

15AVP501**AMRITA VALUES PROGRAMME****1 0 0 1**

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Post-graduate students shall have to register for any one of the following courses, in the second semester, which may be offered by the respective school.

Courses offered under the framework of Amrita Values Programme:**Art of Living through Amma**

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Insights from the Ramayana

Historical significance of Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Misinterpretation of Ramayana by Colonial powers and its impact on Indian life - Relevance of Ramayana for modern times.

Insights from the Mahabharata

Historical significance of Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance – Importance of Dharma in society – Message of the Bhagavad Gita - Relevance of Mahabharata for modern times.

Insights from the Upanishads

Introduction: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the

nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Insights from Bhagavad Gita

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Idea of the Self and Realisation of the Self – Qualities of a Realised person - Concept of Avatar - Relevance of Mahabharata for modern times.

Swami Vivekananda and his Message

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message to Indians about our duties to the nation.

Great Spiritual Teachers of India

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

Indian Arts and Literature:

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

Importance of Yoga and Meditation in Life:

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Appreciation of Kerala's Mural Art Forms:

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of

the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Practicing Organic Farming

Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says "we have to return this land to the coming generations without allowing even the slightest damage to happen to it". Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature"

Ancient Indian Science and Technology

Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical, civil engineering, architecture, shipbuilding and navigation. Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. The course gives an awareness on India's contribution to science and technology.

15BUS511

STRATEGIC MANAGEMENT

2 1 0 3

Objective: To impart an understanding of the general and competitive business environment and to enable the students understand strategic management concepts and techniques.

Unit 1

Business Environment: Introduction, objectives of a business, environment's influences on business, characteristics of business environment, components of business environment, relationship between organisation and environment, the macro and micro environment, the various elements of micro and macro environment, the competitive environment, Porters Five forces Model.

Unit 2

Business Policy and Strategic Management: Business Policy as a discipline, definition of strategy, general strategic alternatives, the dynamics of competitive strategy, strategic management, strategic decision making, the task of strategic management, vision, mission and objectives, strategic levels in organisations.

Unit 3

Strategic Analysis and Strategic Planning: Strategic analysis, situational analysis, the methods of industry and competitive analysis, SWOT analysis, TOWS Matrix, portfolio analysis, corporate strategy, the stages of corporate strategy formulation, its implementation process, strategic alternatives.

Unit 4

Formulation, Implementation and Control of Functional Strategies: Formulation of marketing, financial, production, logistics, research and development and human resource strategies, inter relationship between formulation and implementation, issues in strategy implementation, organisation and strategy implementation, strategic business units and core competence, leadership and strategic implementation, building a strategy-supportive corporate culture.

Unit 5

Reaching Strategic Edge: Business process re-engineering, bench marking, total quality management (TQM), six sigma and management and other contemporary strategic issues.

TEXTBOOKS:

1. Francis Cherunilam – Strategic Management, Himalaya Publishing
2. A Nag – Strategic Management, Vikas Publishers.

REFERENCE BOOKS:

1. Byars – Strategic Management, Tata McGraw hill
2. Sengupta - Strategic Management, Orient Paperbacks
3. R. Srinivasan – Strategic Management: The Indian context, PHI

15BUS631

BUSINESS SKILL DEVELOPMENT

2 1 0 3

Objective: To create an understanding of basic business development skills.

Unit 1

Innovation and Entrepreneurship - Entrepreneurial Behaviour – Socio Economic Environment and Entrepreneur - Opportunity Analysis - Social Responsibility.

Unit 2

Environmental Analysis – Internal and External Analysis – Micro and Macro Analysis – SLEPT – PEST – Environmental Scanning – Models of Environmental Analysis – SWOT Analysis – Relating SW with OT – BCG Matrix – GE's Spot Light Matrix – TOWS Matrix.

Unit 3

Strategic Planning – Models – Approaches – Strategic Intent and Stretch – Core Competence.

Unit 4

Marketing Research and Insights – Tools – Applications – Social Media Marketing – Marketing and Business Analytics.

Business Communication – Sales letters – Follow-up letters - Circular letters - Status enquiry - Collection letters..

Marketing Communications – Advertising Strategy – Media Planning.

Unit 5

Supply Chain Management and Logistics – Quality Control.

Retailing – Formats and Theories – Theories of Retail Development – Retail Life Cycle – Understanding Retail Consumers – Relationship Marketing – Retail Pricing – Retail Management – Role of IT in Retail Management.

TEXTBOOKS:

1. C B Gupta, S S Khanka – *Entrepreneurship and Small Business Management*, Sultan Chand Publishers
2. Vasanth Desai – *Management of a small scale industry*, Himalaya Publishing
3. Francis Cherunilam – *Strategic Management*
4. Kotler - *Marketing Management*

REFERENCE BOOKS:

1. Vasanth Desai – *Project Management*, Himalaya Publishing
2. Bhatia, Batra - *Entrepreneurship & Small Business Management*, Deep and Deep
3. Rajeev Roy - *Entrepreneurship*, Oxford University Press

15BUS632 INTEGRATED MARKETING PROMOTION AND COMMUNICATION 2 1 0 3

Objective: The students are exposed to the comprehensive and contemporary concepts of professional practice in integration and synergy of strategic advertising and brand management, design and implementation techniques for all the presentable marketing formats like print, broadcast and new digital media. They will also analyse case studies from advertisement industry from a perspective of Integrated Marketing Communication (IMC).

Unit 1 Basics and Foundation

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

Unit 2 Modern Advertising and IMC

Synergy and Integration for Marketing Communication - Persuasion, Argument and Emotions - Marketing and Consumer Behaviour – Integrating Advertising with other Elements - Design and Strategies - Cognitive and Affective Execution Frameworks: Animation and Demonstration. Effective Advertising - Market and Economic Effects and Intensity of Advertising. How does the Advertising Agency function?

Unit 3 Strategies and Elements of Branding

Advertising Strategies - Marketing for Clients – Advertising Management: Elements of Branding – Brand Identity – Brand Image – Brand communication – Power Branding - Principles of Integrated Brand Promotion (IBP) - Planning Advertising and IBP - Basics of Brand Management and Relationship with Contemporary Advertising - Planning and Organising – Executing the Advertising Process - How the Brand Transforms the Business Goals and Vision? Brand Promotion and Strategic Brand Management - FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch.

Unit 4 Brand Management

Corporate Image and Brand Management - IMC to build Brand Equity, Evaluating the Brand Performance, Capturing Market Performance, Design and Implementation of Brand Strategies, Brand – Product Matrix and Hierarchy Levels, Achieving the Ideal the Brand Portfolio, Managing Brands over: Time, Market Segments and Geographic Boundaries, Revitalising and Changing the Brand Portfolio, Media Selection, Trade Promotion and Selling, CRM, Personal Selling and Web Marketing.

Unit 5 Creative and Production Process

Conventional Advertising, New Advertising Agencies, Freelance and Consulting Domains - Creativity - 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 – Media Planning and Internet: Effective Use of New Digital Media Tools - How to market - Do's and Don'ts of Advertising Techniques. Discussion of Case Studies from Business and Industry. Social, Ethical and Regulatory Aspects - Research for Advertising and Promotion - Future of IMC.

TEXTBOOK:

Advertising and Promotion – an Integrated Marketing Communications Perspective, George E Belch, Michael A Belch, Keyoor Purani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.

REFERENCES:

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. *Contemporary Advertising*, William F Arens, Tata McGraw-Hill Publishing Company Limited, New Delhi, 10 e, 2008.
3. *Advertising Management*, Rajeev Batra, John. G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India) Pvt. Ltd., 5e, 2006

15BUS633**MARKETING USING WEB****2 1 0 3**

Objectives: This course aims to impart an in-depth perspective into Internet Marketing, and prepare students for its fast-paced world. The approach of the course is to place it in the context of fundamental marketing concepts, and to delve in detail into the specifics of what constitutes marketing on the Internet. The course will be of value to all marketing professionals, and especially to those who may wish to work in or start a primarily Internet based business.

Unit 1

Introduction to Internet Marketing. Mapping fundamental concepts of Marketing. Strategy and Planning for Internet Marketing, Search Engine Optimization (SEO) - Introduction to Online Search. Understanding Search Engines. Understanding Google Page Rank. Effective Tools for SEO. The Past, Present and Future of SEO.

Unit 2

Introduction to Internet and Search Engine Marketing. Getting Started with Google Adwords. Adwords Account Structure. Navigating in Google Adwords. Working with Keywords. Creating Ads in Google Adwords. Creating and Managing Your First Ad Campaign. Adwords Reporting and Account Performance Reports. Online Advertising: Display Advertising, Pay-Per-Click Marketing, Email Marketing.

Unit 3

Beginners Guide to the World of Social Media Marketing (SMM). Why Social Media? Getting Started with Social Media. Building Relationship with Social Media - Facebook, Twitter, LinkedIn, Youtube. Handling Positive and Negative Comments. Blogging, Podcasting, RSS, Social and Business Networking, Product Opinion Sites, Forums.

