with Google Adwords. Creating Ads in Google Adwords. Creating and Managing Your First Ad Campaign. Adwords Reporting and Account Performance Reports.

Unit 3

Social Media Marketing (SMM) - Beginners Guide to the World of SMM. Why Social Media? Getting Started with Social Media. Building Relationship with Social Media. Building Relationship via Facebook. Building Relationship via Twitter. Building Relationship via LinkedIn. Marketing through YouTube. Handling Positive and Negative Comments.

Unit 4

Web Analytics - Web Analytics and Intelligence Tools. Introduction to Google Analytics. Goals and Actionable Insight. Data Management. Social Media Analytics. Social Media Analytics. Social Media Goals and KPI's. Tools for Social Media Analytics.

Unit 5

Online Reputation Management - What is ORM? Need and benefits of ORM. Case Studies. Getting Started with ORM. Building it Right and Tools Required.

TEXTBOOKS:

1. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Mar 2012* by Calvin Jones, Damian Ryan

REFERENCE BOOKS:

1. *Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media – Import, 19 Dec 2012* by Eric Morrow, Shannon Chirone
2. *The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement Paperback – 3 Jun 2011* by Calvin Jones, Damian Ryan

Objective: *The objective of this course is to familiarize the students with the essentials of export management to equip them to be independent export entrepreneurs or employed in export houses of the country. The emphasis obviously is the Indian context.*

Unit 1 Introduction

Concept of foreign trade – Trade and development: Foreign trade as an engine of growth. Exporting: Meaning and importance to a growing economy – Growth of world trade. Trends in India's export trade since independence: Value, Composition and direction of India's export trade - Direction of India's export trade, India's share in world trade, Reasons for India's poor share in world trade - Export of services. Export promotion measures. Functions of an export manager.

Unit 2 Starting an Export Business

Steps involved: Organising, Naming the concern, Trade name and Logo – Form of organisation: Proprietorship, Partnership or Joint stock company – Categories of exporters – Location – Letterhead – Business card – Recruitment of personnel – Opening bank account - Getting permanent income tax number – Effective business correspondence – Export decisions: Product/s, Market/ countries/regions - Identifying prospective foreign buyers – Channels of distribution – Negotiating with prospective buyers – Processing an export order – Entering into export contract – Export pricing and contract. Importer – Exporter Code Number (IEC number). Registration with Export Promotion Councils (EPCs) – Sales tax and central excise registration.

Unit 3 Export Strategy and Export Marketing

Marketing strategies: Issues involved – Steps in exporting – Export marketing plan: Need, steps involved: setting of marketing objectives, market segmentation, market research, product characteristics, export pricing, distribution channels, promotion and budget and time schedule. Analysing the company's strengths and weaknesses: Assessing the past performance, assessing its competitors, find export opportunities, deciding on exports marketing objectives, and preparing action plans to achieve the objectives.

Unit 4 Export Finance

Export finance needs – Terms of payment: Payment by documentary credit, Advance payment, Cash against documents (CAD), Documents on Acceptance (DA) Consignment bills – Packing credit/ pre-shipment credit and its formalities – Post-shipment finance: Short, medium and long term.

Unit 5 Institutional Agencies in India

EXIM policy of Government of India - Export-Import Bank of India (EXIM Bank), ECGC – FIEO – Export Promotion Councils and Boards – Directorate General of Commercial Intelligence and Statistics, Kolkata - RBI and export financing.

TEXT BOOKS:

1. *T. A. S. Balagopal: Export Management, Himalaya Publishing House*
2. *D. C. Kapoor: Export Management, Vikas Publishing House Pvt Ltd*

REFERENCES:

1. Dominick Salvatore: *International Economics*, John Wiley & Sons.
2. Todaro, Michael P and Smith Stephen C: *Economic Development*, Pearson Education Asia.

Websites: www.eximbankindia.in; www.ecgcindia.in; www.fieo.org; www.dgciskol.nic.in; www.rbi.org.in

18BUS355**TRAVEL AND TOURISM MANAGEMENT****3 0 0 3**

Objectives: To create a basic knowledge on the genesis, growth and development of tourism; to have an understanding of various national and international tourism organizations: to define the term "tourist" and measurement of tourism phenomenon.

Unit 1 Growth and Development of Tourism

Tourism as an ancient phenomenon - pleasure travel - religion as a motivator - industrial Revolution and development of tourism - effects of Great World Wars on transport system - advent of jet and high speed trains - causes of rapid growth - meaning, nature and components of tourism - basic travel motivations.

Unit 2 Organisation of Tourism

Need for organization - factors influencing types of organization - the national tourist organization - tourist organisation in India - International organization of tourism - International Union on Official Travel Organisation (IUOTO) - World Tourism Organisation (WTO) - Pacific Area Travel Association (PATA) - International Air Transport Association (IATA) - American Society of Travel Agents (ASTA).

