

## 11. B.Com

**Duration – Three years**

**Eligibility – A pass in HSC (or) 3 year Diploma**

**Medium – English and Tamil**

Sl. No.	Course Code	Title of the Course	CIA Max.	ESE Max.	TOT Max.	C
<b>FIRST YEAR</b>						
<b>I Semester</b>						
1	10211	Principles of Management	25	75	100	4
2	10212	Business Communication	25	75	100	4
3	10213	Business Environment	25	75	100	4
4	10214	Financial Accounting	25	75	100	4
		<b>Total</b>	<b>100</b>	<b>300</b>	<b>400</b>	<b>16</b>
<b>II Semester</b>						
5	10221	Financial Management	25	75	100	4
6	10222	Human Resource Management	25	75	100	4
7	10223	Marketing Management	25	75	100	4
8	10224	Mercantile Law	25	75	100	4
		<b>Total</b>	<b>100</b>	<b>300</b>	<b>400</b>	<b>16</b>
<b>SECOND YEAR</b>						
<b>III Semester</b>						
9	10231	E-Commerce	25	75	100	4
10	10232	Auditing	25	75	100	4
11	10233	Merchant Banking and Financial Services	25	75	100	4
12	10234	Managerial Economics	25	75	100	4
		<b>Total</b>	<b>100</b>	<b>300</b>	<b>400</b>	<b>16</b>
<b>IV Semester</b>						
13	10241	Insurance Management	25	75	100	4
14	10242	Business Statistics	25	75	100	4
15	10243	Office Management	25	75	100	4
16	10244	Management Accounting	25	75	100	4
		<b>Total</b>	<b>100</b>	<b>300</b>	<b>400</b>	<b>16</b>
<b>THIRD YEAR</b>						
<b>V Semester</b>						
17	10251	International Marketing	25	75	100	4
18	10252	Retail Marketing Management	25	75	100	4
19	10253	Cost Accounting	25	75	100	4
20	10254	Project Management	25	75	100	4
		<b>Total</b>	<b>100</b>	<b>300</b>	<b>400</b>	<b>16</b>
<b>VI Semester</b>						
21	10261	Marketing Research	25	75	100	4
22	10262	Corporate Accounting	25	75	100	4
23	10263	Entrepreneurship Development	25	75	100	4
24	10264	Management Information System	25	75	100	4
		<b>Total</b>	<b>100</b>	<b>300</b>	<b>400</b>	<b>16</b>
<b>Grand Total</b>			<b>600</b>	<b>1800</b>	<b>2400</b>	<b>96</b>

**CIA:** Continuous Internal Assessment, **ESE:** End Semester Examination,

**TOT:** Total, **C:** Credit Points **Max:** Maximum

## FIRST SEMESTER

Course Code	Title of the Course
10211	<b>Principles of Management</b>

UNIT – I: Understanding an organization – Organizational Process – General - Vision and Mission – Strategy – Structure – System – Process - Jobs and Tasks.

UNIT – II: Management process – Importance of Management, Evolution of Management Thought - Principles of Management - Management Process/Functions - and a System View.

UNIT – III: Planning and decision making – Importance of Planning - Types of Planning - Steps in Planning - Decision Making - Model in Planning and Decision Making.

UNIT – IV: Organizing and staffing – Importance of Organizing - Types of Organizations - Organizational division and span of control - Types of Departmentation - Staffing and its importance in the organization - Line and staff concept - Staffing concept and HR Management.

UNIT – V: Leading – Comparison and Contrasting of Directing and Leading - Characteristics of Leading - Importance of Leading - Functions of Leading

UNIT – VI: Controlling – Importance and Process - Critical Control Points Control as a feedback system - Prerequisites of Effective Control - Control Techniques - IT Enabled ‘Controls’ and its Challenges.

UNIT – VII: Organizational Behaviour – Historical Perspective - Approaches to and Importance - Framework for Learning OB - The Intricate Relation between MP and OB - Human Resources Management Relationship - Limitations of OB - Globalization and OB.

UNIT – VIII: Individual level behavioral variables - 1 (Personality, Perception) - Personality - Definition and Determinants - Personality Traits - Personality Attributes affecting OB - Definition, Importance and Factors Influencing Perception - Perception and Making Judgment about Others.

UNIT – IX: Individual level behavioral variables – 2 (Values, Attitudes and Emotions) – Values – Attitudes - Definition and Concept of Emotions - Emotional Intelligence - Indian Perspective on EI.

UNIT – X: Individual level behavioral variables – 3: Learning and its Applications in Organizations - Definition and Importance of Motivation - Early Theories in Motivation - Contemporary Theories in Motivation - Motivational Tools in Organization.

UNIT – XI: Group level behavioral - 1 (The group) – Concept of Groups - Stages of Group Formation and Group Process - Work Group Behavior - Factors that Affect Group Behavior - Implications of Group Process for Organizations.

UNIT – XII: Group level behavioral-2 (The team) – Definition and Overview of a Team - Seventeen Characteristics of an Effective Team - Designing a Team - Team Wheel - Key Issues in Team Building - The Seven Step of Intact Team Building, Cross Functional Teams.

UNIT – XIII: Group level behavior-3 (Leadership) – Overview of Leadership - Role of Leadership in Contemporary Business - Theories of Leadership - Contingency Theories of Leadership - New Leadership Theories.

UNIT – XIV: Power – politics – conflict - negotiation and stress – Power – Politics – Conflict – Negotiations – Stress - Culture and Change – Concept of Culture - Fundamentals of Culture - Fundamentals of Change - Eight Steps of John Kotter on Leading Change.

**REFERENCE BOOKS:**

1. Ramaswamy.T, 2012, Principles of Management [Eight Edition] Himalaya Publishing Home Pvt Ltd, Mumbai.
2. Dinkar Pagare, 2011, Business Management [Fifth Edition] Sultan Chand & Sons, New Delhi.
3. Govindarajan. M, 2008, Principles of Management [First Edition] PHI, New Delhi.
4. Prasad L.M, 2015, Principles and Practice of Management [Eight Edition], Sultan Chand & Sons, New Delhi.
5. Khanka S. S, “Organisational Behaviour” Sultan Chand & Sons Publications, New Delhi (2012).
6. Aswathappa K, “Organisational Behaviour”, Himalaya Publications, New Delhi (2011).
7. Varma, “Organisational Behaviour”, Forward Book Depot, New Delhi (2013).
8. Sharma, “Organisational Behaviour”, Tata McGraw-Hill Publications, New Delhi (2012).

<b>Course Code</b>	<b>Title of the Course</b>
10212	<b>Business Communication</b>

UNIT - I: Communication - Purpose of Communication - Process of Communication - Importance of Communication in Business- Differences between Technical and General Communication - Barriers to Communication - Measures to Overcome the Barriers to Communication.

UNIT - II: Types of Communication - Verbal Communication - Importance of verbal communication - Advantages of verbal communication - Advantages of written communication - Significance of Non-verbal Communication.

UNIT - III: Listening Skills - Listening Process - Classification of Listening - Purpose of Listening - Common Barriers to the Listening Process - Measures to Improve Listening - Listening as an Important Skill in Work Place.

UNIT - IV: Language for Communication - Language and Communication - General Principles of Writing - Improving Writing Skills - Essentials of good style - Expressions and words to be avoided - Grammar and Usage.

UNIT - V: Communication in Organizations - Internal Communication - Stake Holders in Internal Communication - Channels of Internal Communication - External Communication - Stake Holders in External Communication - Channels of External Communication.

UNIT - VI: Communication Network - Scope and Types of Communication Network - Formal and Informal Communication Network - Upward Communication - Downward Communication - Horizontal Communication - Diagonal Communication.

UNIT - VII: Writing Business Letter - Importance of Business Letters - Difference between Personal and Business Letters - Structure and Format of Business Letters - Types of Business Letters.

UNIT - VIII: Writing Memos - Circulars and Notices - What is a Memo? - Principles of précis writing - Approaches to memo writing - Characteristics of a memo - Guidelines for writing memos - Language and writing style of a memo - Format of a Memo – Circulars - Guidelines for writing a circular - Languages and writing style of a circular- Format of a circular - Notices - Purpose - Format - Important points to remember while writing a notice.

UNIT - IX: Report Writing- Features of Writing a Good Report- Purpose of Report Writing- Difference between Business Report and Engineering Report-Characteristics of writing a good report-Importance of communication in report writing- Guidelines for Report Writing-Steps in Report Writing- Structure of Report-Types of Reports and Different Formats.

UNIT - X: Writing E-mail - Principles of E-mail - E-mail Etiquette - Overcoming Problems in E-mail Communication.

UNIT - XI: Oral Communication Skills Oral Business Presentation - Purpose –Audience  
- Locale - Steps in Making a Presentation - Research and planning - Structure and style -  
Preparation - Presentation- Delivering a Presentation.

UNIT - XII: Meetings - Types of Meetings - Importance of Business Meetings - Different Types  
of Business Meetings - Conducting Meetings-Selecting participants- Developing agendas -  
Opening meetings - Establishing ground rules for meetings - Time management - Evaluations of  
meeting process - Evaluating the overall meeting - Closing meetings- Common Mistakes Made at  
Meetings.

UNIT - XIII: Reading Skills - Reading Skill - Purpose of Reading - Types of Reading -  
Techniques for Effective Reading - Employment Communication – Resume - Contents of Good  
Resume -Guidelines for Writing Resume - Different Types of Resumes - Reason for a Cover  
Letter to Apply for a Job-Format of Cover Letter - Different Types of Cover Letters.

UNIT - XIV: Employment Communication - Job Interview - Importance and Factors Involving  
Job Interview - Characteristics of Job Interview - Job Interview Process - Job Interview  
Techniques - Manners and etiquettes to be maintained during an interview - Sample Questions  
Commonly asked During Interview.

**REFERENCE BOOKS:**

1. Premavathi.N 2010. Business communication & correspondence (3rd edition) Sultan chand & sons , New Delhi.
2. Rajendra pal Korahill, 2006. Essentials of Business communication Sultan chand & sons, New Delhi.
3. Ramesh, M.S and Pattanshetti C.C, 2003. Business communication Sultan chand & sons , New Delhi
4. Rodriquez M.V, 2003, “Effective Business Communication Concept”. Vikas Publishing Company.

<b>Course Code</b>	<b>Title of the Course</b>
10213	<b>Business Environment</b>

UNIT - I: Business Environment - Concept of Business-Levels of the Business Environment - Understanding the Environment.

UNIT - II: Economic Environment – Economic Environment of Business -The Global Economic Environment - Economic Policies - Business and Economic Policies.