Unit 4

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. Online Reputation Management - What is ORM? Need and benefits of ORM. Building it Right and Tools Required. Global Internet Marketing.

Unit 5

Localization and Customization, Trust in Internet Marketing. Ethical and Legal Issues.

Internet of the future: "Customerization". Legal and Ethical Environments of E-commerce. Marketing Strategies on the Internet - Communications models - Creating an effective web presence, Communication Models, Advertising.

TEXTBOOK:

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

REFERENCES:

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
 3. Ward Hanson "Principles of Internet Marketing" ISBN 0-538-87573-9, Thomson Learning
1. Kotler, Phillip, and Dubois, Bernard, (2000), "Marketing Management", ISBN 2-85790-112-7, Publi Union

15BUS634**MERGERS AND ACQUISITIONS****2 1 0 3**

Objective: To provide an understanding about the concept and theories of mergers and acquisitions and the regulatory framework for takeovers.

Unit 1

An over view of mergers and acquisitions - Various forms of corporate restructuring - growing need for corporate restructuring - the concept of strategic planning in corporate restructuring - Mergers and acquisitions as strategic choice - alternatives to mergers and acquisitions - strategic alliances - joint ventures.

Unit 2

Various types of mergers - the process of mergers and acquisitions – negotiation - defining the purchase price - calculating the exchange ratio - structuring the deal - due diligence to be done - participants in the process of mergers and acquisition.

Various theories of mergers and acquisition - efficiency theories - information and signalling - market power - tax considerations - free cash flow hypothesis - agency problems and managerialism - value increase by redistribution.

Problems on calculating purchase price, exchange ratio and related matters.

Unit 3

Methods of valuation of firms - equity valuation model - discounted cash flow model - firm valuation model - comparable company approach - option pricing method - chasing the right valuation method - accounting for mergers and

acquisitions – accounting as per Accounting standards 14 reasons for failures of mergers and acquisitions - rules for successful mergers.

Problems on valuation of firm and accounting for mergers and acquisitions.

Unit 4

Sell off and divestitures - factors involved in divestiture decisions - explanations and rationale for sell offs - different types of sell offs - reasons for divestitures - going private and leveraged buyouts - going private transactions - leveraged buyouts - sources of LBO financing - characteristic of a leveraged buyout candidate - management buyout - management buy in - leveraged cash outs - reverse mergers - tax considerations in demerger.

Unit 5

Takeover defences - friendly vs. hostile – takeovers - preventive anti-takeover measures - corporate charter amendments - golden parachute - active anti-takeover defences - regulation of takeovers in India - evolution of regulatory control of mergers and acquisitions in India - compliance under The Companies Act,1956, SEBI regulations - Implications under Income Tax Act,1961 - matters pertaining to Sec 72 A of the Income Tax Act,1961.

The studies will have to be conducted with the help of live case studies.

TEXTBOOKS:

1. *Publications on Mergers and Acquisitions by ICFAI*
2. *Rajesh Kumar – Mergers and Acquisitions, TMH*

REFERENCE BOOKS:

1. *Gurminder Kaur – Corporate Mergers and Acquisitions, Deep and Deep Publication*
2. *Ravindhar Vadapalli – Mergers, Acquisitions and Business Valuation, Excel Books*
3. *Case studies On Mergers and Acquisitions by ICFAI*

15BUS635

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.

Unit 5

Relationship Marketing in Retailing: Management of Relationship, Evaluation of Relationship Marketing, Relationship, Marketing Strategies, Retail Research and Retail Audits.

TEXTBOOKS:

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*

15BUS636 SUPPLY CHAIN MANAGEMENT AND LOGISTICS 2 1 0 3

Objective: To provide an understanding on the different aspects of supply chain management and logistics

Unit 1

Introduction to Supply Chain Management – nature and concept - functions and contributions – framework for supply chain solutions – 3PLS and 4PLS – supply chain relations – Logistics – meaning, nature and concept – importance of logistics management – components of logistics management – functions of logistics management - logistics in India – evolutionary trends in logistics and supply chain organization.

Unit 2

Elements of supply chain management – information – Logistical Information System (LIS) – Electronic Data Interchange – demand forecasting – types of forecasts – forecasting techniques – selecting appropriate forecasting technique – principles of demand forecasting.

Unit 3

Inventory – types of inventory – elements of inventory costs – inventory management – Material Requirement Planning (MRP) – Distribution Requirement Planning (DRP) – Just-in-time – Warehousing – concept of warehousing – types of warehouse – functions of warehousing – warehouse design.

Unit 4

Transportation – Role of transportation in logistics and supply chain management – elements of transportation cost – modes of transport – multi-modal transport – containerization – transportation decision.

Unit 5

Protective packing – forms of protective packing – packaging policy Order processing – concept and objective – materials handling – basic materials handling considerations.

TEXTBOOKS:

1. D.K. Agrawal – Text Book of Logistics and Supply Chain Management, Macmillan Publication
2. Sunil Chopra, Peter Meindl – Supply Chain Management – Strategy Planning and Operation, Pearson Education

REFERENCE BOOKS:

1. Sarika Kulkarni, Ashok Sharma – Supply Chain Management, Tata McGraw Hill
2. Janat Shah – Supply Chain Management: Text and Cases, Pearson Education
3. Bhattacharya – Logistics Management, S. Chand

15COM501 ADVANCED CORPORATE ACCOUNTING 2 1 0 3

Objective: The objective of this course is to give thorough knowledge about corporate and other specialized accounting systems in conformity with the provisions of Companies Act, 1956.

Unit 1

Accounts of Banking Companies – Guidelines of RBI for Profit and Loss Account and Balance Sheet – Preparation of Profit and Loss Account and Balance Sheet.

Unit 2

Amalgamation, Absorption and External Reconstruction – Vendor Company and

Purchasing Company – Purchase consideration – Accounting entries in the books of Vendor and Purchasing Companies – Inter-company owing and holdings – Internal reconstruction – Alteration and reduction of share capital – Accounting entries – Reconstruction Schemes.

Unit 3

Accounts of Insurance Companies – Important terms – Life and general Insurance – Revenue Account applicable to life insurance business – Valuation Balance Sheet – Final Accounts relating to general insurance business.

Unit 4

Double Account System – Comparison with double entry system – Accounts of electricity companies – Liquidation of companies – Statement of Affairs and Deficiency or Surplus Accounts – Liquidator's Final Statement of Account.

Unit 5

Accounts of Holding Companies – Holding and subsidiary companies – Minority interest – Cost of control – Pre-acquisition and post-acquisition profits – Consolidated Balance Sheet – Elimination of common transactions - Bonus shares – Dividend.

TEXTBOOKS:

1. S. N. Maheshwari and S. K. Maheshwari, Advanced Accountancy, Vikas Publishers
2. M. C. Shukla and T. S. Grewal, Advanced Accounts, S. Chand

REFERENCE BOOKS:

1. S. P. Jain and K. L. Narang: Advanced Accountancy, Kalyani Publishers
2. R. L. Gupta and M. Radhaswamy: Advanced Accountancy, Sultan Chand
3. D. Chandra Bose – Advanced Accounting Volume II, PHI

15COM502 BUSINESS CORRESPONDENCE 2 1 0 3

Objective: To ensure that students get a good exposure to Communication in an Organisation and also to impart good oral and written communication skills to them.

Unit 1

Communicating to Self: The concept of proper communication to Self to ensure success in life - traits of successful people - right attitudes - passion to do things - self belief - adoption of proper strategy - clarity of values - physical energy - bonding power - the power of knowledge - the importance of mastering communication skills.

Meaning, Importance and Functions of Business Communication - Definition of communication, importance, functions, factors responsible for the growth of communication, importance of internal and external communication.

Unit 2

Process, Dimensions and Channels of Communication: Process of communication, dimensions of communication - Downward, Upward, Horizontal and Diagonal or Crosswise, formal channels, informal channels, advantages and disadvantages of formal and informal channels, grapevine, factors leading to grapevine, types of grapevine, merits and demerits of grapevine, effective use of grapevine.

Types of communication: Verbal, oral communication, advantages, limitations, written communication, advantages and disadvantages, characteristics of written communication, importance of written communication.

Non-verbal - Visual signs, Audio signals, Body language, Paralanguage, Proxemics, Time language, Haptics, Silence - Concept of Listening.

Barriers to Communication and Tips for Effective Communication - Noise, lack of planning, semantic problems, cultural barriers, wrong assumptions, socio-psychological barriers, emotions, selective perception, filtering, information overload, poor retention, poor listening, goal conflicts, offensive style of communication.

Unit 3

Business Communication: External - Writing letters - forms and layout of letters, parts of a business letter, importance and functions of a business letter, writing of various types of letters - inviting quotations - tenders and bids - placing orders - fulfilling orders - handling complaints, sales letters, circulars, corresponding with customers for payment, import and export correspondence, correspondence with banks and insurance companies.

Unit 4

Business Communication - Internal - Purpose of internal communication - types of internal communication - memos, office orders, office circulars, office notes, correspondence with branch offices, meetings, notifications, agenda, procedure, minutes, resolutions.