Unit 3 Measurement of Tourism

Need for measuring tourism phenomenon - methods of measurement - importance of tourist statistics - types of tourist statistics - definition of the terms tourist, domestic tourism and international tourism - tourism planning and development - planning for tourism - assessment of tourist demand and supply - basic infrastructure
- financial planning - human resources planning - tourism marketing - environmental and regional planning.

Unit 4 Tourism and Economic Development

Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development - employment opportunities - cultural tourism - international understanding.

Unit 5 Role of travel agencies in tourism

Thomas Cook and organisation of travel - introduction of railway and air travel - travel agency - tour operator - need for legislation - travel agencies in india - Travel Agents' Association of India (TAAI).

Skill Development Activities:

- List any five natural tourist spots and identify the special features,
- History and scope for making them revenue generating sources.

- *Prepare a tour plan to organize a tour for your family/ students' tour.*
- *List the travel agencies and tour operators in your area/ taluk/ district.*
- *List the package tours organized by travel agencies.*
- *Prepare a chart showing the organization structure of a travel agency*

TEXT BOOKS:

1. *Vara V V Prasad - Travel and Tourism Management. Excel Books*
2. *Ghosh, Biswanath - Tourism and Travel Management, Vikas Publishing House*

REFERENCE BOOKS:

1. *Douglas Foster - Travel and Tourism Management, Pa/grave Macmillan*
2. *B. S. Badan, Harish Bhatt - Travel Agencies and Tourism Management, Commonwealth Publishers*

18BUS356

E-COMMERCE AND ERP

3 0 0 3

Objective: *To provide the students the basic concepts of e-Commerce and enterprise resource planning*

Unit 1

Introduction to E- commerce: Meaning and concept – E- commerce v/s Traditional Commerce- E- Business & E- Commerce – types of e-business, History of E- Commerce – EDI – Importance, features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce, internet and its effects in business – strategy, structure and process, Road map of e-commerce in India, Influencing factors of successful E- Commerce.

Unit 2

Business models of E – Commerce: Business to Business – Business to customers– customers to customers - Business to Government – Business to employee, Electronic Payment system: Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit card, Debit Card, internet banking, mobile banking, Electronic purse –Legal and ethical issues in E- Commerce: Security issues in E- Commerce, Regulatory frame work of E- commerce.

Unit 3

Enterprise – An overview, ERP introduction, Business function and business process, Basic concepts of ERP, ERP myths, history of ERP, Risks and benefits of ERP.

Unit 4

ERP related technologies, BPR, data warehousing, data mining, online analytical process, product life cycle, , CRM, OLAP, GIS, BA, BI, PLM, Intranets and Extranets.

Unit 5

ERP functional modules: Functional modules of ERP, ERP implementation Life cycle, objectives of ERP implementation, Phases of ERP implementation, why do many ERP implementation fail, ERP project teams- composition and organization, consultants and vendors.

TEXT BOOKS:

1. Leonard Jessup, Joseph Valacich, "Information System Today, Managing the Digital World" 3rd edition, PHI
2. Alexis Leon - Enterprise resource Planning, TMH

18BUS391

MINOR PROJECT

3 Credit

Minor project is basically meant to understand the practical aspects of concepts learned during all the semesters in the real life scenario. The project would impart practical exposure to all the students in the Industry. The students will be doing projects relating to the different business practices as chosen by them. The evaluation will be done on the basis of the project report submitted by the each student.

18BUS399

PROJECT

6 Credit

It is oriented towards developing the skills, knowledge and attitudes needed to make an effective start as a member of the Management profession. Every student will have to do a assigned project work on a particular topic relevant to the area of their study. The final project evaluation will be done at the end of the semester on the basis of the dissertation submitted by the student duly signed by the project supervisor.

18COM103

FINANCIAL ACCOUNTING

3 1 0 4

Objectives: *To provide basic knowledge of the framework of financial accounting to the extent it is useful for managers*

Unit 1

Meaning of Book-Keeping – Definition of Accounting - Difference between Book-Keeping and Accounting – Accounting cycle – Objectives of Accounting – Merits of Accounting – Uses of Accounting information – Functions of Accounting – Limitations of Accounting – Branches of Accounting – Management Accounting - Cost Accounting – Basic Concepts and Conventions of Accounting.

Unit 2

Basics principles of Double Entry System – Meaning of an Account – Types of Account – Rules of Debit and Credit – Journalizing – Subsidiary Books – Purchases Book – Purchases Returns Book – Sales Book – Sales Returns Book – Cash Book – Petty Cash Book – Bills Receivable Book – Bills Payable Book – Journal Proper – Ledger Posting.

Unit 3

Trial Balance – Meaning – Preparation of Trial Balance – Adjustments – Objects of Adjusting Entries – Important Adjustments – Depreciation – Outstanding Expenses – Prepaid Expenses – Provision for Bad and Doubtful Debts – Closing Stock – Drawing both in cash and goods – Earned income – Unearned Income –

Goods sent on Sale or Return basis – Goods lost by fire – Interest on Capital and Drawings - Preparation of Final Accounts (Sole Trader only)

Unit 4

Depreciation – Meaning – Definition – Accounting Treatment of Depreciation – Methods of Depreciation – Fixed Instalment Method – Diminishing Balance Method - Annuity Method – Depreciation Fund Method.