UNIT - III: Socio Cultural Environment – Business and Society - Business and Culture - Indian Business Culture - Culture and Organizational Behavior.

UNIT - IV: Political Environment – Political Environment and the Economic system - Types of Political Systems - Indian Constitution and Business - Changing Profile of Indian Economy - Business Risks Posed by the Indian Political System.

UNIT - V: Economic Systems - Capitalist Economy - Socialist Economy - Mixed Economy.

UNIT - VI: Financial Environment - An Overview of the Financial System - Components of Financial System - Financial Institutions and their Roles - Financial Institutions in India - Role of Foreign Direct Investment.

UNIT - VII: Legal Environment- Legal Environment- Laws Impacting Industry in India- Intellectual Property Rights- Major Regulations Pertaining to Business.

UNIT - VIII: Economic Role of Government - Regulatory Role of Government- Promotional Role of Government - Participatory Role of Government -Conciliatory and Judicial Role of Government - Impact of India's Industrial Policy on Economic Reforms.

UNIT - IX: New Economic Policy - Industrial Policy - The crisis of June -1991- Objectives of New Economic Policy - 1991- Emphasis of NEP on Liberalization -NEP and Privatization - NEP effect on Globalization - Positive and Negative effects of New Economic Policy.

UNIT - X: Privatization - Meaning of Privatization - Objectives of Disinvestment - Privatization / Disinvestment in India - Problems with Privatization - Globalization – Meaning of Globalization - Future of Globalization - Organizations to facilitate globalization.

UNIT - XI: India - WTO and Trading Blocs - Levels of Economic Integration/Trading Blocs - Effects of Economic Integration - Major Regional Trading Blocs- Commodity Agreement - World Trade Organization - WTO and India.

UNIT - XII: Corporate Social Responsibility - Meaning and Definition -Need for social responsibility of business - Social responsibility of business towards different groups - Barriers to social responsibility - Social responsibility of business in India.

UNIT - XIII: Public – Private - Joint and Cooperative Sectors – Public sectors - Organization of public sector enterprises - Private Sector - Joint sectors - Formation of Joint sector enterprise - Cooperative sectors.

UNIT - XIV: Indian Economy – India as a Developing Economy - India as an Emerging Economy - India as a Mixed Economy.

**REFERENCE BOOKS:**

1. Francis Cherunilam. 2000. **Business Environment**. Himalaya Publishers
2. Dr.Gupta.C.B.2014.**Business environment**, (8<sup>th</sup> edition), Mc Graw Hill Education
3. Avadhani.V.A. 2004. **Essentials of Business Environment**. (2<sup>nd</sup> edition), Himalaya Publication, Mumbai.
4. Shaikh Saleem. 2009. **Business Environment**. (2<sup>nd</sup> edition), Dorling Kindersley (India) Pvt Ltd.

<b>Course Code</b>	<b>Title of the Course</b>
10214	<b>Financial Accounting</b>

UNIT – I: Financial Accounting – Meaning of Book Keeping, Accounting and Accountancy - Distinction between Book Keeping and Accounting, Accounting Process - Objectives of Accounting - Various users of Accounting Information, Limitations of Accounting - Accounting Terminologies.

UNIT – II: Accounting Concepts - Principles and Conventions – Meaning of Accounting Concepts – Principles – Conventions - Types of Accounting Concepts - Types of Accounting Principles - Types of Accounting Conventions - Accounting standards - International Financial Reporting Standards [IFRS].

UNIT – III: Recording of Transactions - Meaning of Assets – Liabilities – Equity - Accounting Equation and Effects of Financial Transaction on Accounting Equation - Classification of Accounts under Modern Approach Method - Double Entry System and Rules of Debit and Credit Entries.

UNIT – IV: Secondary Books –Cash Book - Petty Cash Book - Ledger.

UNIT – V: Trial Balance and Rectification of Errors - Error in Accounting.

UNIT – VI: Final Accounts – 1 – Meaning - Objectives and Characteristics of Final Accounts - Adjustments before Preparing Final Accounts - Closing Entries.

UNIT – VII: Final Accounts – 2 – Trading Account - Profit and Loss Account - Balance Sheet - Treatment of Adjustments - Practical Problems.

UNIT – VIII: Bank Reconciliation Statement - Meaning of Bank Reconciliation Statement - Importance of Bank Reconciliation Statement - Reasons for Difference - Procedure for Reconciliation.

UNIT – IX: Bills of Exchange - Acceptance of a Bill - Due Date - Recording of Bill of Exchange in the books of Accounts.

UNIT – X: Partnership Accounts - Admission of a Partner - Partnership - Meaning and Features - Partnership Deed and Contents - Admission of a Partner - Good will-Meaning - Accounting Treatment of Goodwill at the Time of Admission - Revaluation of Assets and Liabilities - Adjustments of Reserves and Accumulated Profits or Losses.

UNIT – XI: Retirement and Death of a Partner – Meaning of Retirement of Partner - Calculation of New Profit Sharing Ratio and Gaining Ratio - Adjustments with Regard to Goodwill - Revaluation of Assets and Liabilities - Settling the Claim of Retiring Partner - Death of Partner.

UNIT – XII: Depreciation Accounting: Meaning of Depreciation - Causes for Depreciation, Need for Depreciation - Computation of the Amount of Depreciation - Depreciation on Additions to Fixed Assets - Methods of Depreciation, Revised AS 6.

UNIT – XIII: Company Accounts – Kinds of Companies - Formation of Companies - Share Capital - Issue of Shares - Under Subscription & Oversubscription - Issue of Shares at Premium & Discount - Buyback of Shares and Treasury Stock - Accounting Treatments and Ledger Preparation.

UNIT – XIV: Company Accounts – Forfeiture of Shares - Reissue of Shares - Issue of Bonus Shares - Rights Issue - Share Split - Buy Back of Shares - Redemption of Preference Shares – Debentures.

**REFERENCE BOOKS:**

1. Reddy T.S and Murthy. A, 2011. Financial Accounting (6<sup>th</sup> revised edition 2011 Reprint 2014). Margham Publications Chennai.
2. Manikandan .S and Rakesh Shankar .R, 2014. Financial accounting (3<sup>rd</sup> edition 2014). SCITECH Publications' (India) Pvt Ltd Chennai.
3. Dr. Radha.v, 2010. Financial accounting (1<sup>st</sup> edition 2010, Reprint 2012), KB Printers Chennai.
4. John Gabriel. S and Marcus .A, 2010. Financial Accounting (Edition 2010), Tata McGraw Hill Education Pvt Ltd.

## SECOND SEMESTER

Course Code	Title of the Course
10221	Financial Management

UNIT – I: Evolution - Scope and Functions of Finance Managers - Scope of Finance - Financial Management System - Finance Functions - Role of a Finance Manager.

UNIT – II: Objectives of a Firm - Profit Maximization - Shareholders' Wealth Maximization (SWM).

UNIT – III: Financial Planning – Meaning of Budget - Types of Budgets - Advantages of Budgeting - Responsibility Accounting.

UNIT – IV: Time Value of Money - Concept of Time Value of Money - Compounding Method - Discounting Method.

UNIT – V: Cost of Capital –Cost of Debt - Cost of Preference Capital - Cost of Equity Capital - Approaches to Derive Cost of Equity - Weighted Average Cost of Capital and Weighted Marginal Cost of Capital.

UNIT – VI: Financial and Operating Leverage – Meaning of Financial Leverage - Measures of Financial Leverage - Calculation of Earnings Per Share (EPS) and Return on Equity (ROE) - Financial and Operating Leverages.

UNIT – VII: Capital Budgeting Decisions – Capital Budgeting Process - Methods to Evaluate Investment Proposals - Capital Rationing.

UNIT – VIII: Capital Structure Theories – Relevance of Capital Structure Theories - Irrelevance of Capital Structure.

UNIT – IX: Sources of Finance – Short-term Finance - Long-term Funds.

UNIT – X: Asset-Based Financing – Lease Financing - Hire Purchase Financing - Infrastructure Project Financing.

UNIT – XI: Dividend Policy –Financing and Dividend Decision - Dividend Relevance - Walter's Model.

UNIT – XII: Working capital Management – Concepts of Working Capital - Operating Cycle Method.

UNIT – XIII: Management of Cash – Motives for Holding Cash - Facets of Cash Management - Cash Planning - Cash Forecasting and Budgeting - Determining the Optimum Cash Balance - Investing Surplus Cash in Marketable Securities.

UNIT – XIV: Credit Policy - Nature and Goals - Collection Procedures - Nature of Inventory.

**REFERENCE BOOKS:**

1. Dr. Maheshwari S.N. & Dr. Mittal S.N., 2011-12 Financial Management Principles and Practice, Sultan Chand & Sons, New Delhi.
2. Khan M. Y. and Jain, P. K, 2012, Financial Management Accounting, Tata Mc Graw Hill, Publications New Delhi.
3. Shashi K. Gupta and Sharma R.K., 2014, Financial Management, Kalyani Publishers.
4. Pandey I.M., 2006, Financial Management Accounting, Vikas Publications House New Delhi.

## SECOND SEMESTER

Course Code	Title of the Course
10222	Human Resource Management

UNIT – I: Human Resource Management - Definition and Concept – Features – Objectives – Functions - Scope and Development of Human Resource Management - Importance of Human Resource Management - Human Resource Practices.

UNIT – II: HRM and Personnel Management – Concept of Personnel Management - Personnel Management in India - Functions of the Labour Welfare Officer - Difference Between Personnel Management and HRM.

UNIT – III: Human Resource Planning - Concept of Human Resource Planning (HRP) - Factors in HRP - Process of HRP.

UNIT – IV: Job Analysis and Design - Job Analysis - Job Description - Writing a Job Description - Job Specification - Job Design.

UNIT – V: Recruitment – Concept of Recruitment - Factors Affecting Recruitment - Types of Recruitment.

UNIT – VI: Selection: Concept of Selection - Process of Selection - Selection Tests - Barriers in Selection.

UNIT – VII: Induction - Meaning and Definition of Induction - Need for Induction - Problems Faced during Induction - Induction Programme Planning

UNIT – VIII: Training - Concept and Significance of Training - Training Needs - Training Methods - Types of Training.

UNIT – IX: Performance Appraisal - Concept of Performance Appraisal - Purpose of performance appraisal – Process - Methods of Performance Appraisal - Major Issues in Performance Appraisal.

UNIT – X: Wages and Salary – Nature and Significance of Wage and Salary Administration - Theories of Wages - Methods of Wage Fixation.

UNIT – XI: Incentives: Concept of Incentives - Effective Incentive System - Types of Incentive Scheme.