Unit 5

General Topics: Précis writing, communication in small groups, definition of a group, characteristics of a group, importance, group dynamics, types of groups, team roles, group discussion, technique of group decision making, command meetings, brain storming sessions, nominal group technique, Delphi technique, advantages and disadvantages of group decisions, systematic problem solving.

TEXTBOOKS:

1. Madhukar – Business Communication, Vikas Publishing House

2. Krishna Mohan and Meera Banerji – Developing communication skills, Macmillan

REFERENCE BOOKS:

1. C. B. Gupta – Business Communication and Organisation and management, Sultan Chand & Sons
2. Rohini Agarwal – Business Communication and Organisation and Management, Taxmann
3. Herta Murphy, Herbert Hildebrandt, Jane Thomas – Effective Business Communication, TMH

15COM503**RESEARCH METHODOLOGY****2 1 0 3**

Objective: The subject deals with the scientific method of solving a research problem systematically so that they know how to go about doing their project and research work.

Unit 1

Introduction: Meaning and definition of research – types of research – scientific and social research – objectives of social research – inductive and deductive methodology – significance of social research – research and business decisions.

Unit 2

Methods and techniques of research: Distinction between basic research and applied research – case study approach – use of survey in research – census survey vs. sample survey – sources of information – classification of data into primary and secondary – methods of primary data collection.

Unit 3

Concept, Theory, Hypothesis and Research Design: Importance of using the correct concepts – functions of theory – theory and facts – hypothesis – types of hypothesis – difficulties in the formulation of hypothesis – research design – definition of research design – types of design – factors affecting research design.

Unit 4

Collection and analysis of data: Sampling and sample design – methods of sampling – probability and non-probability techniques – defecting of sampling techniques – testing of hypothesis – correlation and regression – Z Test, T Test and Ki square Test.

Unit 5

Preparation of Research Report: Meaning of research report – types of reports – oral and written – steps in preparing research report – format of the report – reference materials – Bibliography – footnotes – appendices – synopsis – evaluation of Research Report.

TEXTBOOKS:

1. C. R. Kothari – Research Methodology, New Age Publication
2. Vineeth and Dileep kumar – Research Methodology, Kalyani Publishers

REFERENCE BOOKS:

1. V. P. Michael – *Research in Management*, Sage Publication
2. Amarjit Singh and A. N. Sadhu – *Research Methodology in Social Sciences*, Himalaya Publishing House
3. Paneerselvam – *Research Methodology*, PHI

15COM511 ACCOUNTING FOR MANAGERIAL DECISIONS 2 1 0 3

Objective: Accounting is one of the important tools of modern managers providing quantitative information, primarily of financial nature, necessary for making vital economic decisions. In the developing economy like ours, the importance of Cost and Management accounting has been acknowledged by all especially when optimum utilization of resources is the crying need of the day. As a result, the knowledge of Cost and Management Accounting to the commerce students has become absolute necessity. In view of this, this subject is included in the syllabus.

Unit 1

Nature and scope of Cost Accounting: Costing - Introduction, Objectives, Advantages and limitations of financial Accounting.

Nature and scope of Management Accounting: Meaning, Objectives, Difference between Cost and Management Accounting, Techniques of Management Accounting, Scope, Limitations.

Cost-Analysis, Concepts and classifications: Cost, Cost classification, Cost center, Cost unit, Cost sheet.

Unit 2

Analysis of Financial statements: Meaning of analysis and interpretation, Objectives, Types and techniques of analysis, Interpretation.

Ratio analysis: Liquidity, Profitability, turnover and solvency ratios, Market test ratios, Intra and Inter firm comparison ratios, leverage ratios, Practical problems.

Fund flow statement: Meaning, Objectives, Preparation, Practical problems.

Cash flow statement: Meaning, Objectives, scope, usefulness, limitations, Classification of cash flows, Preparation and presentation of cash flow statement, difference between cash flow and fund flow statement.

Unit 3

Marginal Costing and Cost Volume Profit analysis: Marginal Costing, Fixed and Variable cost, BEP analysis, CVP analysis, Contribution margin.

Decision making applying Marginal costing techniques: Fixation of selling price, Key factor, Make or buy decisions, Selection of suitable product mix, Effect of change in price, Maintaining a desired level of profit, Alternative production methods, Diversification of products, Purchase/Lease ?

Unit 4

Standard costing and variance analysis: Definition, Setting of standards, Variance analysis, Material price variance, Usage variance, Labour rate variance, Efficiency variance, Overhead expenditure, Volume, Capacity and efficiency variance, Advantages and disadvantages of Standard costing.

Unit 5

Budget and Budgetary control: Meaning, Types of budget, Functional budget and flexible budget, Practical problems.

Reporting to management: Management reporting methods, Reports to share holders and management, Management Information System, Recent trends in management reporting.

TEXTBOOKS:

1. K. M. Vineeth and K. R. Shabu – *Accounting for Managerial Decisions*, Kalyani Publishers.
2. S. P. Jain and K. L. Narang – *Cost and Management Accounting*, Kalyani Publishers.

REFERENCE BOOKS:

1. S. N. Maheswari and S. K. Maheswari - *Accounting for Management*, Vikas Publishing house
2. S. K. Bhattacharyya and John Dearden - *Accounting for Management*, Vikas Publishing house Pvt.Ltd, New Delhi.
3. Jawahar Lal – *Advanced Management Accounting*, S. Chand Publishers

15COM512 CORPORATE TAXATION 2 1 0 3

Objective: To equip the students with the thorough knowledge on corporate taxation procedures.

Unit 1

Taxation system in India – Direct and Indirect taxes – important terms: income, person, assessee, assessment year and previous year, residential status, total income, gross total income - income excluded from total income, tax free income, FTZ and EOU.

Unit 2

Overview of various heads of income - The concept of clubbing of income, set-off of losses, carry forward of losses, set-off of brought forward losses, deductions from total income.

Unit 3

Taxation in joint stock companies – heads of income, computation of tax liability.

Unit 4

Overview of tax management – financial decision making – basis of location, type of activity, ownership pattern, dividends and inter corporate dividend transfer – Transfer Pricing.

Unit 5

Overview of double tax agreement – meaning, implication, FBT, STT, Service Tax, MAT, Tax planning – Tax avoidance, evasion planning and management.

TEXTBOOKS:

1. H. C. Mehrotra: *Income Tax Law and Accounts*, Sahitya Bhavan Publication
2. T. N. Manoharan – *Income Tax Law*, Snow White Publications

REFERENCE BOOKS:

1. V. P. Gaur and D. R. Narang: *Income Tax Law and Practice*, Kalyani Publishers
2. B. S. Raman: *Income Tax Law and Practice*
3. Vinod Singhania – *Income Tax*, Taxmann Publication

15COM513**FINANCIAL MARKETS AND SERVICES****1 1 0 2**

Objective: 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, streamlining of regulatory frameworks and so on. Keeping this in view, the aim of this course is to make the students aware of the ever-changing scenario of financial markets and services.

Unit 1

Structure of Financial System: Concept of financial system – importance in an economic system – capital and money markets – primary market and secondary market – their structure and importance – problems of the financial system in India – financial sector reforms.

Unit 2

Stock Exchange: Emergence of stock exchanges – Indian context – functions of stock exchanges – procedure of issuing new shares – formalities of listing – present scenario – control of stock exchanges – Role of SEBI – investor protection measures.

Unit 3

An overview of Financial Services: Concept, nature and scope of financial services

– growth of financial services in India – Merchant Banking – meaning, types and responsibilities of merchant banks – regulations of merchant banking in India – leasing and hire purchasing – types of leases – discounting, factoring forfeiting – factoring in India.

Unit 4

Venture Capital: Concept of venture capital – growth of venture capital in India – financing pattern – securitization of debt – option vs. borrowing.

Unit 5

Credit Rating: Meaning of credit rating – functions of credit rating agencies – credit rating in India – CRISIL, ICRA and CARE – limitations of credit rating – mutual funds – rating of a mutual fund – functions and management of portfolio of a mutual fund.

TEXTBOOKS:

1. Gordon and Natarajan – *Financial Markets and Services*, Himalaya Publishing House
2. M. Y. Khan – *Financial Services*, Tata McGraw Hill

REFERENCE BOOKS:

1. Francis Cherunilam – *Global Economy and Business Environment*, Himalaya Publishing House
2. V. A. Avadhani – *Marketing of financial services*, Himalaya publishers, Mumbai.
3. Vasant Desai – *Indian financial system*, Himalaya publishers.

15COM514**INSURANCE MANAGEMENT****2 1 0 3**

Objective: The objective of this course is to understand the subject matter of insurance management and its importance in the present economic environment.

Unit 1

Insurance: Meaning, definition, nature, functions, types, classification on the basis of nature, business and risk Insurance principles: principles, general or essential principles of insurance contract, specific and miscellaneous principles.

Unit 2

Insurance products: Introduction, term life insurance, whole life insurance, endowment type plans, combination of whole life insurance and endowment type plans, children's assurance plans, annuities and pension plans.

Unit 3

Insurance and economic development: Introduction, role of insurance in economic development.

