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

Unit 1 Management Concepts

Unit 2 Planning

Unit 3 Organising

Unit 4 Staffing and Directing

Unit 5 Managerial Control
Definition, Characteristics - Significance – Limitations – Process - Requirement of an effective control system - Feedback mechanisms resistance to control - Overcoming resistance to control.

Skill Development Activities:
L Collect the photograph and Bio-data of any three contributors to Management thought.
M Draft organizational chart and discuss the authority relationship.
Identify the feedback control system of an organization.
List out your strengths and weaknesses considering yourself as a manager.
Visit any recruitment firm and write down their process of recruitment.

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

REFERENCES:
1. L. M Prasad, Principles And Practices Of Management

18BUS111 BUSINESS ORGANISATION AND SYSTEMS 3 0 0 3

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

Unit 1

Unit 2
Business sectors & forms of business organizations - private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies - their features, relative merits, demerits & suitability.

Unit 3
Business combinations: Merges & acquisitions - mergers in India. Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright.

Unit 4
Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy, etc.

Unit 5
Domestic & Foreign Trade Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization.
REFERENCE BOOKS:
1. Modern Business Organization by S. A. Sherlekar
2. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale

18BUS202 ORGANISATIONAL BEHAVIOUR 3 0 0 3

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

Unit 1 Introduction to Organizational Behaviour
Meaning – Definition – Importance of Organizational Behaviour – Scope - Process - Importance of process.

Unit 2 The Individual
Individual Behaviour, psychological foundations of individual behavior, perception, factors affecting perception, attribution theory, learning, learning process, motivation.

Unit 3 Interpersonal Behaviour
Interpersonal Relations in organization, interpersonal communication, transactional analysis, life position analysis, Games analysis.

Unit 4 Group Process
Group Behaviour, Group formation, group cohesiveness, conflict management.

Unit 5 Organisational Change and Development
Role of individual in organizational culture, climate and change, organizational effectiveness.

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

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

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

Unit 1 Fundamental concept of marketing
Market- meaning, definition, features, classification of markets. marketing- introduction, definition of marketing, evolution of marketing concept (marketing philosophy), objective of marketing, features, market and marketing, marketing and selling, Importance of marketing, modern marketing, features, marketing functions (Scope), Marketing management, task of marketing management/ marketing manager. Marketing mix - meaning, definition, elements of marketing mix. Marketing environment - the marketing process - marketing strategy

Unit 2 Market Segmentation, targeting and positioning

Unit 4 Marketing Research
Meaning, definition, objectives, benefits, scope, types, MR process, methods of data collection- observation, experimental, survey etc., marketing information system- meaning, need and importance of marketing information system, Marketing information system and marketing research, marketing intelligence.

Unit 5 Product Management
Product: Meaning, definition, classification, product hierarchy, product policies- product planning and development, product line, product mix, product standardization, branding, positioning, packaging, branding, brand loyalty, brand equity, brand rejuvenation, labeling, product life cycle- strategies in different phases, stages in new product development, marketing myopia.

Skill Development Activities:
• Identify the product of your choice and list out all details of the product in terms of the manufacturer, expiry date etc.
• Describe the above product and its stages of Product Life Cycle
• Suggest strategies for development of a product of your choice
• Study the Purchase Behaviour for a product of your choice in a Super Market
• Develop an Advertisement copy for a product.
• Prepare a chart for distribution network for a manufactured product
• Case study analysis and group discussion in the class rooms.

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

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

18BUS211 ADVANCED MARKETING MANAGEMENT 3 0 0 3

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

**Unit 1 Brand Management and Pricing Decisions**

**Unit 2 Marketing Communications**

**Unit 3 Distribution Management**

**Unit 4 Global Marketing**

**Unit 5 Trends in Marketing**

**Skill Development Activities:**
• Identify a Brand of your choice and compare few of its factors with its competitor
• Suggest strategies for development of any consumer product into a brand
• Study any Government Distribution System of your choice and present the advantages and disadvantages of that system.
• Collect the information on promotional mix any two products of different companies

TEXT BOOKS:
1. Principles of Marketing - Armstrong/ Philip Kotlar
2. Marketing Management - Philip Kotlar

REFERENCE BOOKS:
1. Marketing Management - Sherlaker
2. Marketing Management - Kotler, Keller, Koshy

18BUS212 BASICS OF HUMAN RESOURCES MANAGEMENT 3 1 0 4

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

Unit 1 Introduction to HRM

Unit 2 Recruitment and Performance Appraisal
Recruitment & Selection, Training & development, Performance management and appraisal, Job analysis
Job analysis - forecasting personnel requirements. Recruitment function - Internal and external sources of recruitment - selection process.