UNIT – XII: Employee Relations - Concept of Employee Relations - Managing Discipline - Managing Grievance - Employee Counseling.

UNIT – XIII: Employee Empowerment – Concept of Employee Empowerment - Process of Empowerment - Empowerment in Indian Scenario - Empowerment in Global Scenario.

UNIT – XIV: International HRM – Comparison of Domestic and International HRM - Challenges in International HRM.

**REFERENCE BOOKS:**

1. Tripathi P.C., 2013, Personnel Management and Industrial Relations, Sultan Chand and Sons, New Delhi.
- 2, Aswathappa K., 2013, Human Resource Management: Text and Cases, McGraw Hill Education, New Delhi.
3. Memoria C.B. & Rao V.S.P., 2014, Personnel Management - Text & Cases, Himalaya Publishing house, New Delhi.
4. Khanka S.S., 2007, Human Resource Management - Text & Cases, S. Chand & Company Ltd., New Delhi.

<b>Course Code</b>	<b>Title of the Course</b>
10223	<b>Marketing Management</b>

UNIT – I: Marketing – An Overview – Definition of Market - Types of Markets - Meaning and Definition of Marketing - Origin of Marketing, Scope of Marketing - Importance of Marketing - Functions of Marketing - Difference between Marketing and Selling.

UNIT – II: Marketing Concepts – Exchange concept - Production concept - Product concept - Sales/selling concept - Modern marketing concept - Societal marketing concept - Impact of marketing concepts and its applicability.

UNIT – III: Marketing Environment – Need and Importance of Environmental Analysis - Methods of Analysis – SWOT- PEST- Internal Environment of the Organization - External Environment.

UNIT – IV: Marketing Mix – Evolution of the “Marketing mix” -Components of a traditional marketing mix - Additional components in the mix - Importance of marketing mix in marketing decisions.

UNIT – V: Marketing Planning and Strategies – Management Processes in Marketing - Types of Marketing Plan - Competitive Marketing Strategies - Interactions between Marketing Mix and Marketing Environment, Control Mechanisms in Marketing.

UNIT – VI: Product Related Decisions: Features of a Product and its Classifications - Product Plan and New Product Development - Product Mix and its Elements - Decisions related to Product Mix - Product Life Cycle.

UNIT – VII: Branding – Definition of a Brand - Development of a Brand - Types of Brands - Importance of Brands and Branding - Merits and Demerits of Branding - Brand Equity – Definition and Benefits.

UNIT – VIII: Pricing Decisions – Price and its Determinants - Objectives of Pricing Decisions - Factors Affecting Pricing Decisions - Pricing Policies and Strategies - Pricing Methods.

UNIT – IX: Distribution Strategy – Meaning - Need for and Importance of Distribution Channel - Factors Influencing Channel Decisions - Types of Channels - Direct Channel - Indirect Channel - Functions of Channel Members.

UNIT – X: Promotion Mix – Promotion mix and its components –Direct marketing - Public Relations and publicity - Online marketing - Developing an integrated promotion mix.

UNIT – XI: Promotion Mix Decisions – Advertising decisions - Sales promotion decisions - Personal selling decisions - Public Relations and Publicity decisions.

UNIT – XII: Market Segmentation – Definition of market segmentation - Need for market segmentation - Criteria for effective segmentation - Bases for market segmentation - Benefits of market segmentation.

UNIT – XIII: Consumer Behaviour - Important definitions - Evolution of the study of consumer

behavior - Determinants of consumer behavior - Types of buying decisions - Stages of the buying process - Importance of consumer behaviour study.

UNIT – XIV: Services Marketing – Definition of services - Characteristics of services - Distinction between goods and services - Marketing mix for services - Types of services - Strategies for Services Marketing - Recent Trends in Marketing – E-commerce - E- marketing - E-Retailing - Relationship marketing - Mobile marketing - Green marketing.

**REFERENCE BOOKS:**

1. Philip Kotler, 2014 Principles of Marketing (15<sup>th</sup> edition 2014). Pearson Education Pvt.
2. Pillai.R.S.N and Baghavathy .N, Modern Marketing (edition 1987, Reprint2012).Sultan Chand and sons Publishers.
3. Gupta .C.B and RajanNair .N, Marketing Management. (Edition 1996 Reprint 2012). Sultan Chand and Sons Publishers.
4. Ramasamy.R. V.S and Namakumari, Marketing Management, (3rd **Edition**), MacMillan India. Limited, New Delhi.

<b>Course Code</b>	<b>Title of the Course</b>
10224	<b>Mercantile Law</b>

UNIT – I: Business Law - Meaning and Scope - Sources of Law - Laws applicable to Business.

UNIT – II: Indian Contract Act – 1872 – Definition and Meaning of Contract - Essentials of a Contract - Types of Contracts - Capacity of Parties - Modes of Discharge of a Contract - Remedies for Breach of Contract.

UNIT – III: Law of Agency – Agent and Agency - Kinds of Agencies - Creation of Agency - Principal and Agent - Termination of Agency.

UNIT – IV: Sale of Goods Act – 1930 – Contract of Sale of Goods - Essentials of a Contract of Sale – Price - Agreement to sell at valuation - Rights and Duties of Buyer - Right of Unpaid Seller - Conditions and Warranties - Transfer of Property - Performance of Contract.

UNIT – V: Negotiable Instruments Act – 1881 - Definition and Meaning of Negotiable Instrument - Promissory Note - Bill of Exchange – Cheque - Parties to Negotiable Instruments - Maturity of Negotiable Instrument - Negotiation - Dishonor of a Negotiable Instrument - Notice of dishonor - discharge of a Negotiable Instrument.

UNIT – VI: Partnership Act – 1932 – Nature of the Partnership - Features of Partnership - Qualities of a Partnership – Advantages – Limitations - Kinds of Partners, Partnership Deed - Registration of a Partnership - Effects of registration - Effects of non – registration - Rights and Duties of Partners - Dissolution of Partnership

UNIT – VII: Companies Act – 1956 – Definition and Characteristics -Classification of Companies - Incorporation of a Company - Share Capital - Company management – Meetings – Resolution.

UNIT – VIII: Consumer Protection Act [COPRA] – 1986 – Background – Definitions - Consumer Protection Council - Central Consumer Protection Council - Consumer Redressal Agencies - Administrative Control of National Commission.

UNIT – IX: Foreign Exchange Management Act – 1999 - Difference between FERA and FEMA, Scope of FEMA - Salient Features and Provisions of FEMA - Offences under FEMA

UNIT – X: Competition Act – 2002 - Meaning and Scope of Competition Act - Salient Features of Competition Act - Offences and Penalties under the Act.

UNIT – XI: Environment Protection Act – 1986 – Background – Definitions – Environment - Environmental pollutant – Occupier - Power of Central Government.

UNIT – XII: Intellectual Property Rights - Meaning and Scope of Patent Act and Amendments of WTO Agreements - Rights of Patentee – Infringement – Remedies – Trademarks – Copyright.

UNIT – XIII: Information Technology Act – 2000 – Background - Salient Features - Digital

Signature - Electronic Governance - Regulation of Certifying Authorities - Cyber Laws - Penalties for Offences.

UNIT – XIV: Micro Small And Medium Enterprises Development Act – 2006 - Classification of Micro, Small and Medium Enterprises, Salient Features of Micro - Small and Medium Enterprises Act - Reservation Policy - Credit Policy - Government Policy towards Taxation and Incentives.

**REFERENCE BOOKS:**

1. Kapoor N.D., 2007, Business Law -Sultan Chand Co & Ltd, New Delhi.
2. Pillai S.N. & Bhagavathy , 2009, Business Law- Sultan Chand Co & Ltd, NewDelhi.
3. SaravanavelP. & Syed Bandre, 2007, Business Law, Himalayan Publishing House, Chennai.
4. Kapoor N.D., 2008, Elements of Mercantile Law, Sultan Chand Co & Ltd, NewDelhi
5. Gonga P.P.S, 2008, A textbook of Mercantile, Sultan Chand & Sons, New Delhi.
6. Kapoor N.D, 2006, Elements of Industrial Law, Sultan Chand & Sons, New Delhi.
7. Bansal C.C., 2007, Business and Corporate Law, Excel Books, Chennai.
8. Kuchhal M.C., 6<sup>th</sup> Edition, Mercantile Law, Vikas Publishing House, New Delhi.

### THIRD SEMESTER

Course Code	Title of the Course
10231	E-Commerce

UNIT - I: E-Commerce: Defining Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E- Commerce; Functions of Electronic Commerce – Communication, Process Management, Service Management, Transaction Capabilities; Process of E-Commerce; Types of E- Commerce; Role of Internet and Web in E-Commerce; Technologies Used; E-Commerce Systems; Pre-requisites of E-Commerce; Scope of E-Commerce; E-Business Models.

UNIT - II: E-Commerce Activities: Various Activities of E-Commerce; Various Modes of Operation Associated with E-Commerce; Matrix of E-Commerce Types; Elements and Resources Impacting E-Commerce and Changes; Types of E-Commerce Providers and Vendors; Man Power Associated with E-Commerce Activities; Opportunity Development for E-Commerce Stages; Development of E-Commerce Business Case; Components and Factors for the Development of the Business Case; Steps to Design and Develop an E- Commerce Website.

UNIT - III: Internet – The Backbone for E-Commerce: Early Ages of Internet; Networking Categories; Characteristics of Internet; Components of Internet – Internet Services, Elements of Internet, Uniform Resource Locators, Internet Protocol; Shopping Cart, Cookies and E-Commerce; Web Site Communication; Strategic Capabilities of Internet.

UNIT – IV: ISP, WWW and Portals: Internet Service Provider (ISP); World Wide Web (WWW); Portals – Steps to build homepage, Metadata; Advantages of Portal; Enterprise Information Portal (EIP).

UNIT - V: Reference Models: Open Systems Interconnection (OSI) Model – Physical layer, Data link layer, Network layer, Transport layer, Session layer, Presentation layer, Application layer; Transmission Control Protocol (TCP) / Internet Protocol (IP) Model; Protocol – Internet Protocol (IP), User Datagram Protocol (UDP), Transmission Control Protocol (TCP), Dynamic Host Configuration Protocol (DHCP), Hyper Text Transfer Protocol (HTTP), File Transfer Protocol (FTP), Telnet, Post Office Protocol (POP), Simple Mail Transfer Protocol (SMTP).

UNIT - VI: XML and Data Warehousing: Definition of eXtensible Markup Language (XML); XML Development Goals; Comparison between HTML and XML; Business importance in using XML Based Technology; Advantages, Disadvantages and Applications of XML; Structure of an XML Document; XHTML and X/Secure; Data Warehousing; Data Marts and Operational Data Stores.