Unit 4

Growth of life insurance appraisal of insurance sector growth, product diversification by LIC, growth of general insurance after nationalization, issues and problems, future potential in future.

Unit 5

Business insurance: Insurance business in pre and post nationalization, weakness, liberalization, Functions of IRDA, Regulatory investment of funds, Accounting and actuarial standards, features of the revised guidelines, Actuaries Act 2006, International association of insurance supervisors, impact of liberalization, present scenario.

TEXTBOOKS:

1. Karam Pal, Bodla, M C Garg – *Insurance Management, Principles and Practices, Deep and Deep Publications*
2. Dorfman Mark – *Introduction to Risk Management and Insurance, PHI*

REFERENCE BOOKS:

1. Scott Harrington, Gregory R Hiehaus - *Risk Management and Insurance, McGraw Hill Publication*
2. Emmett J Vaughan, Therese M Vaughan – *Essentials of Risk Management and Insurance, John Wiley and Sons.*
3. Neelam Gulati – *Principles of Insurance Management, Excel Books*
4. Dr. E. Dharmaraj, *Elements of Insurance, SIMRES Publications.*

15COM601 ADVANCED FINANCIAL MANAGEMENT 2 1 0 3

Objective: *In our present day economy, finance is defined as the life blood of any business. Finance has been rightly termed as the universal lubricant that keeps every enterprise dynamic. As a commerce student, one must be able to manage this important resource of any business. Thus the relevance of the course in the curriculum.*

Unit 1

Nature and scope of Financial Management: Introduction, meaning of business finance - Definition and scope of Financial management - scope of finance function - Relationship of finance with other business functions – Objectives of Financial Management - Profit maximization, Wealth maximization - Financial decisions - Inter relationship of financial decisions, Factors influencing financial decisions.

Financial planning: Introduction and meaning - financial plan - Objectives, Characteristics of a sound financial plan, considerations in formulating financial plan - steps in financial planning - Limitations of financial planning.

Unit 2

Working capital management: Determination of level of current assets - Sources

for financing working capital - Bank finance for working capital (No problems on estimation of working capital).

Working capital financing: Short term financing of working capital, long term financing of working capital, Working capital leverages.

Cash Management: Forecasting cash flows – Cash budgets, long-term cash forecasting, monitoring collections and receivables, optimal cash balances – Baumol model, Miller-orr model, stone model. Strategies for managing surplus fund.

Unit 3

Time Value of money and Capital Budgeting: Relationship between Risk and Return - Concept of Time value of money – Meaning importance of capital budgeting – types of capital budgeting decisions – project evaluation techniques – Payback period – merits and limitations – discounted payback period – payback reciprocal – accounting rate of return (ARR) method – net present value (NPV) method – merits and limitations – Profitability index method or Desirability factor method – merits and limitations – IRR – Concept of Cut-off rate – Ranking of projects using NPV method vs. IRR method vs. Profitability index method – Capital Rationing – Social Cost Benefit Analysis (SCBA).

Unit 4

Capitalization: Meaning, concepts, need of capitalization - Capital and capitalization - basic theories of capitalization, fair, over and under capitalization - comparison of under and over capitalization - comparison of book value and fair value of shares - Watered capital – Over & under trading.

Capital structure: Patterns, importance - Optimal capital structure – Theories (all approaches), Capital structure management - Sound capital mix - Point of indifference - Changes in capital structure, Capital gearing.

Unit 5

Cost of capital: meaning, concept and definition – significance - Cost classification - Determination of cost of capital - Problems in determination of cost of capital – computation - Cost of debt - Cost of zero coupon bonds - Cost of preference capital - cost of equity share capital - cost of retained earnings - Weighted average cost - marginal cost of capital - lease or buy decisions, lessor's and lessee's point of view, forfeiting, factoring, asset securitization, Introduction to retail banking - Consumer finance, home loans, credit cards, debit cards, interest calculation on credit cards.

Problems on lease or buy decisions, factoring, home loans.

TEXTBOOKS:

1. Prasanna Chandra – Financial Management, TMH
2. I. M. Pandey – Financial Management, Vikas

REFERENCE BOOKS:

1. M. Y. Khan & P. K. Jain – Financial Management, TMH
2. Sharma, Shashi K Gupta – Financial Management, Kalyani Publishers
3. Rajiv Srivastava, Anil Misra – Financial Management, Oxford University Press

15COM602 SMALL BUSINESS AND ENTREPRENEURSHIP 2 1 0 3

Objective: To create an understanding of the importance as well as the modus operandi of small business management and entrepreneurship.

Unit 1

Entrepreneurship: Definition - Characteristics – Entrepreneurship and entrepreneur - Functions of entrepreneur - types of entrepreneurs - Factors affecting entrepreneurial growth – Entrepreneurial motivation - Role of entrepreneurs in economic development - Successful entrepreneurs in India (case study) - Entrepreneurship in India.

Unit 2

Small Business: An introductory framework – Concept – definition – nature and characteristics – scope and types of small business – rationale for small business – Objectives of small business – Small business as a seedbed of entrepreneurship – Role of small business in Indian Economy – Problems and prospects of SSI in India.

Unit 3

Setting up of a Small business – Basic Start Up problems - Business Incubation - Institutional Assistance - Forms of ownership - Factors affecting ownership patterns - Financing the Small Business – sources of finance.

Unit 4

Purchasing, Production and Operations Management: Principles of procurement – purchase procedure – concept of inventory – objectives of inventory management – Plant location, layout and design – Production planning and control – Quality Control – Technology for small business - Issues in small business marketing – Management process in small business.

Unit 5

Growth strategies for small business – need – types of growth strategies – Diversification – Expansion – Subcontracting - Small entrepreneur in international

business: Exploring export potential – basic elements of export procedure Rural entrepreneurship: Meaning – Need – Problems and prospects.

TEXTBOOKS:

1. C B Gupta, S S Khanka – Entrepreneurship and Small Business Management, Sultan Chand Publishers
2. Vasanth Desai – Management of a small scale industry, Himalaya Publishing

REFERENCE BOOKS:

1. Vasanth Desai – Project Management, Himalaya Publishing
2. Bhatia, Batra - Entrepreneurship & Small Business Management, Deep and Deep
3. Rajeev Roy - Entrepreneurship, Oxford University Press

15COM603 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT 2 1 0 3

Objective: To provide an insight into the process and concept of security analysis and managing the portfolio of investments.

Unit 1

Meaning of Risk and Investments: Meaning of Risk - Total Risk - Systematic risk - Unsystematic risk – elements of systematic risk (interest rate risk etc..) and Unsystematic risk (business risk... etc), the concept of uncertainty, Investments – meaning - avenues of investments - financial assets - non-financial assets.

Measuring return and risk: Measuring return and risk...under both certain and uncertain conditions, i.e. measuring average return, expected return, standard deviation, beta (regression method and covariance method), alpha, measuring covariance, correlation, meaning of a portfolio, return from a portfolio, risk of a portfolio with two or more securities.

Problems on the topics under measuring risk and return.

Unit 2

Equity Analysis and Evaluation: Equity analysis - Fundamental analysis - economic analysis - industry analysis - company analysis - technical analysis - Random walk theory - Dow theory - Market Breadth theory - introduction to Charts - moving averages - Supports and resistances - price patterns - Moving average oscillators – MACD - Momentum indicator - Relative strength Index.

(The students are expected to have a basic level of knowledge on matters specified in this paragraph)

Equity Valuation: Valuation Process - Estimation of free Cash flows - Present value valuation models - Dividend discount model - The discounted cash flow

analysis - Relative valuation models - Asset valuation methods - Liquidation approach - Economic value added.

Problems on the topics specified in the paragraph on equity valuation.

Unit 3

Bonds and Bond market: Types of bonds - difference between a bond and a debenture - zero coupon bonds - deep discount bonds - Simple valuation of a bond - relationship between the coupon rate, yield and the price of the bond - premium and discount in bond pricing - perpetuity bond - convertible bonds - re-issue of bonds - Nominal yield - current yield - and yield to maturity (YTM) - Malkiel's theorems - Floating rate bonds - Caps floors collars - interest rate cap - interest rate floor - interest rate collar - risk associated in investing in bonds - duration of a bond - factors that affect duration - application of duration - modified duration - convexity of bonds - bond management strategies - passive strategies - active strategies - the concept of swaps and immunization.

Problems on the above topics.

Unit 4

CAPM and Portfolio construction Theories: Capital Assets pricing theory - Arbitrage pricing theory, approaches to portfolio construction - Markowitz model - Markowitz efficient frontier theory - The Sharpe Index model - Single index model - Sharpe's optimal portfolio.

Problems on the above topics.

Unit 5

Portfolio Evaluation: Sharpe's Performance Index - Treynors performance Index - Jensons performance Index - Portfolio management - active-passive - The formula plans-revising the portfolio - the cost of revision.

Problems on the above topics.