Unit 3 Compensation management & employee relations and security

Unit 4 Managing careers
Career developments: role of employee and employer - career management and employee commitment - planning and handling promotion – transfer – retirement.
Unit 5 Introduction to Labour and Industrial Laws

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

TEXT BOOKS:
2. V S P Rao – Human resource Management

REFERENCE BOOKS:
2. Human Resource Management – B Subrao

18BUS213 INTRODUCTION TO RESEARCH METHODS 3 0 0 3

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

Unit 1

Unit 2

Unit 3

Unit 4
Unit 5

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

TEXT BOOKS:
2. M C Khothari - Research Methodology

REFERENCE BOOK:

18BUS214 LEADERSHIP MANAGEMENT 3 0 0 3

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

Unit 1 Managerial Roles, Functions and Styles

Unit 2 Leadership in Organization
Charismatic Leadership, Transactional Leadership, Transformational Leadership - Authentic Leadership – Trust and Ethics in leadership - Contemporary leadership roles – Mentoring, Self leadership, Effective Leadership Communication - Online leadership; Finding and creating effective leaders.

Unit 3 Leadership and Power
Leadership and Power - Power – definition - The distinction between power, authority and influence, The classifications of power, Contingency approaches to power, Political implications of power, Leadership vs
Power - Bases of power - Tactics - Organizational Politics. Conflict Management - Sources of conflict in organization – Prevention of Conflicts

Unit 4 Leadership and Organization

Unit 5 Case Studies
Case studies with top leaders like Rata Tata, Narayana Murthy, Laxmi Mittal etc.

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

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

REFERENCE BOOKS:
2. Organisational Behaviour, Uma Sekaran

18BUS215 FINANCIAL ADMINISTRATION 3 1 0 4

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

Unit 1 Introduction
Meaning of Finance - Financial Activities - Real and Financial assets - Finance Functions - Equity and Borrowed Funds - Raising and Allocating Funds - Organization of Finance Functions - Functions of a Finance Manager.

Unit 2 Financial Decisions

Unit 3 Capital Budgeting
Unit 4 Working Capital Management

Unit 5 Dividend Decisions

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

TEXTBOOKS:
1. Dr. S. N. Masheshwari, Elements of Financial Management, S. Chand and sons

REFERENCE BOOKS:

18BUS216 PRODUCTION AND OPERATIONS MANAGEMENT 3 0 0 3

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

Unit 1 Introduction to Production and Operations Management
Introduction to production and operations management – need - functions and trends in business - operational strategies - Operation as a system - Operational technologies - innovation management.

Unit 2 Facilities Locations and Plant Layout Factors - influencing location decisions - market related - cost related – regulatory and policy issues and other issues - location planning methods - location factor rating - centre of gravity method - load distance method - transportation model (simple problems)
Unit 3 Aggregate Planning, Capacity Planning and Scheduling
Aggregate production planning: meaning – need - basic strategies – methods - models used - master production scheduling - material requirement planning (MRP) meaning – concept - multiple levels in products - bill of material - determining lot size.
Definition: measures of capacity – determinants - steps in the process - determining capacity requirements - developing capacity alternatives – challenges - evaluating alternatives.

Unit 4 Materials Management, Inventory Control and its Maintenance
Importance of inventory management - meaning of make or buy decision - inventory control system - continuous review system, periodic review system - selective control of inventories - issues in inventory planning - simple problems in inventory control - quality control - equipment life cycle - cost of maintenance and alternatives.

Unit 5 Project Management
Project management: meaning, phases – framework - work breakdown structure organizational breakdown structure and cost of breakdown structure - network representation of a project - constructing the network - PERT/CPM - simple problems.

Skill Development Activities:
• Prepare a chart on the production flow of any assembly line. and understand the plant layout
• Study the inventory system of any factory and present it
• Discuss any project and its different phases

TEXT BOOKS:
1. Production and operations management - S N Chary
2. Production Management - K. Ashwathappa

REFERENCE BOOKS:
1. Operations Management - Theory and Practice - B. Mahadevan
2. Production and operations Management - Kanishka Bedi

18BUS301 PRINCIPLES OF INTERNATIONAL BUSINESS 3 0 0 3

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

**Unit 1** Conceptual Underpinnings, Environment and Challenges

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

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

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


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

REFERENCE BOOKS:
2. Rathod, Export Management

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

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

Unit 1 Business ethics - An overview

Unit 2 Ethics in business in Indian perspective
Importance of ethical behaviour in personal and professional life - law of karma – meaning - how it operates.