Unit 5

Consignment Account – Meaning of Consignment – Parties in Consignment – Types of Commission - Valuation of Closing Stock – Cost Price and Invoice Price Method - Accounting Entries in the Books of Consigner and Consignee.

Skill Development Activities:

- *Accounting Concept - Illustration on Dual Aspect Concept,*
- *Correcting a wrong trial balance,*
- *Correcting a wrong Trading, and Profit and Loss Account,*
- *Correcting a wrong Balance Sheet.*
- *Collection of Joint Venture Agreement and brief analysis,*
- *Preparation of Joint Bank Account with imaginary figures,*
- *Preparation of Proforma Invoice and Account Sales*
- *Preparing a Bank Reconciliation Statement with imaginary figures*

TEXT BOOKS:

1. *Financial Accounting – S P Jain Vol. I - Kalyani Publishers*
2. *Advanced Accounting – K L Narang - Vol. I - Kalyani Publishers*
3. *Advanced Accounting – S N Maheshwari Vol. I - Vikas Publishers*

REFERENCES:

1. *Advanced Accounting – Shukla and Grewal Vol. I - Sultan Chand and sons*
2. *Advanced Accounting – R L Gupta and Radhaswamy Vol. I - Sultan Chand and sons*

18COM206

BANKING AND INSURANCE

3 0 0 3

Objective: *The objective is to provide basic knowledge about bank operations, basics of negotiable instruments and the importance of insurance.*

Unit 1 Introduction

Banking: Meaning - Definition – History – Types – Systems - Commercial Banks and its functions - Central Banking Functions - Reserve Bank of India (RBI) – Functions – Role - International Monetary Fund - World Bank.

Unit 2 Banking Operations

Banker Customer Relationship Meaning - Definition - Debtor and Creditor relationship - Banker's Obligations to honour Cheques - Cheques honoured and dishonoured – Secrecy – Garnishee order - Rights of a banker - Protection to Paying Bankers - Protection to Collecting Bankers - General Relationships - Particular Relationship - Lien - Crossing – Endorsement. Bank Accounts and Customers Types of Bank Accounts: Savings Bank Account, Current Account, Fixed Deposit Account - Non Resident Indian Account - Opening procedure - Know Your Customer (KYC) norms.

Types of customers: Minor - Joint Account - Partnership Firm - Company Accounts Non Trading Association - Brief explanation of legal effect and precautions to taken by bankers while opening an account.

Unit 3 Negotiable Instrument Act 1881

Nature and characteristics of Negotiable Instruments - Types of Negotiable Instruments - Promissory Notes - Bills of Exchange - Cheques - Parties to Negotiable Instruments - Negotiation – Presentment – Discharge - Dishonor of Negotiable Instruments.

Unit 4 New Age Clearing System

Electronic Banking: Meaning - Automated Teller Machine (ATM) - Internet Banking - Electronic Clearing Service (ECS) - MICR clearing - Electronic Funds Transfer (EFT) - Electronic Cheques Credit Card - Debit Card - Smart Card - Risk in E-banking - Core Banking Solutions.

Unit 5 Risk Management and Introduction to Insurance

Meaning - Concept of Risk - Nature of Risk – Importance - Causes - Types of Business Risks - Methods of Handling Risks - Prevention of Risk. Introduction to Insurance

Insurance: Purpose - Benefits – Functions – Principles - Nature, Classification of Insurance: Life and Non-Life - Marine, Fire, Motor, Miscellaneous Insurance.

Skill Development Activities:

- *Collect and fill account opening form for any SB A/c*
- *Draw specimen of Demand Draft.*
- *Draw different types of endorsement of cheques.*
- *Paste specimen of Travellers Cheques/ Gift Cheques/ Credit Cheques.*
- *List out customer services offered by atleast 2 banks of your choice.*
- *Collect brochures of different insurances and insurance companies (minimum of two)*

TEXTBOOK:

1. *Jyotsna Sethi, Nishwan Bhatia - Elements of Banking and Insurance - Prentice Hall India, New Delhi.*

REFERENCES:

1. *Tannan - Banking: Law and Practice in India.*
2. *S. N. Maheshwari and R. R. Paul - Banking: Theory, Law and Practice - Kalyani Publishers, New Delhi.*
3. *K. C. Shekhar and Lekshmy Sekhar - Banking Theory and practice - Vikas Publishing House, New Delhi*

Objectives: *To understand the basic concepts and processes used to determine product cost; to gain knowledge of preparation of budgets, standard costs and variance statements; to gain the skills required for cost ascertainment and decision making.*

Unit 1

Cost, Costing - Cost Accounting - Cost Accountancy - Objectives – Advantages and Disadvantages - Distinction between Cost Accounting, Financial Accounting and Management Accounting - Methods of Costing, Cost Classification – Cost Center and Cost Unit - Preparation of Cost Sheet - Estimated Cost Sheet

Unit 2

Materials: Meaning - Direct and Indirect - Purchase Procedure - Centralized and Decentralized Purchasing - Stock Levels (Problems on Stock Levels) - Issue of Materials - Pricing of Issues (LIFO, FIFO.)