TEXTBOOKS:

1. Kevin - Security Analysis and Portfolio Management, PHI Publishers
2. Punithavathy Pandian - Security Analysis and Portfolio Management, Vikas Publishing House

REFERENCE BOOKS:

1. Preeti Singh – Investment Management, Security Analysis and Portfolio Management, Himalaya Publishing House
2. Bhalla – Investment Management, Security Analysis and Portfolio Management, S. Chand
3. Ranganatham, Madhumathi - Security Analysis and Portfolio Management, Pearson

15COM604 PROJECT APPRAISAL AND FINANCIAL PLANNING 2103

Objective: To make the students understand the procedure of selecting a project and the tools of financial analysis and planning.

Unit 1

Project – Meaning and definition – Characteristics of a project – Characteristics of projects – importance of a project – Classification of Projects – Project Management Cycle – principles of project management – search for a business idea – selection of a product.

Unit 2

Project identification – criteria for selecting a particular project – project formulation – steps in project formulation – project implementation and evaluation, project profitability – project analysis – technical, economic, financial, social, institutional and environmental analysis – project risks.

Unit 3

Project planning – steps in business planning – project feasibility analysis and feasibility reports – project design – network analysis – PERT and CPM – project report – objectives and contents of a project report – project appraisal – steps in project appraisal.

Unit 4

Financial analysis – significance – financial tools like trend analysis, ratio analysis, fund flow analysis, break even analysis, common size statements.

Unit 5

Sources of finance – internal and external – institutional finance – project implementation – stages of project implementation.

TEXTBOOKS:

1. M. C. Dileep Kumar, Amith 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

15COM631**FINANCIAL DERIVATIVES****2 1 0 3**

Objective: To equip the students with an in-depth knowledge of the engineering of financial derivatives.

Unit 1

Financial Derivatives: Definition – Features – Types – Basic Financial Derivatives – History of Derivative Markets – Use of Derivatives – Critiques of Derivatives – Myths about derivatives.

Financial Derivatives Market in India: Evolution of derivatives in India – Recommendations of Dr. L C Gupta Committee – Benefits of Derivatives in India – Categories of Derivatives traded in India – Derivatives trading at NSE/BSE – Eligibility of stocks – emerging structure of Derivative Markets in India.

Unit 2

Forward Market: Pricing and Trading Mechanism – Concept and features of Forward Contracts – Classification of Forward Contracts – Forward Trading Mechanism.

Unit 3

Futures Market: Financial futures contracts – types – evolution of futures market in India – Operators/ Traders in futures market – functions of futures market – growth of futures market – Trading mechanism – the clearing house and operation of margin – Margin cash flows – closing a future position (settlement).

Futures pricing: Introduction – Reading futures prices – the basis – theories of futures prices – futures prices and risk aversion – spreads – futures on commodities.

Forwards market as forerunner of Futures markets – Distinctions between Futures and Forward Markets.

Unit 4

Options: Concept – History – Terminology – Options vs. Futures – Valuation of Options – Option Positions.

Option pricing models: Determinants of Option prices – The Black-Scholes Option Pricing Model – Binomial Option Pricing Model.

Trading with Options: Basic Principles – Strategies involving a single option and a stock – Spreads – Vertical Spreads.

Unit 5

SWAP Markets: Concept and nature of SWAP – Evolution – features – major types of financial Swaps

Hedging Concepts: Multipurpose concept of hedging – The perfect hedging model - Concept of Basis Risk and Hedging – Hedging Effectiveness – Devising a hedging strategy – Hedging objectives – Management of a hedge.

(Notes: Simple problems on basics are to be covered in the course)

TEXTBOOKS:

1. S L Gupta – *Financial Derivatives: Theory, Concepts and Problems*, PHI Publishers
2. Bansal – *Derivatives and Financial Innovations*, TMH

REFERENCE BOOKS:

1. S. S. S. Kumar – *Financial Derivatives*, PHI Publishers
2. Parasuraman N – *Fundamentals of Financial Derivatives*, Wiley India
3. Bishnupriya Mishra – *Financial Derivatives*, Excel Books

15COM632 INTERNATIONAL FINANCIAL MANAGEMENT 2 1 0 3

Objective: To provide a detailed outlook on the concepts of international financial management.

Unit 1

International Business and its modes – Nature of International Financial Functions – Scope of International Financial Management – IFM and Domestic Financial Management – Fast strides in International Financial Functions.

International flow of funds – Structure of Balance of Payments – Equilibrium, Disequilibrium and Adjustment – Approaches to Adjustment – Capital Account Convertibility.

Unit 2

Developments in International Monetary System – Specie Commodity Standard – Gold Standard – Bretton Woods System of Exchange Rates – Exchange rate regime since 1973 – International Liquidity.

Exchange Rate Mechanism – Exchange rate quotations – Nominal, Real and Effective exchange rates – Determination of exchange rate in the spot market – Factors influencing exchange rate – Theories of exchange rate behaviour.

Unit 3

Foreign Exchange Market – distinctive features – major participants – spot market – forward market – market for currency futures – market for currency options.

Forecasting Exchange Rates – Need for forecasts – Techniques of forecasting – Concept, Nature and measurement of Foreign Exchange Exposure – Management of Foreign Exchange Exposure.

Unit 4

International Investment Decision: FDI – Theories of FDI – Costs and Benefits of FDI – Strategy for FDI - Evaluation and Management of Political Risk - International Portfolio Investment – Modes – Problems – Concept of Optimal Portfolio.

Unit 5

International Financial Market – Channels for flow of funds – selection of sources and forms of fund.

Multilateral Development Banks: The World Bank – International Finance Corporation – Asian Development Bank.

International Banking – process of internationalization – Financial Intermediation Function – Direction and purposes of lending – Lending Risk – Intermediation in the Foreign Exchange Market.

International Financial Instruments: International equities – International Bonds – Financial Swaps.

TEXTBOOKS:

1. Vyaptakesh Sharan – International Financial Management, PHI Publishers
2. Francis Cherunilam – International Business, PHI Publishers

REFERENCE BOOKS:

1. Madhu Vij - International Financial Management, Excel Books
2. P. G. Apte – International Financial Management, TMH
3. Seth – International Financial Management, Galgotia

15COM633 MERCHANT BANKING AND COMMERCIAL BANKING 2 1 0 3

Objective: To give an overview of the regulatory functions and practical applications of commercial as well as merchant banking services.

Unit 1

Commercial Banking – Meaning – Definition – Functions – Merchant Banking – Meaning - Definition – Functions – Regulatory Framework - SEBI Regulations – Registration of Merchant Bankers – SEBI Guidelines.

Unit 2

Public Issue Management – Functions – Mechanism – Categories of Securities

Issue – Issue Manager – Role of Issue Manager – Activities involved I Public Issue Management – Marketing of New Issues – Methods of Marketing Securities - Post Issue Activities – Major Activities - Pricing of Issues.

Unit 3

Portfolio Management Services – Functions – Strategies – Registration of Portfolio Managers – General Obligations – General Responsibilities – Investment of Client's Funds – Maintenance of Books of Accounts and Audit – Reports to be furnished.

Unit 4

Mergers & Acquisitions Advisory Services – Concept of Merger – Forms of Merger – Hostile Takeover – types of Merger – Merger vs. Takeovers – Arguments in favour of M&A – Major issues of M&A in India – Merger Expenses – Regulation of M&A.

Unit 5

Credit Syndication – Scope – Syndication of Long-term loans – Credit Syndication Services – Syndication of Working Capital Loans.

TEXTBOOKS:

1. S Gurusamy – Merchant Banking and Financial Services, Tata McGraw Hill
2. Machiraju H R – Merchant Banking: Principles & Practice, New Age International

REFERENCE BOOKS:

1. Lakshmana, Krishna Nair – Merchant Banking in India, Deep and Deep Publication
2. Ravichandran, Nakkiran – Merchant Banking and Financial Services, Himalaya
3. G. P. Kapoor – Commercial Banking, APH Publishing Corporation

15COM634**PERSONAL FINANCIAL PLANNING****2 1 0 3**

Objective: To give an understanding on the concept of personal finance, selection of best investment options and tax implications on personal finance.

Unit 1

Personal Financial Planning: Meaning and importance, objectives, Time Value of Money, compounding and present value techniques, Budgeting, meaning, importance, objectives.

Unit 2

Savings Schemes: Bank Deposits, types of bank deposits, National Savings Certificates, Kisan Vikas Patra, Post Office Term and Recurring Deposits, Public Provident Fund, small savings schemes by State Financial Corporation and Cooperative Societies.

Unit 3

Insurance: Meaning, objective, types, Life Insurance, life insurance companies, various life insurance policies, selection of right insurance policy, property and motor vehicle insurance, health insurance plans, mediclaim, retirement planning, various retirement plans.

Unit 4

Investment Basics, Meaning of Shares, Debentures, Bonds and Mutual Funds, how to invest in shares, debentures and bonds, investment in mutual funds, investment in real estate and gold, portfolio selection and management.

Unit 5

Consumer Credit: housing and automobile buying decisions, Consumer Loans, Agricultural credit, Chit Funds, Introduction to Income Tax, various heads of income, deductions allowed to individuals, planning the tax strategies.