UNIT - VII: E-Marketing: Traditional Marketing; E-Marketing; Identifying Web Presence Goals – Achieving web presence goals, Uniqueness of the web, Meeting the needs of website visitors, Site Adhesion: Content, format and access; Maintaining a Website; Metrics Defining Internet Units of Measurement; Online Marketing; Advantages of Online Marketing.

UNIT - VIII: E-Security: Security on the Internet; Network and Website Security Risks – Denial-of-Service attacks, Viruses, Unauthorized access to a computer network; Vulnerability of Internet Sites; Network and Website Security – Transaction security and data protection, Security audits and penetration testing; E-Business Risk Management Issues; Firewall – Network policy, Advanced authentication mechanism, Packet filtering, Application gateways; Defining Enterprise Wide Security Framework.

UNIT - IX: E-Payment Systems: Electronic Funds Transfer; Digital Token Based E- Payment Systems; Modern Payment Systems; Steps for Electronic Payment; Payment Security; Net Banking.

UNIT - X: E-Customer Relationship Management: Customer Relationship Management (CRM) – Marketing automation, Enterprise customer management; Customer Relationship Management Areas; CRM Processes; Architectural Components of a CRM Solution – Customer’s information repository, Campaign management, Event triggers, business logic and rules repository, Decision support tools, Higher level statistical analysis, Forecasting and planning tools, True channel management, Workflow management, Collateral management; Electronic Customer Relationship Management; Need, Architecture and Applications of Electronic CRM.

UNIT - XI: Supply Chain Management: Goals of SCM; Functions of SCM; Strategies of SCM; Electronic SCM and its benefits; Components of Electronic SCM; Electronic Logistics and its Implementation.

UNIT - XII: Wireless Application Protocol: Architecture of WAP; Working of WAP; Wireless Technologies; Generations in Wireless Communications; Security Issues related to Wireless Communications; Mobile Computing in Four Dimensions; Wireless Millennium.

UNIT -XIII: Knowledge Management: Knowledge Management and its Goals; Collaborative Computing and Knowledge Management; Knowledge Management Tools; Features of Knowledge Management Tools; Knowledge Creating Process; Knowledge Management Strategies for Different Organizations; Knowledge Management in Research and Development Organizations.

UNIT - XIV: Implementation of E-Commerce: WWW.EBAY.COM - B2C Website – Registration, Time factor, Bidding process, Growth of eBay; PayPal – New Trend in Making Payments Online; National Electronic Funds Transfer.

#### **REFERENCE BOOKS:**

1. Bharat Bhasker. 2009. **Electronic Commerce** [Third Edition]. Tata Mc Graw Hill Publishing Co Ltd., New Delhi.
2. RaviKalakota., and Andrew B.Whinston. 2013. **Frontiers of Electronic Commerce** [Fourteenth Edition]. Dorling Kindersley (India) Pvt Ltd,.
3. Daniel Minoli., and Emma Minoli. 2007. **Web Commerce Technology Handbook**. [Thirteenth Edition]. Tata McGraw Hill Publishing, New Delhi.
4. Elias,M. and Awa. .2009. **E-Commerce From vision to Fulfillment** [Third Edition]. PHI Publishing, New Delhi.

<b>Course Code</b>	<b>Title of the Course</b>
10232	<b>Auditing</b>

UNIT – I: Auditing – Definitions – Features – Accountancy and auditing – Scope of auditing – Objectives of independent audit – Efficiency audit – Cost audit – techniques of audit – Audit evidence.

UNIT – II: Internal check – Internal control – Internal audit – Procedure for implementing accounting control – Limitations of internal control – Comparison of internal audit and independent financial audit – Operational audit.

UNIT – III: Vouching - Voucher - Vouching of Cash Book - Vouching of Trading Transactions - Vouching of Impersonal Ledger – Cash transactions – Verification of documentary evidence – Methods of window dressing.

UNIT – IV: Audit evidence and sampling – Nature of evidence – Procedures – Methods – Audit sampling – Test checking – Limitations of test checking – Statistical sampling.

UNIT – V: Audit of ledgers – Role of auditor – General ledger - Derivatives: Financial or speculative - Price risk and exchange rate financial instruments like derivatives.

UNIT – VI: Verification and valuation of assets and liabilities – auditors position regarding the valuation and verifications of assets and liabilities – depreciation – reserves and provisions – secret reserves.

UNIT – VII: Company audit – Appointment of auditors – Auditor’s remuneration – Removal of auditors – Procedure for removal.

UNIT – VIII: Company audit – Powers and duties of auditors – Auditor’s report – Maintenance of books and records – Types of audit report.

UNIT – IX: Audit of share capital – Steps involved in issue of shares – Verification of allotment and money received on allotment – Verification of calls – Alteration of share capital.

UNIT – X: Branch audit – Special audit – Joint audit – Continuous audit – Statutory audit – Management audit – Scope – Objectives – Advantages and disadvantages.

UNIT – XI: Cost audit – Appointment of cost auditor – Powers of cost auditor – Cost audit report – Approach to EDP auditing – Auditing with the computer – Administrative control – Procedural control.

UNIT – XII: Audit of special institutions – Role of an auditor on verification of reports – Audit of club – Audit of cinema – Audit of hostels – Audit of hospitals.

UNIT – XIII: Liabilities of an auditor – Professional negligence – Damages – Civil liabilities – Professional ethics – Qualities of good auditor – Procedure for enquiry.

UNIT – XIV: Investigation - Objectives of Investigation - Audit of Computerized Accounts –

Computer based Accounting Vs Conventional Accounting System-Computer assisted auditing techniques- Electronic Auditing - Investigation under the provisions of Companies Act.

**REFERENCE BOOKS:**

1. Tandon B.N, 2005, “Practical Auditing”, S. Chand Company Ltd, New Delhi.
2. Pagare Dinkar, 2014, “Principles & Practice of Auditing”, Sultan Chand & Sons, New Delhi.
3. Kishnadwala V.H and Kishnadwala N.H, “Principles and Practice of Auditing”, Sultan Chand & Sons, New Delhi.
4. Jagdish Prakash, 2014, “Auditing- Principles, Practices and Problems”, Kalyani Publishers, New Delhi.

<b>Course Code</b>	<b>Title of the Course</b>
10233	<b>Merchant Banking and Financial Services</b>

UNIT – I: Merchant Banking and Financial Services – concept of merchant banking - financial system in India - development of merchant banks and regulations.

UNIT – II: Issue Management - pre-issue and post-issue management activities performed by merchant banks.

UNIT – III: Underwriting and Brokerage - This unit introduces you to the different roles played by underwriters and brokers in issue management and their responsibilities.

UNIT – IV: Raising Capital from International Markets - needs of Indian companies for raising funds from foreign markets usage of euro issue - evaluation of various types of depository receipts - American Depository Receipts - Global Depository Receipts - FCCBs and FCEBs.

UNIT – V: Financial Services - financial services in India – types - and importance - online trading - dematerialization and re-materialization.

UNIT – VI: Depository System in India - depository system - the Depository Act of 1996 and depository participants – NSDL - CDSL and benefits of a depository system.

UNIT – VII: Mutual Funds and AMCs - mutual funds - various types of mutual funds schemes - advantages and disadvantages of investing in mutual funds - Legal structure and the regulation of mutual funds in India.

UNIT – VIII: Lease - leasing, benefits and limitations - types of leasing.

UNIT – IX: Hire Purchase - important financial innovations - lease financing and hire - purchase financing.

UNIT – X: Mergers and Acquisitions – Benefits of mergers - the procedure and theories of mergers and the legal aspects governing mergers - acquisitions and takeovers in India.

UNIT – XI: Portfolio Management - Theories of portfolio management - techniques of portfolio evaluation and measures of portfolio revision.

UNIT – XII: Securitization of Debts - Securitization – Features - Advantages and the steps involved in the securitization process - Guidelines laid down by the Securitization Act – 2002.

UNIT – XIII: Venture Capital Funds - features - emergence of venture capitalism in India - Credit Rating - processes - scope of credit rating agencies in India.

UNIT – XIV: Factoring - process and features of factoring - types of factoring contracts - advantages and disadvantages of factoring - differences between factoring and bill discounting - process of factoring as it exists in India and explains the process of forfeiting.

**REFERENCE BOOKS:**

1. Dr Natarajan K, 2009, "Financial Markets and Services", Himalaya Publishing House Pvt. Ltd., India.
2. Dr. Guruswamy S, 2009, "Financial Services", Tata Mc Graw-hill Education, New Delhi.
3. Prasanna Chandra, 2011 "Financial Management Theory and Practice", Tata McGraw- hill Education, New Delhi.
4. Khan M Y and Jain P K, 2008, "Financial Management Text, Problems and Cases", Tata Mc Graw-hill Education, New Delhi.

<b>Course Code</b>	<b>Title of the Course</b>
10234	<b>Managerial Economics</b>

UNIT – I: Meaning and Importance of Managerial Economics - Meaning - Scope of Managerial Economics - Importance of the study of Managerial Economics - Two Major Functions of a Managerial Economist.

UNIT – II: Demand Analysis – Meaning and Law of Demand - Elasticity of Demand.

UNIT – III: Demand Forecasting – Meaning and Forecasting - Level of Demand Forecasting - Criteria for Good Demand Forecasting, Methods or Techniques of Demand Forecasting - Survey Methods - Statistical Methods - Demand Forecasting for a New Products.

UNIT – IV: Supply & Market Equilibrium - Meaning of Supply and Law of Supply - Exceptions to the Law of Supply - Changes or Shifts in Supply - Elasticity of supply - Factors Determining Elasticity of Supply - Practical Importance - Market Equilibrium and Changes in Market Equilibrium.

UNIT – V: Production Analysis – Mean of Production and Production Function - Cost of Production.

UNIT – VI: Cost Analysis - Types of Costs - Cost-Output Relationship - Cost Function - Cost-Output Relationships in the Short Run - and Cost-Output Relationships in the Long Run.

UNIT – VII: Objectives of Firm - Profit Maximization Model - Economist Theory of the Firm - Cyert and March's Behavior Theory - Marris' Growth Maximisation Model, Baumol's Static and Dynamic Models - Williamson's Managerial Discretionary Theory.

UNIT – VIII: Revenue Analysis and Pricing Policies - Revenue - Meaning and Types - Relationship between Revenues and Price Elasticity of Demand - Pricing Policies - Objectives of Pricing Policies - Pricing Methods.