Unit 3 The ethical organization and its corporate code


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

Skill Development Activities:
• Make a survey of local political influence on Business.
• Make report on the recent ethical issues.
• Make an environment impact assessment for an upcoming project in your local area.
• Prepare a report based on CSR activities of one of the companies near your locality.
• Presentation on preparing Corporate Code of different companies
• Case studies on how CSR is being carried out in different companies
**TEXT BOOK:**
1. Hartman & Chatterjee, Perspectives in Business Ethics

**REFERENCE BOOKS:**
1. John R Boatright, Ethics and the conduct of business
2. Illustrations and supporting articles from business journals

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**18BUS303 INTRODUCTION TO RETAIL MANAGEMENT 2103**

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

**Unit 1**

**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**

**Unit 4**

**Unit 5**
Relationship Marketing in Retailing: Management of Relationship, Evaluation of Relationship Marketing, Relationship, Marketing Strategies, Retail Research and Retail Audits, FDI in retail, Financial management in retailing, HR in retailing

**TEXT BOOKS:**
2. Gibson G Vedamani – Retail Management, Jaico Publishing House
Objective: To familiarize the students with the basic principles and practices of Income Tax.

Unit 1

Unit 2

Unit 3
Exemptions from Total Income.

Unit 4
Deductions from Gross total income - 80C - 80CCC - 80CCD - 80CCF - 80D - 80DD - 80DDB - 80E - 80G - 80GG - 80GGA - 80GGC - 80QQB - 80RRB - 80TTA - 80U.

Unit 5
Computation of Total Income and Calculation of Tax Liability of Individual assessees only, Concepts of TDS, GST and Advance Tax

TEXT BOOKS:
1. Dr. H C Mehrotra, Dr S P Goyal - Income Tax Law and Practice, Sahitya Bhawan Publications.

REFERENCE BOOKS:
1. Dr Bhagavathi Prasad - Direct Taxes Law & Practice – Wishwa Prakashan, New Delhi.

Unit 2

Unit 3

Unit 4

Unit 5

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

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

REFERENCE BOOKS:
1. Entrepreneurial Development: Bhanucholi
2. Entrepreneurship Development: Dr. K. G. C. Nair
**Objectives:** To appreciate the complexities of managing a formal organisation; to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firm's situation.

**Unit 1 Strategic Concepts**

**Unit 2 Internal Assessment and External Assessment**
Key internal forces - management audit - basic functions or activities that make up the different functional areas of business.
Key external forces - sources of external information - Porters five forces model of competition - cooperative vs competitive strategies.

**Unit 3 Strategies for Managing Business**

**Unit 4 Strategy Analysis**
Three stage strategy formulation - SWOT matrix - SPACE matrix - BCG matrix - value chain analysis.

**Unit 5 Implementation Strategies, Strategies Review and Evaluation**
Meaning - Strategy formulation vs strategy implementation - matching structure with strategy - creating strategy supportive culture - challenges in strategy implementation.

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

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

**REFERENCE BOOKS:**
1 V S P Rao And V Hari Krishna, Strategic Management Text And Cases
2 Amita Mital, Cases in Strategic Management
Objective: To make the students understand the procedure of selecting a project and preparation of project report.

Unit 1

Unit 2
Project identification – sources of project ideas – project formulation – steps in project formulation –. Project planning – steps in business planning - feasibility analysis and feasibility reports.

Unit 3
Project design – network analysis – PERT and CPM – Financial analysis – significance – financial tools like trend analysis, ratio analysis, fund flow analysis, break even analysis.

Unit 4
Sources of finance – internal and external – institutional finance – project appraisal, steps and implementation.

Unit 5
Project report – objectives, importance and contents of a project report - project report preparation (practical) Skill Development - Preparation of a Project report (practical) Preparing a letter to the concerned authority - seeking license to the SS Unit, you propose to start. Format of a business plan. A Report on the survey of SSI units in the region where college is located. Chart showing financial assistance available to SSI along with rates of interest. Chart showing tax concessions to SSI both direct and indirect. Success stories of Entrepreneurs in the region.

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

TEXT BOOKS:
1. M. C. Dileep Kumar, Ajith Kumar – Project Management, Kalyani Publishers
2. Vasanth Desai – Project Management, Himalaya Publishing
**REFERENCE BOOKS:**
2. B. M. Patel – Project Management, Vikas Publishing House
3. Rajeev M Gupta – Project Management, PHI

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

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

**Unit 1**

**Unit 2**

**Unit 3**

**Unit 4**

**Unit 5**
Internet and Environmental Management: Use of internet as a tool, Specific websites related to environmental management, Extracting latest updated information from related sites. 6. Introduction to software packages for GIS and MIS Reference.
18BUS331  
FINANCIAL SERVICES AND MARKETS  
3003  

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

Unit 1

Unit 2
Factoring and forfeiting: The concept of Factoring and Forfeiting - Export Factoring - Forfeiting - RBI and Forfeiting.

