



Program

BBA (Bachelor of Business Administration)

Faculty of Arts, Media & Commerce

Revised in 2018-2019

Table of Contents

Contents	Pg. No.
PROGRAM OUTCOMES	03
PROGRAM SPECIFIC OUTCOMES	03
EVALUATION SCHEME AND GRADING SYSTEM	04-08
CURRICULUM STRUCTURE	09-14
SYLLABUS	15-73
Course objective	
Course outcome	
Course content	

Programme outcomes

PO1. Critical Thinking

Analyse objectively organizational and Managerial issues on the basis of knowledge acquired, applying the principles of management and economics for arriving at decisions. Verify to what extent these decisions are reliable and feasible in the dynamic business and social environment. critically analyse human behavior at workplace

PO2. Effective Communication

Proficiently comprehending & articulating in English & at least one Indian Language. Impactful communication in professional context ensuring effective transaction.

PO3. Social Interaction

Develop a network of people, ideas, accounting records, media and technology, handle disagreements, facilitate discussion in teams, Instill the attitude of cooperation and harmony while working in a team, at the same time not losing sight of individual goals; develop an effective leader

PO4: Effective citizenship

Sensitisation, awareness & motivation are generated through socially involved activities and pedagogy to enable an informed awareness of issues of national and international relevance and matters concerning to well being of a society

PO5: Ethics

Devise ethical frameworks for developing an upright workplace by inculcating ethical business practices and implement these values in decisions taken from the organizational perspective. develop personal and corporate ethics.

PO6: Environment & sustainability

Develop Sustainable business and economic models in order to maintain healthy balance between environmental and developmental needs, suitable in changing societal and environmental contexts

PO7: Self directed and lifelong learning

Acquire the ability to engage independent learning in the context of changing perspectives of organization in a dynamic socio technological environment. Become responsible and disciplined person in both professional and personal domains of life.

Programme Specific Outcomes – BBA

PSO1: obtain the basic principles of management, banking & insurance, International business for effective administration of organization leading to successful achievement of predetermined goals.

PSO2: Possess skills concerning to human resource, finance, production & operation, Marketing, sales and distribution in order to increase the administrative efficiency level of business operations. Evolve and adapt to the needs of specific occasions of business through

PSO3: understand & Develop theoretical concepts concerning to Motivation, leadership, Entrepreneurship to efficiently handle the critical situations arising within an organization. Rise to the occasions and needs of an organization for providing goal-oriented and customized solutions

PSO4: Use of accounting, financial and statistical tools for analyzing, finding and implementing the solutions for managerial challenges as well as effectively communicate the financial statements to the stakeholder in a manner accessible to the general public in both textual and graphical modes. apply statistical and accounting tools to analyze and evaluate financial statements to be suitable for corporate usage.

PSO5: Effectively communicate the goals and methods to the team members, organisation and general public. To convince others about the effectivity of organizational vision and create fruitful partnership. Enable effective productive management of all the financial resources of corporate entity and support its growth

EVALUATION SCHEME AND GRADING SYSTEM

R.13 Assessment Procedure

R.13.1 The academic performance of each student in each course will be assessed on the basis of Internal Assessment (including Continuous Assessment) and an end-semester examination.

Normally, the teachers offering the course will evaluate the; performance of the students at regular intervals and in the end-semester examination.

In theory courses (that are taught primarily in the lecture mode), the weight for the Internal Assessment and End-semester examination will be 50:50. The Internal assessment in theory courses shall consist of at least two periodical tests, weekly quizzes, assignments, tutorials, viva-voce etc. The weight for these components, for theory-based courses shall be 20 marks for the Continuous assessment, comprising of Quizzes, assignments, tutorials, viva-voce, etc. and 15 marks each for both the Periodical Tests.

At the end of the semester, there will be an end-semester examination of three hours duration, with a weight of 50 marks, in each lecture-based course.

R.13.2 In the case of laboratory courses and practical, the relative weight for Internal assessment and End-semester examination will be 80:20. The weight for the components of Internal assessment will be decided by the course committee/class committee at the beginning of the course.

Evaluation pattern for course having both Theory and Lab. components:

Courses having only one hour per week for lecture/tutorial, be treated as a Lab. course, for evaluation purposes; and evaluation pattern will be 80 marks for continuous assessment of lab. work and 20 marks for end-semester lab. examination.

Courses having two hours per week for theory and/or tutorials, be given a weight of 60 marks and 40 marks for the Theory and Lab. components, respectively; The Lab. Component evaluation will be based on continuous evaluation, without any end-semester practical evaluation. 10 marks will be for continuous assessment of the theory portion, 10 marks for each of the two periodical tests, 30 marks for the theory end-semester examination and 40 marks for continuous assessment of lab. Work and Courses having three hours per week for theory and/or tutorials, be given a weight of 70 marks and 30 marks for the Theory and Lab. components, respectively; The Lab. component evaluation will be based on continuous evaluation, without any end semester practical evaluation. 15 marks will be for continuous assessment of the theory portion, 10 marks for each of the two periodical tests, 35 marks for the theory end-semester examination and 30 marks for continuous assessment of lab. work.