UNIT – IX: Price Determination under Perfect Competition – Market and Market Structure - Perfect Competition - Price-Output Determination under Perfect Competition - Short-run Industry Equilibrium under Perfect Competition - Short-run Firm Equilibrium under Perfect Competition - Long-run Industry Equilibrium under Perfect Competition - Long-run Firm Equilibrium under Perfect Competition.

UNIT – X: Pricing Under Imperfect Competition – Monopoly - Price Discrimination under Monopoly - Bilateral Monopoly - Monopolistic Competition – Oligopoly - Collusive Oligopoly and Price Leadership – Duopoly - Industry Analysis.

UNIT – XI: Macro Economics and some of its measures – Basic Concepts - Macroeconomic Ratios - Index Numbers - National Income Deflators.

UNIT – XII: Consumption Function and Investment Function - Consumption Function, Investment Function - Marginal efficiency of capital and business expectations - Multiplier -

Accelerator.

UNIT – XIII: Stabilization Policies – Economic Stability - Instruments of economic Stability - Monetary Policy - Fiscal Policy - Physical Policy or Direct Controls.

UNIT – XIV: Business Cycle – Meaning and Features - Theories of Business Cycles - Measures to Control Business Cycles - Business Cycles and Business Decisions - Inflation and Deflation - Inflation - Meaning and Kinds - Measures to Control Inflation – Deflation.

**REFERENCE BOOKS:**

1. Sankaran.S.2004. **Managerial Economics**. Margham Publication.
2. Gupta.G.S .2009. **Managerial Economics**. Tata McGraw-Hill Education Pvt.Ltd.
3. Cauvery.R., Dr.Sudha Nayak. U.K., Girija.M.and Dr.Meenakshi.R. 2010. **Managerial Economics**. S.Chand, New Delhi.
4. Maheswari.K.L and Varshney.R.L. 2014. **Managerial Economics**. [22<sup>nd</sup> Edition , Chand Sons, New Delhi.

## FOURTH SEMESTER

Course Code	Title of the Course
10241	<b>Insurance Management</b>

UNIT – I: Risk - Interpretations of the term ‘risk’ - types of business and personal risks - significance of risk management function within business organizations.

UNIT – II: Insurance and Risk - significance of insurance and risk - general structure of the insurance market - significant aspects of this industry.

UNIT – III: Reforms in Indian Insurance Industry - importance of the privatization of insurance industry - problems associated with public insurance enterprises - relation between insurance and economic growth.

UNIT – IV: Regulations Relating to Insurance Accounting and Management - framework for IRDA rules and regulations regarding general insurance investment in the country - role of financial reporting in managing insurance operations - significance of determining solvency margins.

UNIT – V: Life Insurance - factors influencing the key functioning of insurance organizations insurable interest - role of riders in insurance policies.

UNIT – VI: Non-life Insurance - elements of fire insurance contract and its ancillary features - Significance of marine insurance and its various policies - the role of rural insurance in making people’s lives better in rural India.

UNIT – VII: Non-life Insurance - II - types of motor insurance policies - critical aspects of aviation industry in the country - significance of liability insurance in India.

UNIT – VIII: Functions and Organization of Insurers - components of the distribution system of life insurance companies in the country - role of agents in the life insurance sector in India - important activities carried out in a life insurance organization

UNIT – IX: Product Design and Development - Product development in the life and non- life insurance sectors in India - role of risk evaluation in the process of insurance product formation - future trends in the domain of insurance product design and development.

UNIT – X: Insurance Underwriting - need for insurance underwriting - factors that affect the activities performed by the underwriter - steps involved in the process of insurance underwriting.

UNIT – XI: Claims Management - factors affecting the insurance claim management system - types of documents needed in various types of claims, meaning of ‘Causa Proxima’ in insurance claim settlement.

UNIT – XII: Insurance Pricing and Marketing - principles of insurance pricing and marketing - tools and techniques used in pricing individual life and health insurance.

UNIT – XIII: Financial Management in Insurance Companies and Insurance Ombudsman

- importance of financial management in insurance companies - tools of managing expenses in the insurance companies - modes used by the insurance companies in channelizing their funds.

UNIT – XIV: Reinsurance - reinsurance in the insurance sector - Areas of the application of reinsurance - Information Technology in Insurance - application of information technology in the insurance sector - role of insurance companies in insurance security - contours of the future of insurance in rural areas.

**REFERENCE BOOKS:**

1. Neelam C. Gulati, Principles of Insurance Management, Published by Excel Books 2007.
2. S.C. Das and S.C. Sahoo, Insurance Management (Text and Cases, Himalaya Publishing House Private Limited, Mumbai, 2015.

<b>Course Code</b>	<b>Title of the Course</b>
10242	<b>Business Statistics</b>

UNIT – I: Statistics – Meaning – Definition - Importance of Statistics in modern business environment - Definition of Statistics - Scope and Applications of Statistics Characteristics of Statistics - Functions of Statistics - Limitations of Statistics - Statistical Software.

UNIT – II: Measures of Central Tendency and Dispersion - Objectives of statistical average - Requisites of a Good Average - Statistical Averages - Arithmetic mean - Properties of arithmetic mean - Merits and demerits of arithmetic mean \- Median - Merits and demerits of median - Mode - Merits and demerits of mode - Geometric Mean  
 - Harmonic Mean - Appropriate Situations for the Use of Various Averages - Positional Averages  
 - Dispersion – Range - Quartile deviations - Mean deviation ,Standard Deviation - Properties of standard deviation Coefficient of Variance.

UNIT – III: Theory of Probability - Definition of probability - Basic terminology used in probability theory - Approaches to probability - Rules of Probability - Addition rule - Multiplication rule - Conditional Probability - Steps Involved in Solving Problems on Probability - Bayes' Probability - Random Variables.

UNIT – IV: Theoretical Probability Distributions - Random variables - Probability Distributions - Discrete probability distributions - Continuous probability distributions - Bernoulli Distribution - Repetition of a Bernoulli experiment - Binomial Distribution - Assumptions for applying a binomial distribution - Examples of binomial variate - Recurrence formula in case of binomial distribution - Case study on binomial distribution Poisson Distribution - Assumptions for applying the Poisson distribution -Real life examples of Poisson variate - Recurrence relation - Case study on Poisson distribution - Normal Distribution - Standard Normal Distribution.

UNIT – V: Estimation: Reasons for Making Estimates - Making Statistical Inference - Types of Estimates - Point estimate - Interval estimate - Criteria of a Good Estimator - Unbiasedness - Efficiency - Consistency – Sufficiency - Point Estimates - Interval Estimates - Case study on calculating estimates - Making the interval estimate Interval Estimates and Confidence Intervals - Interval estimates of the mean of large samples - Interval estimates of the proportion of large samples - Interval estimates using the Student's 't' distribution - Determining the Sample Size in Estimation.

UNIT – VI: Testing of Hypothesis in Case of Large and Small Samples - Large Samples  
 – Assumptions - Testing Hypothesis - Null and alternate hypothesis - Interpreting the level of significance - Hypotheses are accepted and not proved - Selecting a Significance Level - Preference of type I error - Preference of type II error - Determine appropriate distribution - Two – Tailed Tests and One – Tailed Tests - Two – tailed tests - Case study on two – tailed and one-tailed tests - Classification of Test Statistics - Statistics used for testing of hypothesis - Test procedure - How to identify the right statistics for the test - Testing of Hypothesis in Case of Small Samples - Small samples - 't' Distribution - Uses of 't' test.

UNIT – VII: Chi-square Test - Chi-square as a Test of Independence - Characteristics of Chi-square test - Degrees of freedom - Restrictions in applying Chi-square test - Practical applications of Chi-square test - Levels of significance - Steps in solving problems related to Chi-Square test - Interpretation of Chi-Square values - Chi-Square Distribution

- Properties of Chi-square distribution - Conditions for applying the Chi-Square test - Uses of Chi-square test - Applications of Chi-Square test - Tests for independence of attributes - Test of goodness of fit - Test for specified variance.

UNIT – VIII: F – Distribution and Analysis of Variance (ANOVA) – Analysis of Variance (ANOVA) - Assumptions for F-test - Objectives of ANOVA - ANOVA table - Assumptions for study of ANOVA - Classification of ANOVA - ANOVA table in one- way ANOVA - Two way classifications.

UNIT – IX: Simple Correlation and Regression - Correlation - Causation and Correlation

- Types of Correlation - Measures of Correlation - Scatter diagram - Karl Pearson's correlation coefficient - Properties of Karl Pearson's correlation coefficient - Factors influencing the size of correlation coefficient - Probable Error - Conditions under which probable error can be used.

UNIT – X: Spearman's Rank Correlation Coefficient - Partial Correlations - Multiple Correlations - Regression - Regression analysis - Regression lines - Regression coefficient - Standard Error of Estimate - Multiple Regression Analysis - Reliability of Estimates - Application of Multiple Regressions.

UNIT – XI: Business Forecasting – Objectives of forecasting in business - Prediction, projection and forecasting - Characteristics of business forecasting

- Steps in forecasting , Methods of Business Forecasting - Business barometers.

UNIT – XII: Time series analysis – Extrapolation - Regression analysis - Modern econometric methods - Exponential smoothing method - Theories of Business Forecasting - Sequence or time-lag theory - Action and reaction theory - Economic rhythm theory - Specific historical analogy - Cross-cut analysis theory - Utility of Business Forecasting - Advantages of business forecasting - Limitations of business forecasting.

UNIT – XIII: Time Series Analysis – Utility of the Time Series - Components of Time Series - Long term trend or secular trend - Seasonal variations - Cyclic variations - Random variations - Methods of Measuring Trend - Free hand or graphic method - Semi-average method - Method of moving averages - Method of least squares - Mathematical Models for Time Series - Additive model - multiplicative model, Editing of Time Series - Measurement of Seasonal Variation - Seasonal average method - Seasonal variation through moving averages - Chain or link relative method - Ratio to trend method - Forecasting Methods Using Time Series - Mean forecast - Naive forecast - Linear trend forecast - Non-linear trend forecast - Forecasting with exponential smoothing.

UNIT – XIV: Index Numbers: Definition of an Index Number – Relative - Classification of index numbers - Base year and current year - Chief characteristics of index numbers - Main steps in the construction of index numbers - Methods of Computation of Index Numbers – Un-weighted index numbers - Weighted index numbers, Tests for Adequacy of Index Number Formulae - Cost of Living Index Numbers of Consumer Price Index - Utility of consumer price index numbers - Assumptions of cost of living index number - Steps in construction of cost of living index numbers - Methods of Constructing Consumer Price Index - Aggregate expenditure method -

Family budget method - Weight average of price relatives - Limitations of Index Numbers - Utility and Importance of Index Numbers.