Labor: Meaning – Types - Time-Keeping and Time Booking - Methods of Wage Payment (Piece Rate and Time Rate), Incentive Systems (Problems on Halsey and Rowan) – Overtime - Idle Time - Labour Turnover - Meaning – Causes.

Unit 3

Overheads: Meaning – Classification - Allocation, Apportionment and Absorption of Overheads - Primary Distribution of Overheads and Secondary Distribution Summary - Calculation of Machine Hour Rate.

Operating Costing: Transport costing - Calculation of Cost Per Km. - Cost Per Passenger Km. - Cost Per Tonne Km. Contract Costing: Recording of Cost-Profit on Incomplete Contracts - Notional Profit and Calculation of profit on the basis of Estimated Profit.

Unit 4

Budgeting and Budgetary Control: Meaning – Importance - Types of Budgets - Problems on Flexible Budget and Sales Budget.

Marginal Costing: Meaning - Importance – Assumptions - Problems on - Break Even Point – Profit /Volume ratio - Margin of Safety

Unit 5

Standard Costing: Meaning – Importance - Difference between Standard Costing and Budgetary Control Variance – Meaning - Importance – Problems on Material and Labor Variances.

Process Costing: Preparation of Process Accounts - Normal Loss - Abnormal Loss - Abnormal Gain.

Reconciliation between Cost Profit and Financial Profit.

Skill Development Activities:

- *Classification of costs incurred in the making of a product.*
- *Identification of elements of cost in services sector*
- *Cost estimation for the making of a proposed product with imaginary figures*
- *Collect a draft documents relative to Labour*
- *Collection and Classification of overheads in an organization*

- Prepare a stores ledger with imaginary figures of transaction under FIFO and LIFO method
- Prepare a flexible budget with imaginary figures
- Prepare a sales budget with imaginary figures

TEXTBOOKS:

1. S. P. Jain and K. L. Narang - Cost Accounting, Principles and Practice, Kalyani Publishers.
2. Khanna Pandye and Ahuja – Cost Accounting

REFERENCES:

1. B. M. Lall Nigam and I. C. Jain - Cost Accounting Principles & Practice.
2. Horngren Foster and Datar - Cost Accounting.
3. S N Maheshwari - Cost Accounting

18COM390

LIVE-IN-LAB.

3 Credit

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester or fourth semester) and if they identify a worthwhile project, they shall register for a 3-credit Live-in-Lab project, in the fifth semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

18ECO101

BUSINESS ECONOMICS

2 1 0 3

Objective: The objective is to help the student to understand the various economic parameters that interact with each other so that an economy may function effectively and efficiently. The main focus is on making the various theoretical concepts clear and intelligible to a student.

Unit 1 Introduction to Economics: The problems of wants, scarcity and choice - Difference between microeconomics and macroeconomics. Importance and limitations of Microeconomics and Macroeconomics. Production possibilities curve. Basic problems of Economics: What to Produce, How to Produce, For Whom to Produce, Level of Resource Use and Flexibility. Economic systems – Capitalism – Command Economy – Mixed Economy – Emerging Economy. Economics and business.

Unit 2 Macroeconomics: National income analysis: Meaning, Concepts and Measurement, Problems in measurement - Concept of full employment – Types of unemployment. Inflation: Meaning, Types and control of inflation: Monetary and Fiscal policies. Business cycles: Meaning and Phases.

Unit 3 Demand and Supply Analysis: Concept of demand - Demand schedule and demand curve – Change in demand and change in quantity demanded – Law of demand: Basis for its operation and factors influencing demand. Elasticity of demand: Types and measurement. Supply: Concept, Supply schedule and supply curve – Change in supply and change in quantity supplied – Law of supply. Factors influencing supply. Equilibrium.

Unit 4 Production, Cost and Revenue Analysis: Meaning of production – Production function – The Law of Variable Proportions or the Law of Diminishing Marginal Returns – Returns to scale – Cost and production: Various concepts of cost - Revenue function: Total, Average and Marginal revenue – Profit maximisation: TR-TC and MR-MC approaches. Economies of scale.

Unit 5 Theory of Markets: Meaning and types of markets – Main features of Competitive, Monopoly, Monopolistic and Oligopoly markets. Price discrimination: Meaning and Types.