R.13.3 It is mandatory that the students shall appear for the end-semester examinations in all theory and practical courses, for completion of the requirements of the course. Those who do not appear in the end-semester examinations will be awarded 'F' grade, subject to meeting the attendance requirement.

At the end of a semester, examinations shall be held for all the subjects that were taught during that semester and those subjects of the previous semesters for which the students shall apply for supplementary examination, with a prescribed fee.

R.13.4 PROJECT WORK: The continuous assessment of project work will be carried out as decided by the course committee. At the completion of the project work, the student will submit a bound volume of the project report in the prescribed format. The project work will be evaluated by a team of duly appointed examiners.

The final evaluation will be based on the content of the report, presentation by student and a viva-voce examination on the project.

There will be 40% weight for continuous assessment and the remaining 60% for final evaluation.

If the project work is not satisfactory he/she will be asked to continue the project work and appear for assessment later.

R.14 PUBLICATION / INTERNSHIP

R.14.1 All students, if they are to be considered for award of Distinction at the time of graduation, are required to have published ONE paper in Scopus-indexed Journal/Conference.

Students with 8.0 and above CGPA from the UG Programme of Visual Media, at the end of the course, producing an output like Video Production / Animation / Portfolio / Graphic Output / Feature / Documentary / Programme etc. and the same to be judged by a panel which consists of at least ONE industry / Academic External Expert identified by the Department can be considered in lieu of mandatory publication.

R.14.2 Additional 10 marks will be awarded for each Publication, subject to a maximum of ONE paper per semester.

The additional marks shall be awarded in the semester in which the paper is published or presented, if applied for, within 10 days of the publication of results of the concerned semester. The additional marks can be awarded to any course(s) where the student has to improve his/her grade.

R.14.3 All publications shall be in Scopus-indexed Journals/Conferences and shall be as per the guidelines prescribed by the University.

R.14.4 Students who have undergone Internship at reputed organisations or National / International Institutions, with the prior approval of the concerned Departmental Chairperson and the Head of the School, may be considered for waiver of the requirement of publication, for the award of Distinction. However, the decision of the Departmental Chairperson and the Head of the concerned School, in this regard, shall be final.

R.14.5 Co-curricular Activities

The students during their period of study in the University are encouraged to indulge in sports, arts, Social/Community service and Seva activities. Bonus marks (5 to 10 marks) shall be awarded for representing AMRITA University in Sports, Cultural and Seva activities. The procedure for awarding these marks will be published by the University from time to time.

R.15 REMEDIAL PROVISIONS

R.15.1 Supplementary Examinations:

Students failed in a non-semester course (i.e. courses not registered by the student during the current semester), shall apply for appearance in the respective examination by paying a prescribed fee and take the examination.

A student who has secured an 'F' grade in a course may take the supplementary examination for a maximum of three additional attempts (excluding the regular end-semester examinations) carrying the previous Internal marks earned by them. Students failing to pass the course after three additional attempts shall henceforth appear for the supplementary examination for the entire 100 marks and the Internal assessment marks earned by them in the regular registration, shall not be considered.

If a student wishes to improve his/her internal marks, he/she can do so, by re-registering for the course by choosing any of the appropriate remedial options. In this case, the internal marks obtained by the student will be valid for the end-semester of the reregistration and three more additional attempts.

R.15.2 Other options:

Certain courses may be offered as run-time-redo or as contact courses, as and when necessary to enable students who have dropped courses or failed in some courses, to register and endeavor to complete them.

a) **Re-registration:** Students who have failed in a course and opt to re-do the course may do so by re-

registering for the course, along with a junior batch of students,

b) **Run-time re-do:** Certain courses may be offered specially for the benefit of failed students during the semester, on a regular pattern.

The above two modes, enable possible improvement of the Internal assessment marks.

c) **Contact courses:** Final-semester students and term-out students (students who have completed three-year period) may register for contact mode, to clear the failed courses, if any, subject to the approval of the Head of the School.

A maximum of only two courses, can be taken under contact mode, in the entire programme of study.

R.15.3 Supplementary examinations will be evaluated against the most recent grade rule (whenever the course was offered recently in the regular semester).

R.16 Grading

R.16.1 Based on the performance in each course, a student is awarded at the end of the semester, a letter grade in each of the courses registered.

Letter grades will be awarded by the Class Committee in its final sitting, without the student representatives.

The letter grades, the corresponding grade points and the ratings are as follows:

Letter Grade Grade Points Ratings

O	10.00	Outstanding
A+	9.50	Excellent
A	9.00	Very Good
B+	8.00	Good
B	7.00	Above Average
C	6.00	Averages
P	5.00	Pass
F	0.00	Fail
FA	0.00	Failed due to insufficient attendance
I	0.00	Incomplete (awarded only for Lab.courses/ Project / Seminar)
W		Withheld

R.16.2 'FA' grade once awarded stays in the record of the student and is replaced with the appropriate grade when he/she completes the course successfully later.

Students who have secured an 'FA' in a course must re-register for the course or register for the course, if offered, under run-time re-do mode.

R.16.3 A student who has been awarded 'I' Grade in a Lab course, due to reasons of not completing the Lab., shall take up additional Lab. whenever offered next and earn a pass grade, which will be reflected in the next semester's grade sheet.