Unit 3
Securitization and Credit Rating: The concept of Securitization - Credit Enhancement Securitization in India - Legal Framework. The concept of Credit Rating - Rating Framework - Credit Rating Agencies in India - CRISIL, CIBIL etc. Credit Rating Agencies and SEBI.

Unit 4
Mutual Fund: The concept of Mutual Fund - Mutual Fund in India - The Structure of a Mutual Fund Types of Mutual Fund - Analyzing the Mutual Fund - Regulations Regarding Mutual Funds.

Unit 5
Capital Market – Commercial Papers – Developments in Commercial Papers Market – Certificate of deposits (CD) – IPO, FPO.

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

TEXT BOOKS:

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

18BUS332 INTEGRATED ADVERTISING AND BRANDING 3 0 0 3

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

Unit 1

Unit 2

Unit 3
Unit 4

Unit 5

Skill Development Activities

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

TEXT BOOKS:

REFERENCE BOOKS:

18BUS333 LOGISTICS AND SUPPLY CHAIN MANAGEMENT 3 0 0 3

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

Unit 1 Introduction to Logistics and Supply Chain Management
Unit 2

Unit 3
Logistics and supply chain relationships, and managing inventory and transportation in a supply chain. Distribution logistics - Channel structure - Function and design of channel of distribution - Types of distribution channels - Proper Channel Design Physical distribution management - Economics of distribution - Logistics service alliances. Basics of Inventory management - Basic inventory control systems - Modern approaches to inventory management. Role of transportation in a supply chain - Transportation Infrastructure - Its Economics and Pricing - Transportation Management System (TMS) - Transportation Services - Transportation Costs.

Unit 4

Unit 5

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

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

REFERENCES:
1. Donal Bowersox, David Closs, M Bixby Cooper - Supply Chain Management, TMH

18BUS335 RURAL MARKETING 3 0 0 3

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

Unit 1 Overview of Rural Marketing

Unit 2 Rural Consumer Behaviour & Segmentation

Unit 3 Rural Product and Pricing Decisions
Product / Service Classification in Rural Marketing - New Product Development in Rural Marketing - Brand Management in Rural Marketing - Pricing – Internal & External influences of Pricing Strategies and Approaches.

Unit 4 Distribution and Promotion Strategies
Rural Distribution in channel management - Managing Physical distribution in Rural Marketing –Rural distribution models - Fostering Creativity & Innovation in Rural Marketing - Sales force Management in Rural Marketing - Consumer Education & Methods in Promotion of Rural Marketing - Advertisement & Media Role in Rural Marketing Promotion Methods.

Unit 5 Innovations in Rural Marketing

**TEXT BOOKS:**
1. *Rural Marketing* - C G Krishnamacharyulu, Lalitha Ramakrishnan — Pearson Education
2. *Rural Marketing: Indian Perspective* by Awadhesh Kumar Singh Satyaprakash pandey, New age publishers.
5. *Rural Marketing: Indian Perspective* by Awadhesh Kumar Singh Satyaprakash pandey, New age publishers.

**REFERENCE BOOKS:**
1. *New Perspectives on Rural Marketing: Includes Agricultural Marketing* By Ramkishen Y.
2. *Rural Marketing, Pradeep Kashyap & Siddhartha Rout*, Biztantra

**18BUS336 SALES AND DISTRIBUTION MANAGEMENT 3 0 0 3**

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

**Unit 1 Introduction to Sales Management**
Evolution, nature and role of sales management - importance of sales management - personal selling - difference between selling and marketing - selling skills - marketing management process - sales management process - emerging trends in sales management - selling process - stages in selling process - sales promotion.

**Unit 2 Sales Organisation and sales quota**
Introduction - organizational principles - organizational design - sales territory - size and allocation of sales territories - allocation of sales territories - designing a sales territory - sales quota - procedure for setting quota - types of sales quota - methods and problems in setting sales quota.

**Unit 3 Recruitment of sales force**

**Unit 4 Distribution Management**
Distribution system - selection of distribution channels - role and functions of channels of distribution - logistics for customer satisfaction - physical distribution management - transportation and warehousing.
Unit 5 Techniques of managing distribution
Retail management - retail industry - characteristics of retailer - strategic retail planning - distribution of services - location and accessibility - major intermediaries for service delivery - introduction to ERP and SAP.