Skill Development Activities:

- *An illustration on calculation of Incremental Cost and Incremental Revenue, Determination of Fixed and Variable Cost, Determination of Average Cost, Marginal Cost and Total Cost*
- *Diagrammatic presentation of Price and Output Determination in different Market situations,*
- *Construction of Average Revenue and Marginal Revenue under Imperfect Market, and Fixation of Price under Target Pricing based on Rate of Return Method*

TEXT BOOKS:

1. *John B. Taylor and Rithika Gugnani - Principles of Economics*
2. *Samuelson and Nordhaus - Micro Economics*
3. *Samuelson and Nordhaus - Economics*

REFERENCES BOOKS:

1. *Macro-Economics - Theory and application, G. S. Gupta.*
2. *Craig Petersen, W. Chris, Managerial Economics.*

18LAW111

BUSINESS LAWS

2103

Objective: *The objective is to provide basic principles of general contracts and other special contracts like Bailment/ Pledge/ Indemnity and Guarantee/ and Agency.*

Unit 1

Introduction to Business Law – Definition – Meaning - Scope of Business Law - Need to study law - Introduction to legal systems - Sources of law - The Civil and the Criminal law.

Unit 2

The Indian Contract Act 1872 - Essentials of a valid Contract - Classification of contracts – Offer - Meaning – Definition - Types - Acceptance – Meaning – Definition – Consideration - Meaning - Definition and Essentials - Exceptions to the rule 'No Consideration No Contract'. Doctrine of privity of contract,

Unit 3

Capacity of parties - Contract with a Minor – Effect - Free Consent – Coercion - Undue influence – Fraud – Misrepresentation – Mistake - Quasi contract - Legality of Object - Performance of contract - Termination of contract - Breach of a contract and Remedies.

Unit 4

Indemnity - Meaning – Definition - Rights of Indemnifier – Rights of Indemnified. Guarantee – Meaning - Definition – Parties to Contract of Guarantee and their Rights and Duties. Distinction between Indemnity and Guarantee - Kinds of Guarantee - Discharge of Surety. Bailment and Pledge – Definition - Essential elements - difference between Pledge and Bailment - Rights and Duties of Bailor and Bailee - Pawner and Pawnee.

Unit 5

The Contract of Agency - Definition of Agent and Principal – Essentials - Kinds of agents - Rights and Duties of an agent and Principal - Creation of agency and Termination of agency.

Cyber Law, importance, major categories of cybercrimes, introduction to IT Act, Authorities, Enforcement powers, offences and penalties.

Skill Development Activities:

- *Prepare a chart showing sources of business law*
- *Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract.*
- *Draft an Indemnity Bond with imaginary contents*
- *Presentations of real case studies*
- *Prepare a chart showing different kinds of Agencies*

TEXT BOOKS:

1. *Legal aspects of Business - Akileswar Pathak*
2. *Business Law for Management - Saravanavel and Sumitha*
3. *Company Law & Secretarial Practice G.K. Kapoor*
4. *Labour Law - Ajay Garg*

REFERENCE:

1. *Business Laws – Bhagavathi and Pillai*

18LAW201

INDIAN CONSTITUTION

2 0 0 2

Objective: *The preliminary objective is to ensure that every student has some knowledge about Indian Constitution.*

Unit 1

Meaning and Importance of Constitution, Preamble and Salient Features of the Constitution.

Unit 2

Fundamental Rights, Right to Equality, Right to Freedom, Right against exploitation, Right to freedom of religion, Cultural and Educational Rights, Right to Constitutional Remedies and Duties, Directive Principles of State Policy.

Unit 3

Union Government – Lok Sabha and Rajya Sabha Composition, Powers and functions: The President, The Prime Minister and Supreme Court: Role Position and Powers/ functions.

Unit 4

State Government - Legislative Assembly and Legislative Council: Composition, Powers and functions: The Governor, Chief Minister and High Court: Role, Position and Powers/ functions.

Unit 5

Local self-Government, Panchayat Raj System in India; Election Commission; Public Service Commissions. - Role, powers and function

Skill Development Activities:

- *Court Visit & Report Presentation*
- *Group discussion (Fundamental rights and duties)*

REFERENCES:

1. *Introduction to The constitution of India – M V Pylee, Vikas publishing house Pvt LTD*
Introduction to The constitution of India – Dr. Durga das Basu, 19th edition Reprint 2007

18CSA105 BUSINESS AND MIS 3 0 0 3

Objectives: *This course makes the students to understand introductory application in IT and its use business management. Organizations are relying on internet and network technology to conduct more of their work to organize and manage. In order to be more productive in emerging digital world, knowledge of IT and its applications are essential. This course helps students to apply technical skills in their professional work. Students will learn the computer software, database technology to get hands-on experience using IT for management tasks.*

Unit 1

MS word for communication: Window parts – Menu Bar, Tool Bar, Status Bar, Scroll Bars. Understanding and arranging windows. Creating simple word documents – Saving files, Opening existing files, creating copies of files, Page set up options - Exiting word. Text Editing – Selection, deletion, cut, copy, Find & Replace, Using Undo & Redo. Document Views, Customizing toolbars, Inserting header & Footer, Zoom options. Inserting Page number, date & time, Symbols, Comments, Auto texts, Footnotes, Picture, Files & Objects, Bookmarks, Hyperlink, Cross references. Formatting Texts – Font, Paragraph, Columns, Bullets & Numbering, Borders & shading, Drop Cap, Auto format options, creating styles, Table of contents. Language Utilities – Spelling & Grammar – Mail merge Options - Creating Macros – Inserting tables, applying formula and sorting tables – Arranging windows and splitting windows.