The 'I' grade, awarded in a Project/Seminar course, will be subsequently changed into appropriate grade, when the student completes the requirement during the subsequent semester. If he/she does not complete it in the next semester, it will be converted to 'F' grade.

R.16.4 A student is considered to have successfully completed the course and earned the credit, if he/she scores a letter grade 'P' or better in that course.

R.17 Declaration of Result

After finalization of the grades by the Class Committee and subsequent approval of the Head of the School, the result will be announced by the Controller of Examinations.

R.18 Revaluation of answer Papers

On publication of the results, an aggrieved student can request for revaluation of answers scripts of the end-semester examination, within five working days of publication of the results, along with the prescribed revaluation fees. The request has to be made to the Examination Section, through the Head of the School.

If the revaluation leads to a better grade, the revised grade will be awarded to the student and in such cases, the revaluation fee will be refunded in full. Revaluation is permitted only for lecture-based courses.

R.19 Course completion:

A student is said to have successfully completed a course and earned the corresponding credits, if he/she has:

- registered for the course :
- put in 75% or more attendance in the course,
- appeared for the end-semester examinations,
- obtained a pass grade 'P' or better in the course,
- no pending disciplinary proceedings against him/her.

R.20 Grade Sheet

The Grade Sheet issued to the student at the end of a semester will contain the following information:

- Name, Roll No. Grade Sheet No., Semester, Branch, Month and year of the Examination,
- Course Code, Course Title, Credits, Grade obtained and Grade points earned for the courses registered,
- Credits registered and earned during the semester,
- Cumulative credits earned and Grade Points,
- SGPA and
- CGPA.

R.21 Semester Grade Point Average (SGPA)

On completion of a semester, each student is assigned Semester Grade Point Average (SGPA) which is computed as below for all courses registered by the student during that semester:

$$SGPA = \frac{\sum C_i G_{p_i}}{\sum C_i}$$

where C_i is the credit for i^{th} course in that semester and G_{p_i} is the grade point for that course.

The summation is over all the courses registered by the student during the semester, including the failed courses. The SGPA is rounded off to two decimals.

R.22 Cumulative Grade Point Average (CGPA)

The overall performance of a student at any stage of the Degree programme is evaluated by the Cumulative Grade Point Average (CGPA) up to that point of time.

$$CGPA = \frac{\sum C_i G_{p_i}}{\sum C_i}$$

where C_i is the credit for i^{th} course in that semester and G_{p_i} is the grade point for that course.

The summation is over all the courses registered by the student during all the semesters up to that point of time, including the failed courses. The CGPA is also rounded off to two decimals.

R.23 Ranking

The ranking of the students in a batch at any intermediate or final stage is based on CGPA. Only those students who have passed all courses up to that stage in the first attempt are considered for ranking.

Students are eligible for final ranking, only if they complete the programme within the normal duration, i.e., within three years from joining the programme.

R.24 Classification of successful candidates:

R.24.1 A student shall be considered to have successfully completed the programme, if he/she has:

- i) registered and successfully completed all the core courses, electives and projects as mentioned in the curriculum;
- ii) earned the required minimum number of credits as specified in the curriculum corresponding to the programme, within the stipulated time;

R.24.2 Candidates who have successfully completed the programme, within a period of six semesters from entering the programme, shall be classified as follows:

Candidates securing a CGPA of 8.00 and above – **FIRST CLASS WITH DISTINCTION***

Candidates securing a CGPA between 6.50 and 7.99 – **FIRST CLASS** and the same be mentioned in the Degree certificate;

(*subject to satisfying the condition mentioned at R.14.1 and having passed all the courses, in the first attempt, in six semesters, from the date of joining for the programme)

If the programme is completed after six semesters of study, the candidates securing even a CGPA of 8.00 and above, shall be classified to have completed the programme, only with **FIRST CLASS**.

R.25 Transcript

The Controller of Examinations will also issue, on request and payment of a prescribed fee, a detailed transcript with his signature or facsimile to every student after completion of the programme. It shall contain all the information that is contained in the grade sheets.

Additionally, it shall also include the month and year of passing each course. The transcript card shall contain only the final grades secured, but will not indicate the earlier failures, if any. The detailed transcript, will contain the CGPA and the class, if any obtained.

CURRICULUM STRUCTURE

for 2018 admissions onwards

GENERAL INFORMATION

Code Numbering:

Each course is assigned an 8-character Code number. The first two digits indicate the year of curriculum revision. The next three letters indicate the Department offering the course. The last three digits are unique to the course – the first digit indicates the level of the course (100, 200, 300, 400 etc.); the second digit indicates the type of the course, viz. 0, 1 and 2 indicate the core courses; 3,4,5,6 and 7 indicate the Elective courses; 8 indicates the Lab. or practical-based courses and 9 indicates Projects.