TEXTBOOKS:

1. *Basics of Personal Financial Planning by National Insurance Academy, Cengage Learning*
2. *Altfest – Personal Financial Planning, McGraw Hill Education*

REFERENCE BOOKS:

3. *Lawrence Gitman – Personal Financial Planning, Cengage Learning*
4. *Jeff Madura – Personal Finance, Pearson Education*

15COM690**LIVE-IN-LAB.****2 cr**

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) and if they identify a worthwhile project, they shall register for a 2-credit Live-in-Lab project, in the third 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.

15COM699**PROJECT****10 cr**

The objective of the project is to understand real life situations in organizations and their related environments and accelerating the learning process of how his/her knowledge could be used in a realistic way. The students have to undergo research project in various organizations and submit individually a report on the same. They may analyze the problems rigorously and prospects of the organization

and make conclusions and recommendations with the concern supervision of the project guide. Care should be given while selecting the project topic to understand problems and providing unique solutions from managerial/ business/ social points of view.

15CSA581**OFFICE AUTOMATION LAB.****0 0 3 1****Unit 1**

Word Processing Application – MS Word

1. Create a word document and set the following: page size to A4, margins to left (2.5 cm), right (2.5cm), top (2cm), bottom (2cm)
 - 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 throughout 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.

Practice all options in Spelling and Grammar

- b. Use Thesaurus utility and replace the word "compassion" with "Love"
- c. Use the Save As option and save the document as "Kripamay" and close the file.
- d. Save the document as a Web page
- e. Preview the document as a Web page
- f. Practice Cut, Copy and Paste. Practice Go to options
- g. Change the page measurement units from inches to centimeters.
- h. Zoom the document to 200%
- i. Open Document Map and edit various pages in the document
- j. Familiarize page Numbering options like continue from previous section and start at option
- k. Open a new document and insert the file "Kripamay" and save it.
- l. Insert various symbols in a document
- m. Apply Page Borders, Paragraph Borders and shade the paragraphs.
- n. Give appropriate heading in the Header and Page number, date in the Footer.
- o. Apply paragraph settings to the document.
- p. Create news paper layout
- q. Format the text and apply bullets and numbering using menu.

- r. Insert a picture in the document (use OLE feature)
 - s. Change one paragraph of the document into newspaper layout.
 - t. Practice tab settings.
 - u. Insert Hyperlinks and Bookmarks in the document
 - v. Create various styles and apply it to paragraphs
 - w. Create Macro and assign it through Toolbar and keyboard.
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..
 - d. Apply Table Auto format.
 3. Generate 10 copies of interview letters to candidates from different states informing the place and time of interview. (Mail Merge)

Unit 2

Spread Sheet Application – MS Excel

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.
10. Find the Sum of Net Pay using function.
11. Write a function to find the count of employees in G20 cell.
12. Insert comments in different cells
13. Practice hyperlinks.
14. Create your own style for worksheets.

Unit 3

15. 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
 16. Insert records and Sort the records.
 17. Create a chart for the above details.
 18. Create a pie chart for the student with highest mark.
 19. Create a Employee database as follows and Practice Auto Filter and advanced Filter.
- | EmpNo | Name | Age | Gender | Designation | DeptNo | DeptName | Salary |
|-------|----------------|-----|--------|-------------|--------|----------|--------|
| 100 | Ambika Karthik | 30 | F | Manager | 10 | Sales | 25000 |
| 101 | Anoop | 25 | M | Designer | 12 | Graphics | 10500 |
| 102 | Aisha Mohan | 26 | F | Teacher | 15 | Commerce | 13500 |
| 105 | Praveen Kumar | 40 | M | GM | 25 | Sales | 45000 |
| 106 | Preethy Karun | 35 | F | Teacher | 16 | Computer | 5000 |
| 107 | Ram Kumar | 35 | M | Clerk | 10 | Sales | 15000 |

Use Auto filter and Advanced Filter for the following queries:-

- a. Find all employees working in Sales department
- b. Find all employees working as Teacher
- c. Find all employees working in sales above the age of 30
- d. Find all Female employees
- e. Find all Female employees above the age of 30
- f. Find all Male employees working in dept no 25 and 12
- g. Find all employees whose name starts with the letter "P"
- h. Find all employees whose name end with the letter "N"
- i. Find all employees whose age between 30 and 40
- j. Find all employees working as Teachers and Managers

Unit 4

Presentations using PowerPoint-2000

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 5

Database Concept – MS Access

1. Create a database of employees.
2. Create a table emp in design view and enter records.
3. Create a query that displays records having salary >5000.
4. Create a form for inputting details to emp table.
5. Create necessary reports.

TEXTBOOKS:

1. Microsoft Office 2000 Complete, BPB Publications.
2. Dinesh Maldasani – Learning Computer Fundamentals, MS Office and Internet & Web Technology, Laxmi Publications

REFERENCE BOOKS:

1. S. Jain – MS Office 2010 Training Guide, BPB Publication
2. John Walkenbach Herb Tyson Michael R. Groh Faith Wempen Lisa A. Bucki – Microsoft Office 2010 Bible, Wiley India
3. Michael Price – 2010 in Easy Steps, TMH

15CSA582 ADVANCED TALLY LAB. 0 0 2 1

Getting started with Tally – Company information – Features and configuration.

Tally accounting - Chart of accounts – Ledgers – vouchers – financial and trading vouchers - advanced voucher entry.

Tally inventory – inventory vouchers – purchase and sales orders – invoicing – bill of materials – price list.

Display and reporting – reporting and printing – bank reconciliation – budgeting – cash and funds flow.

Application of taxes – TDS – VAT – service tax. Expert features – security controls – tally audit – export and import of data – splitting financial years.

TEXTBOOKS:

1. Tally complete reference material

2. Nadhani – Tally ERP 9 Training Guide – BPB Publication

REFERENCE BOOKS:

1. Tally for everyone – Roopa, Add to Cart Publishing
2. Kogent Learning Solutions – Tally ERP 9 in Simple Steps, Dreamtech Publication
3. Dinesh Maldasani – Mastering

15CSA586 ANALYSIS USING STATISTICAL TOOLS LAB. 0 0 2 1

Objective: To familiarize students in application of SPSS software to enable them to easily perform complicated quantitative analysis.

Unit 1

Introduction to SPSS – need – uses - Skills required – scope - SPSS windows – common buttons – commonly used windows – output window – printing output.

Unit 2

Structure of data file – creating – editing data file – entering data – editing.

Unit 3

Managing data - computing new variables – recording – sorting cases – merging files – replacing missing values.

Unit 4

Producing graphs and charts – bar graphs, line graphs – pie charts- Descriptive Statistics – mean – median – mode – variance – standard deviation.

Unit 5

Different types of analysis – Chi-Square – t Test – correlation – regression – simple linear regression – multiple regression.

TEXTBOOKS:

1. S.L. Gupta and Hitesh Gupta – SPSS 17.0 for Researchers, International Book House
2. Darren George and Paul Mallery – SPSS For Windows Step By Step: A Simple Study Guide And Reference, 17.0 Update, Pearson Education

REFERENCE BOOKS:

1. Lee A. Kirkpatrick, Brooke C. Feeney – A Simple Guide to SPSS for Version 17.0, Wadsworth Publishing
2. SPSS Inc. – SPSS 17.0 Integrated Student Version, Pearson

15CSA587 INFORMATION SYSTEMS LAB. 0 0 2 1

1. Create a simple web page, which reveals the personal information of yours.
2. Design a web page with an interface for creating an e-mail ID

3. Create a image map.
4. Create an interface for an online shop
5. Develop a web site for a university, which offers different UG and PG courses.
(Hint: using frames, framesets, images, menus and hyperlinks)
6. Create a web page with advanced layouts and positioning with CSS and HTML
7. Design a web site with different methods of embedding CSS in a web page.
8. Create a static web page which display your personal details
9. Create a web page thorough which the user can register
10. Create a web site for a hospital
11. Create a web site for a computer hardware shop
12. Create a web site for Amrita School of Arts and sciences.

TEXTBOOK:

Ivan Bayross – *Web Enabled Commercial Application Development using HTML, JAVASCRIPT, DHTML AND PHP*, BPB Publication

REFERENCE BOOKS:

1. Mike Mcgrath – *HTML in Easy Steps*, TMH
2. Mike Mcgrath – *CSS in Easy Steps*, TMH

15CSA601 ENTERPRISE RESOURCE PLANNING AND MIS 2 1 0 3

Objective: To facilitate the flow of information between all business functions inside the boundaries of the organization and manage the connections to outside stakeholders.

Unit 1

System Concepts – Introduction to information System, Management Information System.

Information Systems development – Planning information systems, Content of the information System Master Plan, Prototyping and life cycle approach to Application System development. Stages in Life cycle, Evaluation of MIS.

Unit 2

Classification of Information System - Transaction processing system, office automation, DSS, ERO, Expert systems, Intranet, BPR, CRM, SCM, Information system in functional areas.

Computer networks and data processing – Data Processing System, Telecommunication media, Enterprise-wide Networking, The World Wide Web. Database Management, Data Warehousing, Data Mining.