Unit 2

MS Excel for data analysis and communication: Familiarizing with workbooks, work sheets and cells – Excel window – working with cells – moving around in excel – Using the Toolbars – Using Formula bar - Entering and editing data – Selecting ranges, copying and moving cells – Paste special options – Fill options – Clearing formats – Move, copy and delete sheets – finding and replacing texts – Inserting header and footer – Inserting cells, rows, columns and work sheet – Chart options- Inserting functions - Giving names to cell ranges – Manipulating hyperlink – Formatting cells, rows, columns and sheet – Practicing auto

formatting and conditional formatting – Creating & merging styles – Spelling and Auto correct – Creating macros, protecting sheet - Sorting and filtering list - creating a form – validation – Creating subtotals - Manipulating pivot table - Consolidating data - arranging windows - Freeze panes - Hiding windows.

Unit 3

MS Power-point for Communication and Presentation: Inserting slides – new slide, existing slides, duplicate slide, slides from Auto layout. Slide show – start with first slide, current Slide, customized show. Slide views - normal, slide sorter. Slide Layouts, Design Templates. Deleting slides, Paste special. Inserting Header & Footer, Date & Time, Hyperlink, Picture, Object, Symbols, Text, Table, Chart, Diagram. Paste as hyperlink, Format – Font, Bullets & Numbering. Custom animation, Slide Transitions. Action Buttons.

Unit 4

Introduction to Management Information Systems (MIS): Concept, Definition, Role of MIS: A support to management, Management effectiveness and MIS, Basics of MIS, Decision making and MIS: Concepts and process in Decision making

Unit 5

Information Concepts: Classification of Information, Methods of data and information collection, general model of human as an information processor; MIS and Information Knowledge.

TEXTBOOKS:

1. Alexis Leon & Mathews Leon: *Fundamentals of Information Technology*, Vikas Publishing
2. Jawadekar, *Management Information Systems*, Tata McGraw Hill

REFERENCES:

1. Kenneth C Laudon and Jane P Laudon, *Management Information Systems managing the digital firm*, Prentice Hall India.
2. Williams and Sawyer, *Using Information Technology*,
3. *Microsoft Office 2000 Complete*, BPB publications
4. Dennis P.Curtin, Kim Foley, Kunal Sen, Cathleen Morin : *Information Technology The Breaking Wave*, TATA McGraw-Hill Edition

18CSA185 BUSINESS AND MIS LAB. 0 0 3 1

Unit 1 MS Word Exercises

1. Open a new document and set page size to A4, margins to left (2 cm), right (2cm), top (2.5m), bottom (2.5cm)

a. Type the following text:

Through Her extra ordinary acts of love and self sacrifice, Amma has endeared Herself to millions. Tenderly caressing everyone who comes to Her, holding them close to Her heart in a loving embrace, Amma shares Her boundless love with all. Be they young or old, sick or poor everyone who comes to Her receives the same unconditional love.

Amma's compassion has given rise to a vast network of charitable and spiritual activities, which is drawing attention through out the world. At the root of these services lies Amma's teaching that the divine exists in everything-in every person, plant and animal. Perceiving this unity is the essence of spirituality and the means by which to end all suffering. It is through this simple, yet powerful message that Amma is transforming our world, one embrace at a time.

b. Make the document error free using Spelling and Grammar

c. Replace the word 'compassion' using Thesaurus utility.

d. Practice Cut, Copy and Paste.

e. Apply Page Borders, Paragraph Borders and shade the paragraphs.

f. Give appropriate heading in the Header and Page number, date in the Footer.

g. Apply paragraph settings to the document.

- h. Format the text and apply bullets and numbering using menu.
 - i. Insert a picture in the document (use OLE feature)
 - j. Change one paragraph of the document into newspaper layout.
 - k. Practice tab settings.
2. Insert a table containing 6 rows and 7 columns: Headings – Student No, name, Mark1, Mark2, Mark3, Total, and Average.
- a. Enter the details of 5 students.
 - b. Calculate Total & Average using 'Formula' option.
 - c. Sort the details of students in the order of Average.
3. Generate 10 copies of interview letters to candidates from different states informing the place and time of interview. (Mail Merge)

Unit 2 MS Excel for data analysis exercises

1. Open a new work book and enter the details:
- | Employee No | Name | Basic Pay | DA | HRA | PF | Net Pay |
|-------------|--------|-----------|----|-----|----|---------|
| E001 | Anu | 6000 | | | | |
| E002 | Anju | 8000 | | | | |
| E003 | Pavan | 4500 | | | | |
| E004 | Jyothy | 7600 | | | | |
| E005 | Manu | 6500 | | | | |
- Calculate DA as 7.5% of Basic Pay, HRA as 5% of Basic Pay PF as 6% of Basic Pay and Net Pay = Basic Pay + DA + HRA – PF.
2. Create a series using AutoFill handle.
3. Save the workbook & give suitable title in the Header and date in the Footer, Preview the file.
4. Create a name for a range of cells in the work sheet.
5. Practice Rows, columns, Cells and work sheet format options.
6. Clear the formats of 5 the row.
7. Delete the last sheet of the workbook
8. Make a copy of the first sheet and rename it.
9. Practice paste special options.