ABBREVIATIONS USED IN THE CURRICULUM:

Cat - Category
Cr - Credits
ES - Exam Slot
L - Lecture

P - Practical
T - Tutorial

DISCIPLINES

AVP - Amrita Values Programmes
BUS - Business Management
CHY - Chemistry
CMJ - Communication and Journalism
COM -Commerce
CSA - Computer Science and Applications
CSN - Computer Systems and Network
CUL - Cultural Education
ECO - Economics
ELL - English Language and Literature
ENG - English
ENV - Environmental Sciences
FNA - Fine Arts
HIN - Hindi
KAN - Kannada
LAW - Law
MAL - Malayalam
MAT - Mathematics
MCJ - Mass Communication and Journalism
OEL - Open Elective
PHY - Physics
SAN - Sanskrit
SSK - Soft Skills
SWK - Social Work

TAM - Tamil

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

SEMESTER I

Course Code	Course Title	Cr.
18ENG101	Communicative English	3
	Language Paper I	2
18BUS101	Principles of Management	4
18COM103	Financial Accounting	4
18CSA105	Business and MIS	3
18MAT109	Basic Concepts of Mathematics	3
18CSA185	Business and MIS Lab.	1
18CUL101	Cultural Education I	2

SEMESTER II

Course Code	Course Title	Cr.
18ENG121	Professional Communication	2
	Language Paper II	2
18BUS111	Business Organization and Systems	3
18ECO101	Business Economics	3
18ENV300	Environmental Science and Sustainability	3
18LAW111	Business Laws	3
18MAT120	Business Statistics	4
18CUL111	Cultural Education II	2

SEMESTER III

Course Code	Course Title	Cr.
18BUS202	Organizational Behavior	3
18BUS203	Introduction to Marketing Management	3
18COM206	Banking and Insurance	3
18COM207	Cost and Management Accounting	4
18LAW201	Indian Constitution	2
18MAT228	Quantitative Techniques	3
18SSK201	Life Skills I	2
18AVP201	Amrita Values Programme I	1

SEMESTER IV

Course Code	Course Title	Cr.
18BUS211	Advanced Marketing Management	3
18BUS212	Basics of Human Resources Management	4
18BUS213	Introduction to Research Methods	3
18BUS214	Leadership Management	3
18BUS215	Financial Administration	4
18BUS216	Production and Operations Management	3
	Open Elective A*	3
18SSK211	Life Skills II	2
18AVP211	Amrita Values Programme II	1

SEMESTER V

Course Code	Course Title	Cr.
18BUS301	Principles of International Business	3
18BUS302	Business Ethics and Corporate Social Responsibility	3
18BUS303	Introduction to Retail Management	3
18BUS305	Taxation - Law and Practice	4
	Elective A	3
18COM390	Live-in-Labs.@ / Open Elective B*	3
18BUS391	Minor Project	3
18SSK301	Life Skills III	2

SEMESTER VI

Course Code	Course Title	Cr.
18BUS311	Entrepreneurship Development	3
18BUS313	Introduction to Strategic Management	4
18BUS315	Project Management	3
18BUS316	Sustainable Business Administration	3
	Elective B	3
	Elective C	3
18BUS399	Project	6

ELECTIVES

Course Code	Course Title	Cr.
18BUS331	Financial Services and Markets	3
18BUS333	Logistics and Supply Chain Management	3
18BUS335	Rural Marketing	3
18BUS336	Sales and Distribution Management	3
18BUS332	Integrated Advertising and Branding	3
18BUS351	Communication for Managers	3
18BUS352	Customer Relationship Management	3
18BUS353	Web-based Marketing	3
18BUS354	Principles of Export Management	3
18BUS355	Travel and Tourism Management	3
18BUS356	E-Commerce and ERP	3
18BUS358	Product and Brand Management	3

* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

@ Students undertaking and registering for a Live-in-Labs project, can be exempted from registering for an Open Elective course in the fifth semester.

LANGUAGE – PAPER I

Course	Course Title	Cr.
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Code		
18HIN101	Hindi I	2
185KAN101	Kannada I	2
18MAL101	Malayalam I	2
18TAM101	Tamil I	2
18SAN101	Sanskrit I	2

LANGUAGE – PAPER II

Course Code	Course Title	Cr.
18HIN111	Hindi II	2
18KAN111	Kannada II	2
18MAL111	Malayalam II	2
18TAM111	Tamil II	2
18SAN111	Sanskrit II	2

OPEN ELECTIVES

Course Code	Course Title	Cr.
18OEL231	Advertising	3
18OEL232	Basic Statistics	3
18OEL233	Citizen Journalism	3
18OEL234	Creative Writing for Beginners	3
18OEL235	Desktop Support and Services	3
18OEL236	Development Journalism	3
18OEL237	Digital Photography	3
18OEL238	Emotional Intelligence	3
18OEL239	Essence of Spiritual Literature	3
18OEL240	Film Theory	3
18OEL241	Fundamentals of Network Administration	3
18OEL242	Gender Studies	3
18OEL243	Glimpses of Indian Economy and Polity	3
18OEL244	Graphics and Web-designing Tools	3
18OEL245	Green Marketing	3
18OEL246	Healthcare and Technology	3
18OEL247	History of English Literature	3
18OEL248	Indian Writing in English	3
18OEL249	Industrial Relations and Labour Welfare	3
18OEL250	Introduction to Ancient Indian Yogic and Vedic Wisdom	3