Unit 3

Introduction - History, Advantages, Basic concepts, Risk and Benefits of ERP.

Business function and business process - Integrated Management Information - Role of the Enterprise in implementing the ERP system - Business modelling.

Unit 4

ERP Packages and ERP related Technologies.

ERP functional modules, ERP implementation basics, implementation Life cycle, Package selection, Transition Strategies, implementation process, ERP project team.

Unit 5

ERP and e-Business, e-Business – Supply chain integration, e-business Process model, Components of e-Business Supply Chain. ERP, Internet and www.

TEXTBOOKS:

Jawadekar - *Management Information Systems Text and Cases*, Tata McGraw Hill
Singla – *Enterprise Resources Planning*, Cengage Learning
Aman Jindal – *Management Information Systems*, Kalyani Publishers
Mary Sumner – *Enterprise Resource Planning*, Pearson Education

REFERENCE BOOKS:

1. M Jaiswal - *Management Information Systems*, Oxford University Press
2. Dr. B. Narayan – *Management Information System*, APH Publishing Corporation
3. C.S.V. Murthy – *Enterprise Resource Planning*, Himalaya

15CSA631 DATABASE MANAGEMENT SERVICES 2 1 0 3

Objective: The main objective is to provide the students understanding about fundamental concepts of database management system.

Unit 1

Introduction - What Is a Database System - Why Database - Data Independence - The Three Levels of Architecture - The External Level - Conceptual Level - Internal Level – Mappings - The Database Administrator - The Database Management System - Client/ Server Architecture - Distributed Processing.

Unit 2

Basic Concepts – Constraints – Keys - Design Issues - ER-Model - Weak Entity Sets - Extended ER Features.

Unit 3

Hierarchical Data Model - The IMS Database System - Network Data Model – Normalization - Functional Dependency.

Unit 4

Selection Operation – Sorting - Join Operation – Sorting - Join Operation - Query Optimization - Transaction Concept - Transaction State.

Unit 5

SQL Basics - Classification of SQL – DDL – DML – DCL – TCL - SQL Reports – Views – Sequences – Index – Locks - PL/SQL Basics.

TEXTBOOKS:

1. Abraham Silberschatz, Henry F. Korth, S. Sudarshan – Database System Concepts, TMH
2. Kevin Loney, George Koch – Oracle 9i The Complete Reference Tata Mcgraw-Hill International Edition

REFERENCE BOOKS:

1. C.J. Date – Introduction to Database Systems, Narosa Publishing
2. Ivan Bayross – SQL, PL/SQL The Programming Language Of Oracle, 3rd Edition, BPB Publications

15CUL501**CULTURAL EDUCATION****2 0 0 P/F**

Objective: Love is the substratum of life and spirituality. If love is absent life becomes meaningless. In the present world if love is used as the string to connect the beads of values, life becomes precious, rare and beautiful like a fragrant blossom. Values are not to be learned alone. They have to be imbibed into the inner spirit and put into practice. This should happen at the right time when you have vitality and strength, when your hearts are open.

The present course in value education is a humble experience based effort to lead and metamorphosis the students through the process of transformation of their inner self towards achieving the best. Amma's nectarous words of wisdom and acts of love are our guiding principles. Amma's philosophy provides an insight into the vision of our optimistic future.

1. Invocation, Satsang and Question - Answers
2. Values - What are they? Definition, Guiding Principles with examples Sharing own experiences
3. Values - Key to meaningful life. Values in different contexts
4. Personality - Mind, Soul and Consciousness - Q and A. Body-Mind-Intellect and the Inner psyche Experience sharing
5. Psychological Significance of samskara (with eg. From Epics)
6. Indian Heritage and Contribution and Q and A; Indian Ethos and Culture
7. Self Discipline (Evolution and Practice) – Q and A
8. Human Development and Spiritual Growth - Q and A
9. Purpose of Life plus Q and A
10. Cultivating self Development

11. Self effort and Divine Grace - their roles – Q and A; - Vedanta and Creation - Understanding a spiritual Master
12. Dimensions of Spiritual Education; Need for change Lecture – 1; Need for Perfection Lecture - 2
13. How to help others who have achieved less - Man and Nature Q and A, Sharing of experiences

REFERENCES:

1. Swami Amritaswaroopananda Puri - Awaken Children (Volume VII and VIII)
2. Swami Amritaswaroopananda Puri - Amma's Heart
3. Swami Ramakrishnanda Puri - Rising Along the Razor's Edge
4. Deepak Chopra - Book 1: Quantum Healing; Book 2: Alpha and Omega of God; Book 3: Seven Spiritual Rules for Success
5. Dr. A. P. J. Abdul Kalam - 1. Ignited Minds 2. Talks (CD)
6. Swami Ramakrishnanda Puri - Ultimate Success
7. Swami Jnanamritananda Puri - Upadesamritham (Trans: Malayalam)
8. Vedanta Kesari Publication - Values - Key to a meaningful life
9. Swami Ranganathananda - Eternal values for a changing society
10. David Megginson and Vivien Whitaker - Cultivating Self Development
11. Elizabeth B. Hurllock - Personality Development, Tata Mcgraw Hill
12. Swami Jagatatananda - Learn to Live (Vol.1 and 2), RK Ashram, Myslapore

15ECO501**ECONOMIC ANALYSIS FOR MANAGERS****2 1 0 3**

Objective: The objective of this course is to provide a detailed understanding about the concepts of economic theories for use by the management in decision making process.

Unit 1

Introduction: Basic economic problem – problem of scarcity – economic system – Capitalist, Socialist and Command Economics – how these economic system solve the basic economic problem – tools of economic analysis – rationality, marginalism, general and partial equilibrium – the invisible hand.

Unit 2

Demand and Supply Analysis: Meaning of demand – law of demand – rationale – elasticity of demand – measurement of elasticity – point and arc methods – supply schedule and supply curve – changes in demand and supply - minimum floor price and fixing ceiling on prices.

Unit 3

Theory of Markets: Cost and revenue concepts – total, average and marginal

concepts of cost and revenue – the link between production and costs – economies of scale – price and output determination under perfect competition and monopoly – discriminating monopoly – types of discrimination – degrees – oligopoly – price leadership, collusive and kinked demand – monopolistic competition – monopsony – duopsony and bilateral monopoly.

Unit 4

Introductory Macro Economics: micro vs. macro – aggregate demand and aggregate supply – National Income analysis – Basic N.I. concepts – methods of N.I. collection – problems – conceptual and statistical – GDP and welfare – GDP deflator.

Unit 5

Important Macro Variables: Propensity to consume – MPL and APL – Concept of multiplier – Accelerator – leverage effect – business cycles – unemployment and types – voluntary and involuntary types – inflation and deflation – measures to overcome the problems of inflation and deflation.

TEXTBOOKS:

1. H. L. Ahuja – *Modern Economics*, S. Chand Publishers
2. D.N. Dwivedi – *Managerial Economics*, Vikas Publication

REFERENCE BOOKS:

1. T. N. Hajela – *Macro Economic Theory*, Ane Books India Pvt. Ltd.
2. S. Shankaran – *Economic Analysis*, Margham Publications
3. Samuelson – *Economics*, TMH

15LAW511**CORPORATE LAWS****2 1 0 3**

Objective: The aim of this course is to make the students aware of the laws governing the corporate sector in particular and the business environment in general.

Unit 1

The Companies Act, 1956 – Directors and their meetings: Legal position of directors, appointment of directors, share qualification of directors (Sec. 270), removal of managerial personnel, directors to act as board, power of directors and restrictions thereon (Sec. 293), duties of directors, directors etc not to hold office or place of profit (Sec. 314), liabilities of directors, loans to directors, disclosure of interest in contracts (Sec. 297, 299), protection against fiduciary capacity of the directors, directorial registers, political contributions, managerial remuneration, Managing Director, meetings of directors, board meetings, frequency of board meetings, committees of directors and their meetings.

Unit 2

Inter corporate loans, oppression, remedies etc: Inter-corporate loans and

Investments (Sec. 372A), compromise and arrangements, reconstruction, why and how it is effected, majority rule as applicable to management of companies, protection at common law, protection under The Companies Act, 1956, oppression and mismanagement, who may apply to the company law board when oppression or mismanagement is complained of (Sec. 399), difference between Section 397 and Section 398, powers of the company law board on application under Section 397 or Section 398, powers of the central government, general observations on remedy for oppression under Section 397 or 398, distinction between various remedies for oppression, powers of central government to remove managerial personnel on the recommendation of CLB, concept of public interest and its impingement on company law, winding up of companies...general provisions.

Unit 3

The Companies (Amendment Act), 2002 – Law relating to producer companies: Introduction, definitions, objects and formation of a producer company, memorandum of a producer company, articles of association, inter-state cooperative societies, management, general meetings, share capital and member rights, finance, accounts and audit, penalties, amalgamation merger or division, resolution of disputes.

Unit 4

Foreign Exchange Management Act, 1999: Introduction, Broad structure of FEMA, preamble, extent, application and commencement of FEMA, 1999. definition, analysis of important definitions, regulation and management of foreign exchange, authorised person, contravention and penalties in brief, adjudication and appeal, directorate of enforcement, miscellaneous matters.