**REFERENCE BOOKS:**

1. G. V. Shenoy, Uma K. Srivastava, S. C. Sharma, Business Statistics, New Age International, 1988.
2. T N Srivastava (Author), Shailaja Rego, Statistics for Management, McGraw Hill Education, 2017.

<b>Course Code</b>	<b>Title of the Course</b>
10243	<b>Office Management</b>

UNIT – I: Office management – Meaning – Definition – Nature – Office automation – Functions of office – Importance of office management.

UNIT – II: Office manager – Functional manager – Role of the office manager – Essential qualities of an efficient office manager – Leadership qualities – Managerial qualities – Administrative qualities – Supervision and supervisors.

UNIT – III: Office organization – Objectives of business enterprises – Organizing the office – Principles of organization – Organizational chart – Line and staff authority – Factors to be taken care in office organization.

UNIT – IV: Office manual – Qualities required of an office manual – Benefits of an office manual – Office systems – Objectives of office systems – Operations – Computer based systems in offices.

UNIT – V: Office layout - Need for office layout – Factors in Layout - Types of Layout - office accommodation – location of office – Factors in choosing Location - Office Building – Factors in choosing building.

UNIT – VI: Office working environment and furniture – Ventilation – Air conditioning – Lighting – Artificial lighting – Factors to be considered while lighting an office – Modular furniture – Rest rooms – Lunch room etc.

UNIT – VII: Office work – Measurement and standardization – Unit of measurement – Reasons for measuring office work – Individual jobs and control – Benefits of specialization – Selection of employees – Training – Office personnel.

UNIT – VIII: Management of office stationery – Purchase of stationery – Storing stationery and office supplies – Guidelines for good stock keeping in offices.

UNIT – IX: Forms – Importance of form management – Forms control in an office – Types of forms – Features of a well designed form.

UNIT – X: Maintenance of records – Principles governing records management – Objectives of office records management – Filing system.

UNIT – XI: Office correspondence – Production and generation – Audio transcription – Type writers – Word processing – Proof correction.

UNIT – XII: Communication management in an office – Communication loop – Process of communication – Importance of communication – Barriers to communication – Benefits of technological advancement to business communication.

UNIT – XIII: Mail services in an office – Internal and external – Sorting of mail – Office

management cost control – Office reports.

UNIT - XIV: Mechanization and Office Automation - Office machines and equipments – Data – Sources of Data – Methods of Collection - Data Processing Systems – Electronic data processing - Office Furniture – Types..

**REFERENCE BOOKS:**

1. Sharma & Shashi K.Gupta, 2011. Business Organization and Management [Third Revised Edition, Reprint 2011] Kalyani Publishers, New Delhi.
2. Bhushan Y.K., 2008. Business Organization and Management, [First Revised Edition] Sultan Chand and Sons, New Delhi.
3. Shukla M.C, 2007. Business Organization and Management, [18th Edition], S., Chand and Company Ltd, New Delhi.
4. Gupta C.B, 2013. Business Organization [8th Edition], Jain Book Agency, New Delhi.

## FOURTH SEMESTER

Course Code	Title of the Course
10244	<b>Management Accounting</b>

UNIT – I: Management Accounting - Meaning, Features – Scope – Importance – Functions - Differences between Financial accounting - Cost accounting and Management accounting.

UNIT – II: Budgetary Control – Meaning - Characteristics – Objectives – Steps – Advantages – Limitations - Types of budgets.

UNIT – III: Standard Costing: Meaning – Advantages – Limitations – Preliminaries - Steps in setting up of standard costs - Differences between Budgetary control and standard costing - Estimated cost.

UNIT – IV: Variance Analysis – Meaning - Favourable and Unfavourable variances - Controllable and uncontrollable variances - Uses of variances - Analysis of variances - Types of variances.

UNIT – V: Marginal Costing – Meaning – Features – Advantages – Limitations - Absorption costing.

UNIT – VI: Cost – Volume – Profit Analysis- Contribution - Break even analysis - Profit Volume Ratio - Margin of safety.

UNIT – VII: Analysis and Interpretation of Financial Statements – Meaning – Steps – Objectives - Types of Analysis - Comparative financial statement - Common size financial statement - Trend Analysis.

UNIT – VIII: Ratio Analysis: Meaning – Advantages – Limitations - Classifications of ratios.

UNIT – IX: Working Capital Management - Meaning of working capital - Kinds of working capital - Sources of working capital - Objectives of working capital management - Determinants of working capital requirement - Estimation of working capital requirement.

UNIT – X: Fund Flow Statement – Meaning – Uses – Limitations - Sources and uses of funds.

UNIT – XI: Cash Flow Statement – Meaning – Uses – Limitations - Sources and uses of cash.

UNIT – XII: Capital Budgeting – Meaning - Principles of capital – budgeting - Methods of evaluating - Capital Rationing.

UNIT – XIII: Management of Profits / Dividend Policy - Meaning of dividend policy - Types of dividend policy - Factors influencing dividend policy - Forms of dividend - Dividend models.

UNIT – XIV: Overview of latest developments in Accounting - Transfer Pricing – Responsibility

– accounting - Inflation accounting - Divisional performance analysis - Human Resources Accounting.

**REFERENCE BOOKS:**

1. Sharma., and Gupta, S.K. (2006). Management Accounting. Kalyani Publishers, New Delhi.
2. Reddy, T.S., and Hari Prased Reddy, Y. (2010). Management Accounting. Margham publications. Chennai.
3. Maheswari, S.N. (2004). Management Accounting. Sultan Chand & Sons, New Delhi.
3. Jain, S.P., and Narang. K.L. (2001). Cost and Management Accounting. Kalyani Publishers, New Delhi.

## FIFTH SEMESTER

Course Code	Title of the Course
10251	<b>International Marketing</b>

UNIT – I: International Marketing - Scope of International Marketing - International Marketing vs. Domestic Marketing - Principles of International Marketing - Customer value and the value equation - Competitive or differential advantage - Management Orientations - MNCs and TNCs, Benefits of international marketing.

UNIT – II: International Marketing Environment - Political Environment - Political systems - legal and Regulatory Environment - Socio-cultural Environment - Economic Environment - Technological Environment - Challenges in Global Marketing.

UNIT – III: International Trade Environment - classical trade theories - modern trade theories - trade barriers – quotas - Implications of Tariffs - Types of Agreements - General Agreement on Tariffs and Trade (GATT) - Functions and Objectives of WTO - Implication of WTO on International Marketing - India's Role in International Trade Theories.

UNIT – IV: International Market Entry Strategies - Different Entry Modes and Market Entry Strategies - joint Ventures - Strategic Alliances - Direct Investment - Manufacturing and Franchising.

UNIT – V: International Marketing Research - Concept of Marketing Research - Need for Marketing Research - Approach to Marketing Research - Scope of International Marketing Research - International Marketing Research Process - market surveys - marketing information system.

UNIT – VI: International Product Policy and Planning – Products - National and International - the new Product Development - International Product Planning - Product Adoption and Standardization - International Market Segmentation - Influences on Marketing Plan and Budget - International Product Marketing - Marketing of Services.

UNIT – VII: International Pricing Policy – Price and Non-Price Factors - Methods of Pricing - International Pricing Strategies - Dumping and Price Distortion - Counter Trade.

UNIT – VIII: International Distribution and Logistics Planning - International Logistics Planning – Distribution - Definition and Importance - Direct and Indirect Channels - factors Involved in Distribution Systems - Modes of Transportation - International Packaging.

UNIT – IX: International Promotional Strategies - Communications Process - principles of communication - Status of Promotion - Promotion Appeals - Media Selection - Personal Selling - Public Relations and Publicity - Sales Promotion – advertising - e- marketing.

UNIT – X: Foreign Markets and Export Marketing Process - Choosing appropriate mode of operations - Issues Related to Exports - processing an Export Order - Entering into export contract - Export Pricing and Costing - Export-Import (EXIM) Policy - 2002- 2007.

UNIT – XI: Export Marketing Documentation – Significance of export documentation - the statutory control - declaration forms - disposal of export documentation form - major documents.

UNIT – XII: Foreign Trade Policy - Export Promotion Capital Goods Scheme - Duty Exemption/Remission Schemes - gem and Jewellery Promotion Scheme -Diamond import license - Special Economic Zones (SEZS) - Free Trade Warehousing Zones (FTWZ) - Star Export Houses - Deemed exports - Agri Export Zones - Target Plus Scheme.

UNIT – XIII: Foreign Exchange and Foreign Currency - Organization of the foreign exchange market - Exchange Rate Policy and Management - Triangular Arbitrage - Future and Forward Market - foreign Currency Options - Forecasting Foreign Exchange Rates.

UNIT – XIV: International Financial Institutions – IMF - World Bank – IBRD - International Finance Corporation - Organization for Economic Cooperation and Development (OECD) - Legal and Ethical Issues in International Marketing - Nature of International Business Disputes and Proposed Action - Legal Concepts Relating to International Business - International Dispute Settlement Machinery - ethical Consideration in International Marketing and Marketing Communications.

#### **REFERENCE BOOKS:**

1. Francis Cherunilam. 2010. International Business. (5<sup>th</sup> Edition), Ashok K.Ghosh, PHI Learning Pvt Ltd. Unit.
2. Varshney & Bhattacharya. 1984. International Marketing Management. (4<sup>th</sup> Edition), Sultan Chand & Sons Publishing house Pvt ltd. Unit.
3. Subba Rao. P. 2001. International Business. (2<sup>nd</sup> Edition), Himalaya Publishing house.
4. Aswathappa.K. 2010. International Business. (4<sup>th</sup> Edition), Tata McGraw Hill Education Private Ltd.

<b>Course Code</b>	<b>Title of the Course</b>
10252	<b>Retail Marketing Management</b>

UNIT – I: Property Management: Concept of Real Property - Types of Real Property - Residential property - Commercial real estate - Industrial property – Special - purpose property - Concept of Property Management - Duties of Property Manager - Property Management as a Profession - Growth of Professionalism in Property Management.

UNIT – II: Characteristics of Property and Property User - Understanding Characteristics of Property - Good record keeping - Physical appraisal of property - Proprietary features - Financial appraisal – Evaluation - Define Property User - Society and Stakeholder Relationships - Management Relationships with Stakeholders - Management Relationships with User Community.

UNIT – III: Sources and Essentials when buying a Property - Different Sources for buying a property (banks, building societies, client’s employer, private mortgage, finance houses) - Necessities when buying a Property (need, checking hidden costs, insurance, taxes ).