18OEL251	Introduction to Computer Hardware	3
18OEL252	Introduction to Event Management	3
18OEL253	Introduction to Media	3
18OEL254	Introduction to Right to Information Act	3
18OEL255	Introduction to Translation	3
18OEL256	Linguistic Abilities	3
18OEL257	Literary Criticism and Theory	3
18OEL258	Macro Economics	3
18OEL259	Managing Failure	3
18OEL260	Media Management	3
18OEL261	Micro Economics	3
18OEL262	Micro Finance, Small Group Management and Cooperatives	3
18OEL263	Negotiation and Counselling	3
18OEL264	New Literatures	3
18OEL265	Non-Profit Organisation	3
18OEL266	Personal Effectiveness	3
18OEL267	Perspectives in Astrophysics and Cosmology	3
18OEL268	Principles of Marketing	3
18OEL269	Principles of Public Relations	3
18OEL270	Science, Society and Culture	3
18OEL271	Statistical Analysis	3

OPEN ELECTIVES

Course Code	Course Title	Cr.
18OEL272	Teamwork and Collaboration	3
18OEL273	The Message of Bhagwad Gita	3
18OEL274	Understanding Travel and Tourism	3
18OEL275	Videography	3
18OEL276	Vistas of English Literature	3
18OEL277	Web-Designing Techniques	3
18OEL278	Organic Farming	3
18OEL279	Basic Legal Awareness on Protection of Women and Rights	3
18OEL280	Ritual Performances of Kerala	3
18OEL281	Documenting Social Issues	3
18OEL282	Fabrication of Advanced Solar Cell	3
18OEL283	Basic Concepts of X-ray Diffraction	3
18OEL284	Introduction to FORTRAN and GNU PLOT	3
18OEL285	Introduction to Porous Materials	3
18OEL286	Forensic Science	3
18OEL287	Introduction to solar Physics	3

18OEL288	Recycling Recovery and Treatment Methods for Wastes	3
18OEL289	Acting and Dramatic Presentation	3
18OEL290	Computerised Accounting	3
18OEL291	Kerala Mural Art and Painting	3
18OEL292	Painting	3
18OEL293	Reporting Rural Issues	3

SYLLABUS

18BUS101

PRINCIPLES OF MANAGEMENT

3 1 0 4

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

Course outcome

Students will be able to

CO1. get an understanding of the concepts and its implementation of management principles.

CO2. assess global situation, including opportunities, threats impacts management of an organisation .

CO3. integrate management principles into the management practices.

Unit 1 Management Concepts

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

Unit 2 Planning

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

Unit 3 Organising

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

Unit 4 Staffing and Directing

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

Unit 5 Managerial Control

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

Skill Development Activities:

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

TEXTBOOKS:

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

REFERENCES:

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

18BUS111

BUSINESS ORGANISATION AND SYSTEMS

3 0 0 3

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

Course outcome

Students will be able to

CO1. Understand the main working aspects of organisations, not only from an economic point of view but also considering organisations as part of society.

CO2. analysis of the economic environment of organisations by means of the development of conceptual areas such as industry, human resources and production.

CO3. Knowledge of a comprehensive glossary of economic terms widely used in the analysis and

discussion of behaviour organisation.

CO4. Interpreting the meaning of the information emerging from the organisation, particularly with regard to the management of human resources and production.

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

REFERENCE BOOKS:

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

18BUS202

ORGANISATIONAL BEHAVIOUR

3 0 0 3

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

Course outcome

Students will be able to

CO1: Develop a better understanding of the self,

CO2: Become leaders with better understanding of team and team members

CO3: To reach organisational goals with proper understanding of the behaviours

Unit 1 Introduction to Organizational Behaviour

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

Unit 2 The Individual

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

Unit 3 Interpersonal Behaviour

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

Unit 4 Group Process

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

Unit 5 Organisational Change and Development

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

Skill Development Activities:

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

TEXT BOOKS:

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

REFERENCE TEXTS:

1. *Organizational Behavior - Human Behavior at Work, John W. Newstrom, McGraw Hill Companies.*
2. *Organizational Behavior - Uma Sekaran*

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.*

Course outcome

Students will be able to

CO1. Get an understanding of segmentation , target and positions of different products.

CO2. Describe Key marketing concepts, theories and techniques for analysing a variety of marketing situations.

CO3. Identify core concepts of marketing and the role of marketing in the business and society.

Unit 1 Fundamental concept of marketing

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

Unit 2 Market Segmentation, targeting and positioning

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

Unit 4 Marketing Research

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

Unit 5 Product Management

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

Skill Development Activities:

- *Identify the product of your choice and list out all details of the product in terms of the manufacturer, expiry date etc.*

- Describe the above product and its stages of Product Life Cycle
- Suggest strategies for development of a product of your choice
- Study the Purchase Behaviour for a product of your choice in a Super Market
- Develop an Advertisement copy for a product.
- Prepare a chart for distribution network for a manufactured product
- Case study analysis and group discussion in the class rooms.

TEXT BOOKS:

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

REFERENCE BOOKS:

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

18BUS211

ADVANCED MARKETING MANAGEMENT

3 0 0 3

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

Students will be able to

CO1. Understand analysis and procedures of marketing

CO2. Develop a marketing strategy using an understanding of customer behaviour

CO3. Understand range of contemporary marketing issues, theories, practices and morals.