Spread Sheet Application – MS Excel

1. Find the Sum of Net Pay using function.
2. Write a function to find the count of employees in G20 cell.
3. Insert comments in different cells and practice hyperlinks.
4. Create your own style for worksheets.
5. Create a database having the headings Roll No, Name, Mark1, Mark2, Mark3 and Total. Before entering data give validation rules:
- a. For roll no – Enter numbers between 1 and 50
 - b. For name – Enter names that have text length between 3 and 15.
 - c. For marks – Enter marks between 0 and 99
6. Insert records and Sort the records.
7. Create a chart for the above details.
8. Create a pie chart for the student with highest mark.
9. Practice Auto Filter and advanced Filter.

Unit 3 MS Power-point for business presentation and Communications

1. Open a new Presentation and insert a new slide.
2. Apply appropriate slide transition to it.
3. Insert a number 4 more slides and set up the show for all.
4. Text and Word art into slides and apply custom animations.
5. Format the text and word art in the slides and apply design templates to slides.

6. Hyper link the slides (use text for link).
7. Use action buttons for hyperlink.
8. Create a PowerPoint presentation that contains News Headlines for a TV channel.
9. Create a presentation with minimum 5 slides regarding the programmes on Annual Day celebrations.
10. Create a presentation with minimum 5 slides regarding various products offered by a particular company.

Unit 4 Multimedia tools for Communication

1. Introduction to Image Editing tools for Communication.
2. Image size and resolution - Acquiring images from cameras and scanners - Creating, opening, and importing images - Placing files - High dynamic range images
3. Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise - Adjusting image sharpness and blur - Transforming objects - Liquify filter - Vanishing Point - Create panoramic images
4. Creating type - Editing text - Formatting characters - Fonts - Line and character spacing - Scaling and rotating type - Formatting paragraphs - Creating type effects
5. Saving images - Saving PDF files - Saving and exporting files in other formats - File formats
6. Working with web graphics - Slicing web pages - Modifying slices - Slice output options - Creating web photo galleries - Optimizing images - Web graphics optimization options - Output settings for web graphics
7. Video and animation in Photoshop - Creating images for video - Interpreting video footage –
8. Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations

Unit 5 Multimedia tools for business

1. Resizing and editing image for business presentation.
2. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various products offered by a particular company.
3. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various courses offered by any college.

TEXTBOOKS:

1. Alexis Leon & Mathews Leon: *Fundamentals of Information Technology*, Vikas Publishing
2. *Photoshop® CS3 Layers Bible* by Matt Doyle (Author), Simon Meek (Author)

REFERENCE BOOKS:

1. *Microsoft Office 2000 Complete*, BPB publications
2. Dennis P. Curtin, Kim Foley, Kunal Sen, Cathleen Morin : *Information Technology The Breaking Wave*, TATA McGraw-Hill Edition

18MAT109 BASIC CONCEPTS OF MATHEMATICS 2 1 0 3

Objectives: *To provide basic understanding of mathematical concepts and fundamentals to enable the student to familiarize himself with the use of mathematics that would be useful in business and financial analysis*

Unit 1 Fundamentals

Concepts of Variables – Constants – Equations – Types of Equations - LCM – HCF
- Sets – Set Operations – Venn Diagram – Relations and Their Properties – Functions

– Definition – One-To-One Function – Onto Functions – Into Functions – Many To One Functions – Composition Of Functions – Quadratic Functions.

Unit 2 Matrices and Determinants

Basic Concepts – Scalar – Definition of A Matrix – Types of Matrices – Algebra of Matrices - Matrix Addition – Scalar Multiplication – Matrix Multiplication – Rank of A Matrix – Determinants – Properties of Determinants – Calculation of The Values of Determinants Up To Third Order – Ad Joint of A Matrix – Finding The Inverse of A Matrix Through Ad Joint – Business Applications of Matrix Algebra.

Unit 3 Basic Algebra

Ratio – Definition – Continued Ratio – Inverse Ratio – Proportion – Continued Proportion – Direct Proportion – Inverse Proportion – Variation – Inverse Variation – Progression – Arithmetic Progression – Geometric Progression – Harmonic Progression.

Unit 4 Basic Calculus

Variables – Constants – Limits of Algebraic Functions – Simple Differentiation of Algebraic Functions – Meaning of Derivatives – Evaluation of First and Second Order Derivatives – Maxima and Minima – Application To Business Problems.

Unit 5 Permutations and Combinations

Permutation - Definition - Meaning of Permutation – Applicability – Problems On Permutations – Combination - Definition - Meaning of Combination – Applicability – Problems on Combination – Solving Business Problems using Permutations and Combinations.