UNIT – IV: Property Management - Economics and Planning - Economics of Property management - Business Economy - Real Estate Economy - Concept of Property Management Planning - Market analysis - Property analysis - Analysis of owner’s objectives - Preparation of Property Management Plan - Property as a Part of Competitive Strategy.

UNIT – V: Strategic Property Management - Concept of Strategic Property Management - Importance of strategic property management - Property as investment asset - Definition of Corporate Property (exhibit- SEZ) - Formulating Strategy for Property Management - Catchment survey - Positioning the property - Joint Development of property - Activity for strategic utilization of property - Legal aspects of property development (legal laws) (registration, mutation).

UNIT – VI: Performance Evaluation of Property - Role of Property in Business - Performance Evaluation of Property as an Investment Asset - Performance Evaluation of Property as an Operational Asset - Property Life Cycle (for residential and commercial) - Concept of Benchmarking.

UNIT – VII: Retail Property - Concept of Retail Property - Importance of Retail Property Management - Increasing Demand of Retail Property - FSI (floor space index) - Retail Hierarchy.

UNIT – VIII: Managing Retail Property - Need of Managing Retail Property - Ways to Manage Retail Property - Market area classifications - Pattern classifications - Owner classification - Merchandising classification.

UNIT – IX: Leasing Retail Property - Define Leasing - Leasing of Retail Property - Qualifying retail prospects - Tenant mix – Location - Prospect’s needs - Percentage Leases, Negotiating Lease - Setting the Rental Rates - Non-Complete Clause - Regulating Tenant Operation.

UNIT – X: Financial Aspects of Retail Property - Administrative Responsibilities of Retail Property Manager - Financial Reports - Major rental income items - Actual income - Expense items - Operating Budget - Capital Expenditure – Preservation – Income - producing capital expenditures - Monthly Cash Flow Forecast - Insurance for Shopping Centers.

UNIT – XI: Valuation of Retail Property - Define Valuation - Cost components of property - Determinants of Property Value - Factors Affecting Retail Property Value - Estimation of Rental Value of Retail Property - Methods of Property Valuation - Activity to forecast retail property management comparing three catchment areas.

UNIT – XII: Marketing Retail Property - Importance of Effective Marketing of Retail Property - Different Methods of Marketing Retail Property – Signage - Display advertising - Brochures - Direct mail - Personal contact - Publicity and public relations – Newspapers - Online promotion.

UNIT – XIII: Maintenance of Retail Property: Property Maintenance - Types of Maintenance - Preventive maintenance - Emergency maintenance - Corrective maintenance - Cosmetic maintenance - Measures to Maintain a Property - Need and Maintenance of Retail Property - Security of Retail Property.

UNIT – XIV: Future of Retail Property - Future of Retailers - Increasing competition- Methods to handle competition - Analysing the requirement of retail property - Retail Customers in Future - Increasing retail market size - Changing expectations and buying behaviour of customers - Influence of social trends - How retail property industry meets the demand of customers? - Usage of Internet in Future - Impact of Internet Usage on Retail Property Industry - Importance of Future Planning in Retail Property Industry - Impact of Transportation on Retail Property Industry - Future Designs of Retail Stores.

**REFERENCE BOOKS:**

1. S.C. Bhatia, Retail Management, Atlantic Publishers & Dist, 2008
2. Suja R Nair, Retail Management, Himalaya Publishing House.

<b>Course Code</b>	<b>Title of the Course</b>
10253	<b>Cost Accounting</b>

UNIT – I: Cost Accounting Principles: Meaning of cost and cost accounting – Objectives of cost accounting – Installation of a costing system.

UNIT – II: Elements of cost – Cost concepts – Cost classifications – Methods, systems and techniques of costing – Cost sheet.

UNIT – III: Cost Accounting for material cost control – Need for material cost control – Purchase control – Stores control – Stock levels – EOQ analysis.

UNIT – IV: Pricing of stores issues – Perpetual inventory control – ABC analysis – VED analysis – Treatment of waste, scrap, defectives and spoilage.

UNIT – V: Labour Cost Control – Time keeping and time booking – Treatment of idle time and overtime cost – Wage rates for costing – Systems of wage payment – Time wage and piece rate – Incentive schemes of wage payment – Labour turnover.

UNIT – VI: Overhead Cost Control – Classification of overheads – Allocation and appointment – Absorption of overheads – Different methods – Treatment of under absorption and over absorption of overheads.

UNIT – VII: Methods of Costing – Job costing – Contract costing – Profit on incomplete contracts – Cost plus contracts – Target costing – Escalation clause.

UNIT – VIII: Unit costing – Meaning – Cost accumulation – Procedure in unit costing – Preparation of cost sheet.

UNIT – IX: Process Costing – Features – Job costing Vs Process costing – Process cost accounts – Inter-process profits – Accounting for joint products and by products.

UNIT – X: Contract costing – Types – Procedure for contract costing – Contract plus costing – Profit from incomplete contract.

UNIT – XI: Operating Costing – Meaning – Features – Objectives – Cost Unit – Transport costing – Operating cost sheet.

UNIT – XII: Batch costing – Definition – Economic batch quantity – Applicability of batch costing.

UNIT - XIII: Standard Costing – Definition – Advantages and limitations of standard costing – Variance analysis.

UNIT – XIV: Reconciliation of cost and final accounts – Cost control and cost reduction – Meaning – Tools and techniques – Essentials for success of cost control and cost reduction –

Distinction between cost control and cost reduction – Areas of cost reduction and control – Advantages.

**REFERENCE BOOKS:**

1. Jain, S. P., and Narang, K. L. 2001, Cost and Management Accounting [Fifth Edition], Kalyani Publishers, New Delhi.
2. Pillai, R. S. N., and Bagavathi, 2009, Cost Accounting [First Edition], Sultan Chand Company Ltd., NewDelhi.
3. Sharma, and Shashi K. Gupta, 2012, Management Accounting [Twelfth Edition], Kalyani Publishers, New Delhi.

<b>Course Code</b>	<b>Title of the Course</b>
10254	<b>Project Management</b>

UNIT – I: Basics of Project Management – Need for Project Management - Project Management Knowledge Areas and Processes - The Project Life Cycle - The Project Manager (PM) - Phases of Project Management Life Cycle - Project Management Processes - Impact of Delays in Project Completions - Essentials of Project Management Philosophy - Project Management Principles.

UNIT – II: Project Identification and Selection - Project Identification Process - Project Initiation - Pre-Feasibility Study - Feasibility Studies - Project Break -even point.

UNIT- III: Project Planning - Need of Project Planning - Project Life Cycle – Roles - Responsibility and Team Work - Project Planning Process - Work Breakdown Structure (WBS).

UNIT – IV: Organisational Structure and Organisational Issues - Concept of Organisational Structure - Roles and Responsibilities of Project Leader - Relationship between Project Manager and Line Manager - Leadership Styles for Project Managers - Conflict Resolution - Team Management and Diversity Management - Change management.

UNIT – V: PERT and CPM – Development of Project Network - Time Estimation - Determination of the Critical Path - PERT Model - Measures of variability - CPM Model - Network Cost System.

UNIT – VI: Resources Considerations in Projects - Resource Allocation – Scheduling - Project Cost Estimate and Budgets - Cost Forecasts.

UNIT – VII: Project Risk Management – Risk Management - Role of Risk Management in Overall Project Management - Steps in Risk Management - Risk Identification - Risk Analysis - Reducing Risks.

UNIT – VIII: Project Quality Management and Value Engineering – Quality - Quality Concepts - Value Engineering.

UNIT – IX: Project Management Information System – Project Management Information System (PMIS) - Planning of PMIS - Design of PMIS.

UNIT – X: Purchasing and Contracting for Projects – Purchase Cycle - Contract Management - Procurement Process.

UNIT – XI: Project Performance Measurement and Evaluation – Performance Measurement – Productivity - Project Performance Evaluation - Benefits and Challenges of Performance Measurement and Evaluation - Controlling the Projects.

UNIT – XII: Project Execution and Control – Project Execution - Project Control Process - Purpose of Project Execution and Control.

UNIT – XIII: Project Close-out - Termination and Follow-up – Project Close-out - Steps for Closing the Project - Project Termination - Project Follow-up.

UNIT – XIV: Project Management Software - Advantages of Using Project Management Software - Common Features Available In Most of the Project Management Software – Illustration.

**REFERENCE BOOKS:**

1. Nagarajan K, Project Management, New Age International, New Delhi, 2004.

## SIXTH SEMESTER

Course Code	Title of the Course
10261	Marketing Research

UNIT – I: Marketing Research Dynamics – Meaning of Research - Research Characteristics - Various Types of Research - Marketing Research and its Management - Nature and Scope of Marketing Research - Marketing Research in the 21<sup>st</sup> Century (Indian Scenario), Marketing Research - Value and Cost of Information.

UNIT – II: Planning the Research Process – An Overview - Formulation of a Problem - Research Methods - Research Design - Data Collection Methods - Sample Design - Data Collection - Analysis and Interpretation - Report Writing - Components of Research Proposal - Components of Research Paper.

UNIT – III: Research Design –Meaning - Types of Research Design Descriptive Research - Causal Research Design - Research Design and Marketing Decision Process - Choosing a Good Research Design.

UNIT – IV: Data Collection Sources and Methods – Meaning and Nature of Secondary Data - Advantages of Secondary Data - Drawbacks of Secondary Data - Types of Secondary Data Sources - Primary Data and its Types.

UNIT – V: Designing Questionnaire – Questionnaire Building - Process of Questionnaire Design - Information Required - Interview Method - Questionnaire Format and Question Composition - Individual Question Content - Questions Order - Form and Layout - Pilot Testing the Questionnaire.

UNIT – VI: Measurement and Scaling Techniques – Importance of Measurement and Scaling in Marketing Research - Scales of Measurement - Fundamental Properties - Primary Scales of Measurement - Attitude Measurement Scales - Types of Comparative Scales - Non - Comparative scale - Selecting an Appropriate Scale - Scale Evaluation.

UNIT – VII: Sampling Theory-Design - size and Techniques – Meaning of Sampling - Importance of Sampling in Marketing Research - Sampling - Basic Constructs - Process of Sampling Design - Determining Sample Size - Probability and Non Probability Sampling - Classification of Probability Sampling Techniques - Classification of Non Probability Sampling - Selecting an Appropriate Sampling Technique.

UNIT – VIII: Hypothesis Testing – Hypothesis - Steps Involved in Hypothesis Testing - Test of Significance of a Mean - Test of Significance of Difference between Two Means - Test of Significance of Difference between Two Standard Deviations - Test of Significance of Sample Proportion - Test of Significance of Difference between Two Sample Proportions - Student's T – Distribution - Parametric and Non-Parametric Tests.