CO4. Understand the best methods of marketing practices

CO5. Implement marketing principles to maximise business performance

Unit 1 Brand Management and Pricing Decisions

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

Unit 2 Marketing Communications

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

Unit 3 Distribution Management

Meaning of Distribution – Factors in Designing Distribution System – Distribution channels – Meaning – Types – Functions – Channel Members – Whole Selling – Meaning – Important Factors –

Wholeselling System in India – Retailing – Meaning – Managing Retailing.

Unit 4 Global Marketing

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

Unit 5 Trends in Marketing

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

Skill Development Activities:

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

18BUS212

BASICS OF HUMAN RESOURCES MANAGEMENT

3 1 0 4

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

Course outcome

Students will be able to

CO1. Contribute to the development, implementation and evaluation of employer recruitment, selection and retention plan and processes

CO2. Develop, implement and evaluate employee orientation, training and development programmes.

CO3. Acquire the analytical skills to utilise Human resources and technological applications.

CO4. Hone the knowledge and skills needed to effectively manage human resources.

CO5. Describe the trends in the labour force and how they effect Human Resource Management.

Unit 1 Introduction to HRM

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

Unit 2 Recruitment and Performance Appraisal

Recruitment & Selection, Training & development, Performance management and appraisal, Job analysis

Job analysis - forecasting personnel requirements. Recruitment function - Internal and external sources of recruitment - selection process.

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

Unit 3 Compensation management & employee relations and security

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

Unit 4 Managing careers

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

Unit 5 Introduction to Labour and Industrial Laws

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

Skill Development Activities:

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

- Choose any MNC and present your observations on training programme

TEXT BOOKS:

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

REFERENCE BOOKS:

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

18BUS213

INTRODUCTION TO RESEARCH METHODS

3 0 0 3

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

Course outcome

Students will be able to

CO1. Conduct an individual research project under supervision

CO2. Adhere to responsible laboratory or field practice regarding data collection and recording, and laboratory/field safety

CO3. Understand time and project management in the successful identification of a research project, development of an experimental design, collection of accurate and precise data, critical analysis and interpretation of results, retrieval of information, and critical reading of scientific literature.

CO4. Prepare a minor thesis (draft, edit, format, check for errors), and understand confidentiality issues regarding business

CO5. Present a seminar on the results of a research project.

Unit 1

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

Unit 2

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

Unit 3

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

the research problem.

Unit 4

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

Unit 5

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

Skill Development Activities:

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

TEXT BOOKS:

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

REFERENCE BOOK:

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

18BUS214

LEADERSHIP MANAGEMENT

3 0 0 3

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

Course outcome

Students will be able to

CO1. Develop critical thinking skills.

CO2. Develop an understanding of change processes and be able to think critically about obstacles to change.

CO3. Become good leaders and be able to use a process for decision making.

CO4. To determine which research method/s best answer/s their research question

Unit 1 Managerial Roles, Functions and Styles

Leadership – Definition – Concept - Characteristics of Leadership - Factors governing good leadership – Leadership Approaches - Foundations of leadership Economic foundations,

Psychological foundations and Sociological foundations. Developing Leadership Vision - Leadership in Managerial roles, Activities, Functions Styles - Skills and Managerial effectiveness - Types of Leadership styles – Theories of Leadership - Leadership and Creativity – Leadership and Motivation – Attributes of a Good Leader

Unit 2 Leadership in Organization

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

Unit 3 Leadership and Power

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

Unit 4 Leadership and Organization

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

Unit 5 Case Studies

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

Skill Development Activities:

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

18BUS215

FINANCIAL ADMINISTRATION

3 1 0 4

Objective: *To understand financial management concepts and its important functions taking into*

account other relevant financial issues.

Course outcome

Students will be able to

CO1 : Analyse complicated scientific and professional problems and view a situation critically,

CO2: Address the current financial management issues of a company

CO3: Take decisions with respect to finance

CO4: Manage highly qualified professional functions.

Unit 1 Introduction

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

Unit 2 Financial Decisions

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

Unit 3 Capital Budgeting

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

Unit 4 Working Capital Management

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

Unit 5 Dividend Decisions

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

Skill Development Activities:

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

TEXTBOOKS:

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

REFERENCE BOOKS:

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

18BUS216

PRODUCTION AND OPERATIONS MANAGEMENT

3 0 0 3

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

Course outcome

Students will be able to

CO1. Understand 'operations' and 'operations management'

CO2. Identify the roles and responsibilities of operations managers in different organisational contexts.

CO3. Apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organisation.

CO4. Identify operational and administrative processes.

Unit 1 Introduction to Production and Operations Management

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

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

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

Unit 3 Aggregate Planning, Capacity Planning and Scheduling

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

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

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

Unit 4 Materials Management, Inventory Control and its Maintenance

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

Unit 5 Project Management

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

Skill Development Activities:

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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 the laws and institutions, and the regulatory environment governing international trade, to learn the basics of international financial management, in particular foreign exchange exposure ,management to learn about the effect of cultural differences on the environment of international business; to understand the ethical and social responsibilities of MNE's.*

Course outcome

Students will be able to

CO1. Analyze and solve problems related to strategy and international business issues for

companies.

CO2. Develop knowledge and ability to read, understand and use existing research in a framework of strategy development and international business activity.

3. Discuss and present theory related to strategy in international business development and understand the publication processes.