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

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

18BUS351 COMMUNICATION FOR MANAGERS 3 0 0 3

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

Unit 1 Personal Communication
Journal writing, mails/ emails, SMS, greeting cards, situation based - accepting/ declining invitations, congratulating, consoling, conveying information.

Unit 2 Social Communication
Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

Unit 3 Work place communication
e-mails, minutes, reports of different kinds - annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

Unit 4 Research writing
Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

Unit 5 Writing for media and creative writing
Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.

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

Unit 1: Introduction to relationship marketing
Overview of Relationship marketing – Meaning and Definition, Basis of building relationship – Types of relationship marketing, Customer information Database – Customer Profile Analysis - Customer perception, customer life cycle.

Unit 2: Understanding CRM
CRM – Meaning and Definition, Overview and evolution of the concept – CRM and Relationship marketing, Transactional Vs Relationship Approach, CRM as a strategic marketing tool – CRM significance to the stakeholders

Unit 3: CRM Structures

Unit 4: CRM Planning and Implementation

Unit 5: Trends in CRM
e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages, Database Marketing – Prospect database

REFERENCE BOOKS:
3. Philip Kotler, Marketing Management, Prentice Hall, 2005
4. Saroj Kumar and Supriya Singh – Customer Relationship Management, Thakur Publishers Chennai
**Objectives:** The digital marketing landscape has changed more rapidly by the adoption of mobile and social media to engage customers in dynamic, multiparty conversations. It has revolutionized how marketers operate, and the skills they need to be successful. The course is designed to introduce students to the world of multi-channel marketing, and provide them with the advanced technical skills and marketing savvy they need to identify, engage, and develop relationships with customers in a digital environment.

**Unit 1**

**Unit 2**

**Unit 3**

**Unit 4**

**Unit 5**

**TEXTBOOKS:**

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

Unit 1 Introduction
Concept of foreign trade – Trade and development: Foreign trade as an engine of growth. Exporting: Meaning and importance to a growing economy – Growth of world trade. Trends in India’s export trade since independence: Value, Composition and direction of India’s export trade - Direction of India’s export trade, India’s share in world trade, Reasons for India’s poor share in world trade - Export of services. Export promotion measures. Functions of an export manager.

Unit 2 Starting an Export Business

Unit 3 Export Strategy and Export Marketing
Marketing strategies: Issues involved – Steps in exporting – Export marketing plan: Need, steps involved: setting of marketing objectives, market segmentation, market research, product characteristics, export pricing, distribution channels, promotion and budget and time schedule. Analysing the company's strengths and weaknesses: Assessing the past performance, assessing its competitors, find export opportunities, deciding on exports marketing objectives, and preparing action plans to achieve the objectives.

Unit 4 Export Finance
Export finance needs – Terms of payment: Payment by documentary credit, Advance payment, Cash against documents (CAD), Documents on Acceptance (DA) Consignment bills – Packing credit/ pre-shipment credit and its formalities – Post-shipment finance: Short, medium and long term.

Unit 5 Institutional Agencies in India

TEXT BOOKS:
REFERENCES:

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

18BUS355 TRAVEL AND TOURISM MANAGEMENT 3003

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

Unit 1 Growth and Development of Tourism
Tourism as an ancient phenomenon - pleasure travel - religion as a motivator - industrial Revolution and development of tourism - effects of Great World Wars on transport system - advent of jet and high speed trains - causes of rapid growth - meaning, nature and components of tourism - basic travel motivations.

Unit 2 Organisation of Tourism
Need for organization - factors influencing types of organization - the national tourist organization - tourist organisation in India - International organization of tourism - International Union on Official Travel Organisation (IUOTO) - World Tourism Organisation (WTO) - Pacific Area Travel Association (PATA) - International Air Transport Association (IATA) - American Society of Travel Agents (ASTA).

Unit 3 Measurement of Tourism
Need for measuring tourism phenomenon - methods of measurement - importance of tourist statistics - types of tourist statistics - definition of the terms tourist, domestic tourism and international tourism - tourism planning and development - planning for tourism - assessment of tourist demand and supply - basic infrastructure - financial planning - human resources planning - tourism marketing - environmental and regional planning.

Unit 4 Tourism and Economic Development
Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development - employment opportunities - cultural tourism - international understanding.

Unit 5 Role of travel agencies in tourism
Thomas Cook and organisation of travel - introduction of railway and air travel - travel agency - tour operator - need for legislation - travel agencies in kca - Travel Agents’ Association of India (TAAI).