Skill Development Activities:

- *Construct a probability problem with imaginary data and draw a Venn Diagram*
- *List out the properties of determinants*
- *Collect financial derivatives and analyze the data*
- *Select tender data of any organization and compare the data using permutations and combinations*

TEXTBOOKS:

P. R. Vittal, Business Mathematics and Statistics, Margham Publications

V. K Kapoor, Business Mathematics, Sultan Chand and Sons

REFERENCE:

Steven J Wilson Johnson, County Community College, Course Business Math: Using Percents,

18MAT120 BUSINESS STATISTICS 3 1 0 4

Objectives: *To understand the fundamental concepts of statistics and its application in business.*

Unit 1 Data Representations and Analysis

Meaning and Scope of Business Statistics – Real Life Applications of Business Statistics – What are Data and Information – Primary and Secondary Data – Methods of Collection of Data (Both Primary and Secondary) – Classification of Data – Purpose and Advantages of Classifications - Tabulation of Data – Presentation of Data by Diagrams – Bar Diagrams (Simple Bar Diagram – Grouped Bar Diagram – Component Bar Diagram – Percentage Sub-Divided Bar Diagram) – Pie Diagrams.

Unit 2 Measures of Central Tendency and Dispersion

Meaning of Central Tendency – Types – Calculation of Arithmetic Mean for Grouped and Ungrouped Data – Calculation of Median for Grouped and Ungrouped Data – Calculation of Mode for Grouped and Ungrouped Data – Applications of Mean, Median and Mode in Business – Measures of Dispersion – Calculation of Range – Calculation of Quartile Deviation - Calculation of Standard Deviation and Co-Efficient of Variation.

Unit 3 Time Series

Time Series – Meaning and Application of Time Series - Components of Time Series – Secular Trend - Seasonal Variation - Cyclical Variation - Irregular Variation- Measurement of Trend - Graphic Method - Semi-Average Method (when the Series is Odd and Even) - Moving Average Method (when the Series is Odd and Even).

Unit 4 Financial Mathematics

Interest Calculation – Simple and Compound Interest – Reducing Balance and Flat Rate of Interest – Fixed and Floating Rates of Interest – Equated Monthly Installment (EMI).

Unit 5 Profit and Loss

Problems Involving Cost Price, Selling Price, Trade Discounts and Cash Discounts – Introduction To Commission and Brokerage – Problems on Commission and Brokerage.

Skill Development Activities:

- *Draft a questionnaire to collect a data of your choice*
- *Analyze the data collected from the above questionnaire using measures of Central Tendency*
- *Compute median for Grouped and Ungrouped data with imaginary figures*
- *Collect 10 years data of any commodity and analyze the variation using time series*

TEXTBOOKS:

J K Sharma, Quantitative Techniques for Managers

G C Beri, Business Statistics

REFERENCE BOOK:

P N Arora, Sumeeth Arora, S Arora, Comprehensive Statistical Methods

18MAT228 QUANTITATIVE TECHNIQUES 2 1 0 3

Objectives: *To develop an understanding of the concepts of statistics and operations research and to apply the results to real life business problems.*

Unit 1 Correlation - Definition and Meaning – Applications - Scatter Diagrams – Karl Pearson's Correlation Co-Efficient - Computation and Interpretation - Rank Correlation- Computation and Interpretation - Regression - Meaning and Applications – The Two Regression Equations and Regression Co-Efficient.

Unit 2 Introduction - Applications - Basic Terminology in Probability – Addition Theorem - Multiplication Theorem - Conditional Probability - Applicability and Problems- Baye's Theorem - Applicability and Problems

Unit 3 Introduction – History - Application of LPP - Mathematical Formulation of The Problem - Graphical Solution - Standard Form of LPP - Solution of LPP by Simplex Method - Application of Graphical Solution and Simplex Method in Solving Business Problems.

Unit 4 Population and Sample – Meaning and Definition – Parameter and Statistic – Definition – Sampling Theory – (Statistical Estimation – Tests of Significance – Statistical Inference) – Meaning and Scope –

Methods of Sampling – Random Sampling – Non Random Sampling Methods – Sampling Distributions – (Problemson Z- test – t – test – F – test – Chi – square test).

Unit 5 Meaning and Applications of Index Numbers - Two Methods of Construction of Index Numbers - Price Index Numbers - Weighted and Un-Weighted Arithmetic Mean Relative Index Numbers - Chain Base Index Number - Cost of Living Index Number.

Skill Development Activities:

- *Collect information of advertising expenses and sales of any organization and compute coefficient of correlation*
- *Construct a probability problem on any real life example and solve it*
- *Construct an LPP with the data of any real life problem and solve it by graphical method*
- *Construct index figures with imaginary figures*

TEXTBOOKS:

P N Arora, Sumeeth Arora, S Arora, - Comprehensive Statistical Methods

P R Vittal - Business Mathematics

REFERENCE:

C B Gupta, Vijay Gupta – An Introduction to Statistical Methods 23rd Revised Edition