Unit 1 Conceptual Underpinnings, Environment and Challenges

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

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

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

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

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

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

Sustainability, Global warming and Kyoto Protocol, Labour Issues

Skill Development Activities:

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

TEXT BOOK:

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

REFERENCE BOOKS:

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

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

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

Course outcome

Students will be able to

- CO1. Lay the foundations for the major ethical schools of thought
- CO2. Understand the ethical implications of business policies and decisions
- CO3. Understand the importance of different perspectives of CSR in the business world
- CO4. Understand the importance of making informed, practical judgments based upon knowledge of sound ethical principles and motivations
- CO5. Devise the frameworks for analysing different stakeholders in and around companies at national and global level

Unit 1 Business ethics - An overview

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

Unit 2 Ethics in business in Indian perspective

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

Unit 3 The ethical organization and its corporate code

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

implementation.

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

Unit 5 Ethical Dilemmas - workplace, functional areas & ethical issues in global business
Dilemmas at work - ethical dilemmas: power - authority and trust – secrecy - confidentiality and loyalty - resolving dilemmas manager - employee. Ethical issues in: marketing – operations – purchase - human resource – finance - accounting and other functions. Multinational organization - reasons Company go global - ethical issues – political sales & marketing – advertising – technology - economics activities - regulatory actions in acquisitions of global business & social obligation.

Skill Development Activities:

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

TEXT BOOK:

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

REFERENCE BOOKS:

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

18BUS303

INTRODUCTION TO RETAIL MANAGEMENT

2 1 0 3

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

Course outcome

Students will be able to

CO1. Identify and understand basic theories, principles, practices and terminology related to each functional area of business

CO2. Perform basic functions appropriate to each functional area of business

CO3. Communicate effectively using oral, written and non-verbal techniques, to include the use of technology, in the gathering and presentation of information

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

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

Unit 5

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

18BUS305

TAXATION – LAW AND PRACTICE

3 1 0 4

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

Course outcome

Students will be able to

CO1. Describe how the provisions in the corporate tax laws can be used for tax planning.

CO2. Explain different types of incomes and their taxability and expenses and their deductibility.

CO3. Learn various direct and indirect taxes and their implication in practical situations.

CO4. State the use of various deductions to reduce the taxable income.

Unit 1

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

Unit 2

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

Unit 3

Exemptions from Total Income.

Unit 4

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

Unit 5

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

18BUS311

ENTREPRENEURSHIP DEVELOPMENT

2 1 0 3

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

Course outcome

Students will be able to

CO1. Discern distinct entrepreneurial traits

CO2. Know the parameters to assess opportunities and constraints for new business ideas

CO3. Understand the systematic process to select and screen a business idea

CO4. Design strategies for successful implementation of ideas

CO5. Write a business plan

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

Skill Development Activities:

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

TEXT BOOKS:

1. *Entrepreneurship: Rajeev Roy, Oxford University Press*

2. *Entrepreneurial Development: Vasant Desai*

REFERENCE BOOKS:

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

18BUS313

INTRODUCTION TO STRATEGIC MANAGEMENT

3 1 0 4

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 firms situation.*

Course outcome

Students will be able to

CO1. Know, understand, and apply the strategic management process to analyze and improve organizational performance.

CO2. Conduct and draw conclusions from external analyzes of an organization's environment;

CO3. Conduct and draw conclusions from internal analyzes of an organization's capabilities;

CO4. Formulate realistic strategies;

CO5. Develop implementation plans to execute those strategies.

Unit 1 Strategic Concepts

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

Unit 2 Internal Assessment and External Assessment

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

Key external forces - sources of external information - Porters five forces model of competition - cooperative vs competitive strategies.

Unit 3 Strategies for Managing Business

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

Unit 4 Strategy Analysis

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

Unit 5 Implementation Strategies, Strategies Review and Evaluation

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

Skill Development Activities:

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

TEXT BOOK:

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

REFERENCE BOOKS:

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

18BUS315

PROJECT MANAGEMENT

3 0 0 3

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

Course outcome

Students will be able to

CO1. Learn to address specific management needs at the individual, team, division and/or organizational level

CO2. Apply practical applications of project management to formulate strategies allowing organizations to achieve strategic goals

CO3. Develop a perspective of leadership effectiveness in organizations

CO4. Acquire team-building skills required to support successful performance

Unit 1

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

Unit 2

Project identification – sources of project ideas – project formulation – steps in project formulation

–. Project planning – steps in business planning - feasibility analysis and feasibility reports.

Unit 3

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

Unit 4

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

Unit 5

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

Skill Development Activities:

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

18BUS316

SUSTAINABLE BUSINESS ADMINISTRATION

3 0 0 3

Objectives: *Green business operations and sustainability are becoming increasingly important in the global economy as companies attempt to grapple with competing pressures in order to deliver*

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

Course outcome

Students will be able to

CO1. Acquire foundational knowledge in accounting, economics, finance, management, and marketing in application of concepts and theories.

CO2. Acquire effective skills in written and oral communications using appropriate technologies.

CO3. Integrate the concepts of the core areas of business.