Skill Development Activities:
• List any five natural tourist spots and identify the special features,
• History and scope for making them revenue generating sources.
• Prepare a tour plan to organize a tour for your family/ students’ tour.
• List the travel agencies and tour operators in your area/ taluk/ district.
• List the package tours organized by travel agencies.
• Prepare a chart showing the organization structure of a travel agency

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

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

18BUS356 E-COMMERCE AND ERP 3 0 0 3

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

**Unit 1**

**Unit 2**

**Unit 3**
Enterprise – An overview, ERP introduction, Business function and business process, Basic concepts of ERP, ERP myths, history of ERP, Risks and benefits of ERP.

**Unit 4**
ERP related technologies, BPR, data warehousing, data mining, online analytical process, product life cycle, , CRM, OLAP, GIS, BA, BI, PLM, Intranets and Extranets.

**Unit 5**
ERP functional modules: Functional modules of ERP, ERP implementation Life cycle, objectives of ERP implementation, Phases of ERP implementation, why do many ERP implementation fail, ERP project teams- composition and organization, consultants and vendors.
TEXT BOOKS:
2. Alexis Leon - Enterprise resource Planning, TMH

18BUS391  MINOR PROJECT  3 Credit
Minor project is basically meant to understand the practical aspects of concepts learned during all the semesters in the real life scenario. The project would impart practical exposure to all the students in the Industry. The students will be doing projects relating to the different business practices as chosen by them. The evaluation will be done on the basis of the project report submitted by the each student.

18BUS399  PROJECT  6 Credit
It is oriented towards developing the skills, knowledge and attitudes needed to make an effective start as a member of the Management profession. Every student will have to do a assigned project work on a particular topic relevant to the area of their study. The final project evaluation will be done at the end of the semester on the basis of the dissertation submitted by the student duly signed by the project supervisor.

18COM103  FINANCIAL ACCOUNTING  3104

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

Unit 1

Unit 2

Unit 3
Good sent on Sale or Return basis – Goods lost by fire – Interest on Capital and Drawings - Preparation of Final Accounts (Sole Trader only)

**Unit 4**

**Unit 5**

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

**TEXT BOOKS:**

**REFERENCES:**

**18COM206 BANKING AND INSURANCE 3 0 0 3**

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

**Unit 1 Introduction**

**Unit 2 Banking Operations**

Unit 3 Negotiable Instrument Act 1881

Unit 4 New Age Clearing System
Electronic Banking: Meaning - Automated Teller Machine (ATM) - Internet Banking - Electronic Clearing Service (ECS) - MICR clearing - Electronic Funds Transfer (EFT) - Electronic Cheques Credit Card - Debit Card - Smart Card - Risk in E-banking - Core Banking Solutions.

Unit 5 Risk Management and Introduction to Insurance

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

TEXTBOOK:

REFERENCES:
1. Tannan - Banking: Law and Practice in India.
Objectives: To understand the basic concepts and processes used to determine product cost; to gain knowledge of preparation of budgets, standard costs and variance statements; to gain the skills required for cost ascertainment and decision making.

Unit 1
Cost, Costing - Cost Accounting - Cost Accountancy - Objectives – Advantages and Disadvantages - Distinction between Cost Accounting, Financial Accounting and Management Accounting - Methods of Costing, Cost Classification – Cost Center and Cost Unit - Preparation of Cost Sheet - Estimated Cost Sheet

Unit 2
Materials: Meaning - Direct and Indirect - Purchase Procedure - Centralized and Decentralized Purchasing - Stock Levels (Problems on Stock Levels) - Issue of Materials - Pricing of Issues (LIFO, FIFO.)

Unit 3
Overheads: Meaning – Classification - Allocation, Apportionment and Absorption of Overheads - Primary Distribution of Overheads and Secondary Distribution Summary - Calculation of Machine Hour Rate.
Operating Costing: Transport costing - Calculation of Cost Per Km. - Cost Per Passenger Km. - Cost Per Tonne Km. Contract Costing: Recording of Cost-Profit on Incomplete Contracts - Notional Profit and Calculation of profit on the basis of Estimated Profit.

Unit 4
Budgeting and Budgetary Control: Meaning – Importance - Types of Budgets - Problems on Flexible Budget and Sales Budget.
Marginal Costing: Meaning - Importance – Assumptions - Problems on - Break Even Point – Profit /Volume ratio - Margin of Safety

Unit 5
Standard Costing: Meaning – Importance - Difference between Standard Costing and Budgetary Control
Reconciliation between Cost Profit and Financial Profit.