UNIT – IX: Data Processing and Preliminary Data Analysis – Survey Field Work and Data Collection - Nature and Scope of Data Preparation - Editing, Coding - Data Entry - Data Cleaning - Preliminary Data Analysis - Assessing for Normality and Outliers.

UNIT – X: Data Analysis I - Statistics in Data Analysis - Measures of Central Tendency - Measures of Dispersion - Bivariate Analysis - Multivariate Analysis.

UNIT – XI: Data Analysis II - Descriptive Statistics - Univariate Analysis - Bivariate Analysis - Correlation analysis - analysis of variance and analysis of covariance - Multivariate Analysis - Conjoint analysis.

UNIT – XII: Data Interpretation and Report Writing – Data Interpretation - Research Report - Modus Operandi of Writing a Market Research Report - Structure of the Report  
- Components of a Report - Style and Layout of a Report - Revising and Finalizing the Research Report - Quality Research Report - Responsibilities of a Market Research Report Writer - Presenting the Report.

UNIT – XIII: Applications of Marketing Research I – Consumer Market Research - Business-to-Business Market Research - Product Research - Pricing Research - Motivational Research - Distribution Research - Applications of Marketing Research II – Advertising Research - Media research - Sales Analysis and Forecasting - Data Mining.

UNIT – XIV: Recent Trends in Marketing Research - Marketing Information System and Research - Online Marketing Research - Recent Trends in Marketing Research - Research in Lifestyle Retail - Marketing Research and Social Marketing - Rural Marketing Research - Trends in Services Marketing Research - Brand Equity Research - International Marketing and Branding Research.

**REFERENCE BOOKS:**

1. S.L. Gupta, Marketing Research, Excel Books, New Delhi, 2004.
2. Naresh K. Malhotra, Marketing Research, Pearson Education, New Delhi, 2015.

<b>Course Code</b>	<b>Title of the Course</b>
10262	<b>Corporate Accounting</b>

UNIT – I: Issue of shares: Par, Premium and Discount - Forfeiture - Reissue - Surrender of Shares - Right Issue – Underwriting.

UNIT – II: Redemption of Preference Shares – Provisions of the companies Act - Debentures - Issue – Treatment of different items relating to debenture in final accounts – Redemption – Methods of redemption of Debenture - Sinking Fund Method – Insurance Policy method.

UNIT – III: Final Accounts of Companies – Trading Account – Profit and Loss Account – Profit and Loss Appropriation Accounts – Balance sheet - Managerial Remuneration – Remuneration payable to different categories of managerial personnel – Calculation of Managerial remuneration.

UNIT – IV: Valuation of Goodwill - Need - Methods of valuation of Goodwill - Average Profit method – super profit method – capitalization method.

UNIT – V: Shares - Methods of valuation of Shares – Net asset method – Yield Method – Fair value Method.

UNIT – VI: Liquidation of Companies –Modes of Winding up - Statement of Affairs - Deficiency account or Surplus Account.

UNIT – VII: Company Final accounts – Schedule VI Part I and Part II – Profit prior to incorporation - Managerial remuneration – Preparation of profit and loss account and Balance Sheet.

UNIT – VIII: Amalgamation – Meaning – Advantages – Purchase consideration – Types of amalgamation – Net present value method - Absorption (Excluding inter – company holdings).

UNIT – IX: External reconstruction and Internal reconstruction – Meaning – Accounting treatment – Alteration of share capital – Capital reduction account.

UNIT – X: Holding company accounts excluding inter-company holdings – Mutual Owings - Contingent Liability - Unrealized Profit - Revaluation of Assets.

UNIT – XI: Liquidation of companies – Meaning – Reasons for winding up – Liquidator – Preferential creditors – Calculation of liquidator’s remunerations – Liquidator’s final statement of accounts.

UNIT – XII: Accounts for banking companies - Preparation of profit and loss account and balance sheet - Accounts for Insurance Companies - Preparation of profit and loss account and

balance sheet.

UNIT – XIII: International Financial Reporting Standards (IFRS) – Meaning – Advantages - Disadvantages.

UNIT – XIV: Human resource accounting - Characteristic, Applications methods - Principles of Government accounting – Principles of Responsibility accounting.

**REFERENCE BOOKS:**

1. Dr. M. A. Arulanandam, and Dr. K. S. Raman, 2003, “Advanced Accountancy, Part-I” - Himalaya Publications, New Delhi.
2. Jain S. P. & Narang K. L., 2004 - “Advanced Accounting” - Kalyani Publishers, New Delhi.
3. Gupta R. L. & Radhaswamy M., 2006, “Corporate Accounts – Theory, Method and Application”, Sultan Chand & Co., New Delhi.
4. Reddy & Murthy, 2004, “Financial Accounting” - Margham Publications, Chennai.
5. Jain S. P and Narang K. L. 2004, Corporate Accounting, (First Edition) Kalyani Publications, Chennai.
6. Joseph. T. 2009, Corporate Accounting, Vol. 1, (1<sup>st</sup> Edition), Tata McGraw-Hill Education Pvt. Limited, New Delhi.

## SIXTH SEMESTER

Course Code	Title of the Course
10263	Entrepreneurship Development

UNIT – I: Concept of entrepreneurship – Definition, Nature and characteristics of entrepreneurship – Function and type of entrepreneurship - Phases of EDP - Development of women entrepreneur & rural entrepreneur – including self employment of women council scheme.

UNIT – II: Factors influencing entrepreneurship – Internal factors – External factors – Institutional Finance to entrepreneurs – Functions of DICs – NSIC – SIDO – SISIs – KVIC – IFCI.

UNIT – III: Business idea generation technique – Sources of business idea – Methods of generating ideas – Method of evaluating ideas.

UNIT – IV: Identification of business opportunities – Meaning – Sources of entrepreneurial opportunities – Opportunity analysis.

UNIT – V: Marketing feasibility – Phases of feasibility study – Marketing strategies – Specialist roles open to market Nichers – Financial and Economic feasibilities – Classification of sources of finance.

UNIT – VI: Technical and locational feasibilities – technical analysis – Locational feasibility – Selection of site – plant lay out – Size of the business firm.

UNIT – VII: Managerial and legal feasibility – Characteristics of a company – Types of companies.

UNIT – VIII: Project appraisal – Classification of the project – Marketing risk – Process of risk management – Types of risk.

UNIT – IX: Project report – Meaning – Purposes of project report – Formulation of business plan – Characteristics of a successful business plan.

UNIT – X: Role of entrepreneur in economic development – Role of entrepreneurs – Small scale entrepreneurs – Importance of SSIs – Problems of small industries in India.

UNIT – XI: Creativity and innovation – Characteristics of innovation – Sources of innovation – Forms of innovation – Importance of creativity and innovation – Global and Indian innovations.

UNIT – XII: Family enterprises – Stages of transformation – Family management practices in India – Issues in family business – Planning process – Future of family business.

UNIT – XIII: Recent development in small enterprises in India – Government rules and regulations – Industrial sickness in India – Reasons for sickness – Causes – Consequences.

UNIT – XIV: Franchising – Types – Advantages – Disadvantages – Evaluation of franchise arrangement – Rural entrepreneurship – Need for rural entrepreneurship – Problems – SHGs and rural development.

**REFERENCE BOOKS:**

1. Gupta C.B. and Srinivasan, N. P., Entrepreneurial Development, Kalyani Publishers.
2. S. S. Khanka, 2013, Entrepreneurial Development (Fourth Revised & Millennium Edition) Sultan Chand & Sons Publishers. New Delhi.
3. Mohanty K. S., Fundamentals of Entrepreneurship, Prentice Hall of India.
4. Vasant Desai, 1997, Management of Small Scale Industries, Himalayan Publishing House.
5. Radha, Entrepreneurial Development, Prasanna Publishers, Chennai.

<b>Course Code</b>	<b>Title of the Course</b>
10264	<b>Management Information System</b>

UNIT – I: Understanding MIS - Management Information Systems - History of MIS - Impact of MIS - Role and Importance - MIS Categories - Managers and Activities in IS - Types of Computers Used by Organizations in Setting up MIS - Hardware support for MIS.

UNIT – II: Conceptual Foundations – Decision Making Process - System Approach to Problem Solving - The Structure of Management Information System.

UNIT – III: Kinds of Information Systems – Types of Management Systems Concepts of Management Organization.

UNIT – IV: Planning and Control – Differences between planning and control information - Systems Analysis - Systems Design.

UNIT – V: MIS Planning and Development – Planning – development.

UNIT – VI: MIS and BPR –Business Process Re – Engineering, Improving a process in BPR - Object Oriented methodology - BPR – Current Focus.

UNIT – VII: MIS Organization Structure - MIS at Management levels - Strategic Level Planning - Operational Level Planning - Economic and Behavior Theories.

UNIT – VIII: Enterprise Resource Planning – Basics of ERP - Evolution of ERP - Enterprise Systems in Large Organizations - Benefits and Challenges of Enterprise Systems.

UNIT – IX: E-Enterprise System – Managing the E-enterprise - Organisation of Business in an E-enterprise - E-business - E-commerce - E-communication - E-collaboration.

UNIT – X: Trends in MIS – Decision Support Systems (DSS) - Artificial Intelligence (AI).

UNIT – XI: MIS – Support Models and Knowledge Management – Philosophy of Modeling – DSS - Deterministic Systems - Market Research Methods - Ratio Analysis for Financial Assessment - Management Science Models - Procedural Models - Project Planning and Control Models - Cost Accounting Systems - Operations Research Models - Mathematical Programming Techniques - Knowledge Management.

UNIT – XII: Organization and Computer Networks – Basics of computer systems - Basic Network Terminologies - Definitions and Application - The Intranet and the Extranet - Database Management Systems – Types of Database Users – DBMS - Designing of DBMS.

UNIT – XIII: Strategic Management Information System – Background – Performance - Product

differentiation and Value Chain - How IT influences Organizations' goals - The five levels - Governance Modes in the use of IT.

UNIT – XIV: Security and Ethical Issues – Control Issues in Management Information Systems - Security Hazards - Ethical Issues - Technical solutions for Privacy Protection.

**REFERENCE BOOKS:**

1. Amanjindal, 2010. Management Information System [First Edition]. Kalyani Publishers New Delhi.
2. Gordon,B Davis., and Margrethe,H Olson 2004, Management Information System, [First Edition]. Tata Mc. Graw Hill Publications, New Delhi.
3. Gupta,A.K. 2014. Management Information System [Third Edition]. Sultan Chand & Company Ltd., New Delhi.
4. Kenneth Laudon. 2012. Essentials of Management Information Systems [First Edition]. Pearson, New Delhi.