The Securities and Exchange Board of India (SEBI) Act, 1992 – Introduction, purpose of the Act, history of the legislation, short title, extent and commencement, definitions, establishment of SEBI (Board), powers and functions of SEBI, penalties, establishment of securities appellate tribunals, power of the central government (Section 16, 17, 29 and 30) appeal from orders of SEBI (Section 20), guidelines regulations and rules under the SEBI Act, exposure on SEBI (Disclosure and Investor Protection) Guidelines, 2000.

Unit 5

The Competition Act 2002: Introduction, why MRTP Act needed a fresh look, what is competition?, competition policy and law, Competition Act 2002, main ingredients of Competition law, definitions, prohibition of certain agreements, abuse of dominant position and regulation of combinations, competition commission of India, duties powers and functions of commission, duties of Director General, penalties, competition advocacy, finance Accounts and Audit, miscellaneous matters.

Securities Contract Regulation Act, 1956: Introduction, about corporatisation & demutualization of stock exchanges, highlights of new legislation on securities laws, definitions (Sec. 2), recognition of stock exchanges, granting of recognition (Sec. 4), power of central government to make rules (Sec. 8) and clearing corporation (Sec. 8A), power of stock exchanges to make bye-laws (Sec. 9), power of SEBI (Sec. 10), penalties (Sec. 23), offences by companies (Sec. 24), title to dividends (Sec. 27), right to receive dividend from collective investment schemes (Section 27A), Act not to apply in certain cases (Section 28), power to make rules (Section 30), power of SEBI to make regulations (Section 31).

TEXTBOOKS:

1. H. R. Machiraju - Indian Financial System, Vikas Publishing House
2. N. D. Kapoor – Corporate Laws and Secretarial Practice, Sultan Chand

REFERENCE BOOKS:

1. Corporate Laws – Bharat Law House Pvt. Ltd.
2. S. K. Aggarwal – Concept of Corporate Law, Galgotia Publications.
3. TAXMANN – Companies Act

15LAW631**CYBER LAWS****2 1 0 3**

Objectives: Information technology explicitly includes the information, the technology that carries the information and the law which cumulatively deals with all the information carried. The rapid growth of technology has raised immense challenges for technicians and governments; since large number of legal issues remains unanswered. With growing dependency on Information Technology, there is ever growing threat of vulnerability to cyber-crimes. Hence, awareness of cyber laws and cyber security is needed for all those who make of ICT in their personal as well as professional world. This course will highlight the features of ICT and the regulatory framework for preventing cyber-crimes in India and at International level.

Unit 1

Computers and Cyber security: Evolution and growth of cyber world, Computers and its impact in society, Overview of computer and web technology, Computers and its components, Basics of network and internet, Meaning of cyber security, Types of attacks, Network security, Hacking techniques, Password cracking, Insecure network connections, Malicious code, Concept of Firewall Security, E-mail security, Database security, Operating systems security, E-commerce security.

Unit 2

Significance and scope of cyber law, Cyber jurisprudence in India and at International level, EDI, UNCITRAL Model Law, EU Convention on Cyber Crimes, Salient features of Information Technology Act 2000, Authorities under the Act, Enforcement powers, Over view of offences and penalties.

Unit 3

E-commerce Laws in India: Digital/ electronic signatures related provisions in Indian law, E-commerce provisions in Indian law, E-governance, concepts and practicality in India, E-taxation issues, E-contracts and validity, Cyber Tribunal and Appellate Court.

Unit 4

Intellectual Property Rights Perspectives: concepts of trademarks and domain name related issues, Perspectives related to copy right law, patent law.

Unit 5

Cybercrimes and Investigation Procedures: Constitutional & Human Rights Issues in Cyberspace, Freedom of Speech and Expression in Cyberspace, Right to Access Cyberspace – Access to Internet, Right to Privacy, Right to Data Protection, Cyber Crimes against Individuals, Institution and State, Hacking, Digital Forgery, Cyber Stalking/ Harassment, Cyber Pornography, Identity Theft & Fraud, Cyber terrorism, Cyber Defamation, Cyber Torts, Cyber Defamation, Major Types of Civil Wrongs under the IT Act 2000, Jurisdictional Issues in Indian Law, Dispute Resolution.

REFERENCES BOOKS:

1. Chris Reed & John Angel, Computer Law, OUP, New York (2007)
2. Justice Yatindra Singh, Cyber Laws, Universal Law Publishing Co, New Delhi (2012)
3. Verma S, K, Mittal Raman, Legal Dimensions of Cyber Space, Indian Law Institute, New Delhi (2004)
4. Jonthan Rosenoer, Cyber Law, Springer, New York (1997)
5. Sudhir Naib, The Information Technology Act, 2005: A Handbook, OUP, New York (2011)
6. S. R. Bhansali, Information Technology Act, 2000, University Book House Pvt. Ltd., Jaipur (2003)
7. Vasu Deva, Cyber Crimes and Law Enforcement, Commonwealth Publishers, New Delhi (2003)

15MAT505**QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH****2 1 0 3**

Objective: To develop an understanding of problem solving methods and to understand the basic concepts of Quantitative techniques and Operations Research and to apply the results directly to real life business problems.

Unit 1

Matrices, types of matrices, addition, subtraction and multiplication of matrices, transpose, determinant of a matrix, Adjoint of a matrix and inverse of a matrix.

Unit 2

Probability, Addition and multiplication theorem, Axioms of probability, conditional

probability, independent events, Bayes' theorem, χ^2 test and goodness of fit, F-test, Analysis of variance (one way classification).

Unit 3

Operations research - Meaning, origin, features and limitations, L.P.P. uses and application, formulation, graphical solution, Simplex method, Big-M method.

Unit 4

Transportation problem, initial solution, move towards optimality, Modi method, Assignment problem, solution, Replacement decisions - replacement of items that deteriorate with time, replacement policy without change in money value, replacement of items that fail completely, Group replacement policy.

Unit 5

Network analysis - construction of network diagram, network calculations, critical path method, PERT, calculation of Float/ Slack under PERT, limitations of PERT and CPM.

Decision Theory - Decisions under uncertainty, Maximin and Minimax, Hurwicz, Laplace, Minimax regret criterion, Decision making under risk, EMV, EOL, EVPI, EPPI criterion.

TEXTBOOKS:

1. L. R Potti – *Operations Research*, Yamuna Publications, Trivandrum
2. J. K Sharma – *Operations Research Theory and Applications*, MacMillan

REFERENCE BOOKS:

1. P. R Vittal – *Business Statistics*, Margham publications, Madras
2. Kantiswaroop, P. K Gupta and Manmohan – *Operations Research*, Sultan chand and sons
3. S. P Gupta – *Statistical Methods*, Sultan Chand & Sons

15OEL631 – 6xx OPEN ELECTIVES 2 0 0 2

Open electives syllabi – see at the end of the booklet.

15SSK511 LIFE SKILLS 1 0 2 2

Soft skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. Need for change. Fears, stress and competition in the professional world. Importance of positive attitude, self motivation and continuous knowledge upgradation.

Attitude, Values, Motivation, Emotion Management, Steps to like yourself, Positive Mental Attitude, Assertiveness.

Resume writing Group discussion. Concepts.Mock GDs.. Interviews.

Presentation skills – Guidelines.

Vocabulary: Synonyms; Antonyms; Analogy; one word substitutes; idioms; phrasal verbs;

Grammar: Article and preposition; SV agreement; tenses; voices; modifiers; parallelism.

Reading and comprehension; parajumble.

Problem Solving: Problems on numbers; Percentages; Ratio, proportions and variations; Time and distance; Time, men and work.

Data interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie Charts; Caselet Forms; Mix Diagrams; Geometrical Diagrams and other forms of Data Representation.

Logical Reasoning: Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionalities and Grouping; Sequencing and Scheduling; Selections; Networks; Codes; Cubes; Venn Diagram in Logical Reasoning.

TEXTBOOKS:

1. *A Communicative Grammar of English*: Geoffrey Leech and Jan Svartvik. Longman, London.
2. Adair. J., (1986), "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
3. Gulati. S., (2006) "Corporate Soft Skills", New Delhi, India: Rupa & Co.
4. *The Hard Truth about Soft Skills*, by Amazone Publication.

REFERENCES:

1. *Quantitative Aptitude*, by R S Aggarwal, S Chand Publ.
2. *Verbal and Non-verbal Reasoning*, R S Aggarwal, S Chand Publ.
3. *Data Interpretation*, R S Aggarwal, S Chand Publ.
4. *Nova GRE, KAPAL GRE, Barrons GRE books*.
5. *Quantitative Aptitude*, The Institute of Chartered Accountants of India.
6. *More Games Teams Play*, by Leslie Bendaly, McGraw-Hill Ryerson.
7. *The BBC and British Council online resources*
8. *Owl Purdue University online teaching resources*.
9. *www.the grammarbook.com online teaching resources*
10. *www.englishpage.com online teaching resources and other useful websites*.