Skill Development Activities:
• Classification of costs incurred in the making of a product.
• Identification of elements of cost in services sector
• Cost estimation for the making of a proposed product with imaginary figures
• Collect a draft documents relative to Labour
• Collection and Classification of overheads in an organization
• Prepare a stores ledger with imaginary figures of transaction under FIFO and LIFO method
• Prepare a flexible budget with imaginary figures
• Prepare a sales budget with imaginary figures

**TEXTBOOKS:**
2. Khanna Pandye and Ahuja – Cost Accounting

**REFERENCES:**
2. Horngren Foster and Datar - Cost Accounting.
3. S N Maheshwari - Cost Accounting

**18COM390**
**LIVE-IN-LAB.**
3 Credit

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

**18ECO101**
**BUSINESS ECONOMICS**
2 1 0 3

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


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

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

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

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

**REFERENCES BOOKS:**
2. Craig Petersen, W. Chris, Managerial Economics.

18LAW111 BUSINESS LAWS 2103

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

**Unit 1**
Introduction to Business Law – Definition – Meaning - Scope of Business Law - Need to study law - Introduction to legal systems - Sources of law - The Civil and the Criminal law.

**Unit 2**

**Unit 3**
Unit 4

Unit 5
The Contract of Agency - Definition of Agent and Principal – Essentials - Kinds of agents - Rights and Duties of an agent and Principal - Creation of agency and Termination of agency.
Cyber Law, importance, major categories of cybercrimes, introduction to IT Act, Authorities, Enforcement powers, offences and penalties.

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

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

REFERENCE:
1. Business Laws – Bhagavathi and Pillai

18LAW201  INDIAN CONSTITUTION  2002

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

Unit 1
Meaning and Importance of Constitution, Preamble and Salient Features of the Constitution.

Unit 2
Fundamental Rights, Right to Equality, Right to Freedom, Right against exploitation, Right to freedom of religion, Cultural and Educational Rights, Right to Constitutional Remedies and Duties, Directive Principles of State Policy.
Unit 3
Union Government – Lok Sabha and Rajya Sabha Composition, Powers and functions: The President, The Prime Minister and Supreme Court: Role Position and Powers/ functions.

Unit 4
State Government - Legislative Assembly and Legislative Council: Composition, Powers and functions: The Governor, Chief Minister and High Court: Role, Position and Powers/ functions.

Unit 5
Local self-Government, Panchayat Raj System in India; Election Commission; Public Service Commissions. - Role, powers and function

Skill Development Activities:
• Court Visit & Report Presentation
• Group discussion (Fundamental rights and duties)

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

18CSA105 BUSINESS AND MIS 3 0 0 3

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

Unit 1

Unit 2
MS Excel for data analysis and communication: Familiarizing with workbooks, work sheets and cells – Excel window – working with cells – moving around in excel – Using the Toolbars – Using Formula bar - Entering and editing data – Selecting ranges, copying and moving cells – Paste special options – Fill options – Clearing formats – Move, copy and delete sheets – finding and replacing texts – Inserting header and footer – Inserting cells, rows, columns and work sheet – Chart options- Inserting functions - Giving names to cell ranges – Manipulating hyperlink – Formatting cells, rows, columns and sheet – Practicing auto

Unit 3

Unit 4
Introduction to Management Information Systems (MIS): Concept, Definition, Role of MIS: A support to management, Management effectiveness and MIS, Basics of MIS, Decision making and MIS: Concepts and process in Decision making

Unit 5
Information Concepts: Classification of Information, Methods of data and information collection, general model of human as an information processor; MIS and InformationKnowledge.

TEXTBOOKS:

REFERENCES:
2. Williams and Sawyer, Using Information Technology,
3. Microsoft Office 2000 Complete, BPB publications

18CSA185 BUSINESS AND MIS LAB. 0 0 3 1

Unit 1 MS Word Exercises
1. Open a new document and set page size to A4, margins to left (2 cm), right (2cm), top (2.5m), bottom (2.5cm)
   a. Type the following text:
      Through Her extra ordinary acts of love and self sacrifice, Amma has endeared Herself to millions. Tenderly caressing everyone who comes to Her, holding them close to Her heart in a loving embrace, Amma shares Her boundless love with all. Be they young or old, sick or poor everyone who comes to Her receives the same unconditional love.
      Amma’s compassion has given rise to a vast network of charitable and spiritual activities, which is drawing attention 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.
   b. Make the document error free using Spelling and Grammar
   c. Replace the word ‘compassion’ using Thesaurus utility.
   d. Practice Cut, Copy and Paste.
   e. Apply Page Borders, Paragraph Borders and shade the paragraphs.
   f. Give appropriate heading in the Header and Page number, date in the Footer.
   g. Apply paragraph settings to the document.
Unit 2 MS Excel for data analysis exercises
1. Open a new work book and enter the details:
   - Employee No Name Basic Pay DA HRA PF Net Pay
   - E001 Anu 6000
   - E002 Anju 8000
   - E003 Pavan 4500
   - E004 Jyothy 7600
   - E005 Manu 6500
   - Calculate DA as 7.5% of Basic Pay, HRA as 5% of Basic Pay PF as 6% of Basic Pay and Net Pay = Basic Pay + DA + HRA – PF.
2. Create a series using AutoFill handle.
3. Save the workbook & give suitable title in the Header and date in the Footer, Preview the file.
4. Create a name for a range of cells in the work sheet.
5. Practice Rows, columns, Cells and work sheet format options.
6. Clear the formats of 5 the row.
7. Delete the last sheet of the workbook
8. Make a copy of the first sheet and rename it.
9. Practice paste special options.

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

Unit 3 MS Power-point for business presentation and Communications
1. Open a new Presentation and insert a new slide.
2. Apply appropriate slide transition to it.
3. Insert a number 4 more slides and set up the show for all.
4. Text and Word art into slides and apply custom animations.
5. Format the text and word art in the slides and apply design templates to slides.
6. Hyper link the slides (use text for link).
7. Use action buttons for hyperlink.
8. Create a PowerPoint presentation that contains News Headlines for a TV channel.
9. Create a presentation with minimum 5 slides regarding the programmes on Annual Day celebrations.
10. Create a presentation with minimum 5 slides regarding various products offered by a particular company.

**Unit 4 Multimedia tools for Communication**
1. Introduction to Image Editing tools for Communication.
2. Image size and resolution - Acquiring images from cameras and scanners - Creating, opening, and importing images - Placing files - High dynamic range images
3. Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise - Adjusting image sharpness and blur - Transforming objects - Liquify filter - Vanishing Point - Create panoramic images
4. Creating type - Editing text - Formatting characters - Fonts - Line and character spacing - Scaling and rotating type - Formatting paragraphs - Creating type effects
5. Saving images - Saving PDF files - Saving and exporting files in other formats - File formats
7. Video and animation in Photoshop - Creating images for video - Interpreting video footage –
8. Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations

**Unit 5 Multimedia tools for business**
1. Resizing and editing image for business presentation.
2. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various products offered by a particular company.
3. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various courses offered by any college.

**TEXTBOOKS:**
2. Photoshop® CS3 Layers Bible by Matt Doyle (Author), Simon Meek (Author)

**REFERENCE BOOKS:**
1. Microsoft Office 2000 Complete, BPB publications

**18MAT109 BASIC CONCEPTS OF MATHEMATICS 2 1 0 3**

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

**Unit 1 Fundamentals**
– Definition – One-To-One Function – Onto Functions – Into Functions – Many To One Functions – Composition Of Functions – Quadratic Functions.

Unit 2 Matrices and Determinants

Unit 3 Basic Algebra

Unit 4 Basic Calculus

Unit 5 Permutations and Combinations

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

TEXTBOOKS:
P. R. Vittal, Business Mathematics and Statistics, Margham Publications
V. K Kapoor, Business Mathematics, Sultan Chand and Sons
REFERENCE:
Steven J Wilson Johnson, County Community College, Course Business Math: Using Percents,

18MAT120 BUSINESS STATISTICS 3 1 0 4

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

Unit 1 Data Representations and Analysis

Unit 2 Measures of Central Tendency and Dispersion
Meaning of Central Tendency – Types – Calculation of Arithmetic Mean for Grouped and Ungrouped Data – Calculation of Median for Grouped and Ungrouped Data – Calculation of Mode for Grouped and Ungrouped Data – Applications of Mean, Median and Mode in Business – Measures of Dispersion – Calculation of Range – Calculation of Quartile Deviation – Calculation of Standard Deviation and Co-Efficient of Variation.

Unit 3 Time Series

Unit 4 Financial Mathematics

Unit 5 Profit and Loss

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

TEXTBOOKS:
J K Sharma, Quantitative Techniques for Managers
G C Beri, Business Statistics
REFERENCE BOOK:
P N Arora, Sumeeth Arora, S Arora, Comprehensive Statistical Methods

18MAT228 QUANTITATIVE TECHNIQUES 2 1 0 3

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

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

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


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

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

**TEXTBOOKS:**
- P N Arora, Sumeeth Arora, S Arora, - Comprehensive Statistical Methods
- P R Vittal - Business Mathematics

**REFERENCE:**
- C B Gupta, Vijay Gupta – An Introduction to Statistical Methods 23rd Revised Edition