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

REFERENCE BOOKS:

1. *Government & Business – by Amarchand, Tata McGraw Hill.*

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

18BUS331

FINANCIAL SERVICES AND MARKETS

3 0 0 3

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

Students will be able to

CO1. Define, explain and illustrate some of the frameworks and approaches that are helpful in marketing financial services;

CO2. Describe how financial markets operate :

CO3. Discuss how financial services will affect.:

CO4.To position value propositions, products and brands in customers' minds;

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

Money Market and Capital Market: Money Market - Evolution of Money Market in India - Post-

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

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

Skill Development Activities:

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

TEXT BOOKS:

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

REFERENCES:

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

18BUS332

INTEGRATED ADVERTISING AND BRANDING

3 0 0 3

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

Course outcome

Students would appreciate the comprehensive and contemporary concepts

CO 1: To understand the latest advertising skills

CO2: To enhance the customization of customers views

CO 3: To understand the concept of integrated advertising and branding

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

Skill Development Activities

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

TEXT BOOKS:

1. *Contemporary Advertising, William Arens, Tata McGraw-Hill Pub Co. Ltd., New Delhi, 10 e, 2008.*

2. *Principles of Advertising and IMC, Tom Duncan, Tata McGraw-Hill Pub Co. Ltd. 2e, 2005*

REFERENCE BOOKS:

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

18BUS333

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

3 0 0 3

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

Course outcome

Students will be able to

CO1 : Understand the concept of supply chain management

CO2: Differentiate logistics and supply chain

CO3 : Know effective use of distribution channels and the cost involved

CO4: Understand transport management system

Unit 1 Introduction to Logistics and Supply Chain Management

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

Unit 2

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

Unit 3

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

Management System (TMS) - Transportation Services - Transportation Costs.

Unit 4

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

Unit 5

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

Skill Development Activities

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

TEXT BOOKS:

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

REFERENCES:

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

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.*

Course outcome

Students will be able to

CO1. Develop the understanding of the Indian rural economy.

CO2. Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies.

CO3. Understand the concepts and techniques of marketing management and their application in rural marketing

Unit 1 Overview of Rural Marketing

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

Unit 2 Rural Consumer Behaviour & Segmentation

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

Unit 3 Rural Product and Pricing Decisions

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

Unit 4 Distribution and Promotion Strategies

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

Unit 5 Innovations in Rural Marketing

Changing scenario of Rural Markets- Role of Innovation – ICT initiatives – Emergence of organized retailing – Future Trends of Rural Marketing – E-Rural Marketing - CRM & e-CRM in Rural Marketing - Advanced Practices in Rural Marketing - Social Marketing - Network Marketing - Green Marketing in Indian and Global Context - Co-operative Marketing – Micro-Credit Marketing - Public Private Partnership Model in Rural Marketing

TEXT BOOKS:

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

REFERENCE BOOKS:

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

18BUS336

SALES AND DISTRIBUTION MANAGEMENT

3 0 0 3

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

Course outcome

Students will be able to

CO1. Recognise and demonstrate the significant responsibilities of sales person as a KEY individual.

CO2. Describe and Formulate strategies to effectively manage company's sales operations.

CO3. Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.

CO4. Uunderstand the fundamentals of Distribution channels, Logistics and Supply Chain Management.

Unit 1 Introduction to Sales Management

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

Unit 2 Sales Organisation and sales quota

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

Unit 3 Recruitment of sales force

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

Unit 4 Distribution Management

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

Unit 5 Techniques of managing distribution

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

TEXTBOOKS:

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

REFERENCES:

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

18BUS351

COMMUNICATION FOR MANAGERS

3 0 0 3

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

Course outcome

Students will be able to

CO1. Recognize their ethical responsibilities to their community, society, discipline, and profession based on various perspectives and associated standards of ethical communication.

CO2. Communicate critical financial data to stakeholders in an understandable manner

CO3. To develop intercultural sensitivity.

Unit 1 Personal Communication

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

Unit 2 Social Communication

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

Unit 3 Work place communication

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

Unit 4 Research writing

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

Unit 5 Writing for media and creative writing

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

TEXT BOOKS;

1. *Raymond V Lesikar, John D Pettit, and Mary E Flatly. 2009. Lesikar's Basic Business Communication. 11th ed. Tata McGraw-Hill, New Delhi.*
2. *J Gerson, and Steven M Gerson. 2008. Technical Writing: Process and Product. Pearson Education, New Delhi.*

REFERENCE BOOK:

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

18BUS352

CUSTOMER RELATIONSHIP MANAGEMENT

3 0 0 3

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

Course outcome

Students will be able to:

CO1. Explain and characterize the major concepts and framework of customer relationship management.

CO2. Analyze the key drivers using data from observations, experiences and systematic research methods for successful customer relationship management programs.

CO3. Apply the concepts and tools with other related or unrelated fields to design innovative customer relationship management program for a real company.

Unit 1: Introduction to relationship marketing

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

Unit 2: Understanding CRM

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

Unit 3: CRM Structures

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

Unit 4: CRM Planning and Implementation

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

Unit 5: Trends in CRM

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

REFERENCE BOOKS:

1. *S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997*
2. *Paul Green Berg – CRM – Tata Mc Graw Hill, 2002*
3. *Philip Kotler, Marketing Management, Prentice Hall, 2005*
4. *Saroj Kumar and Supriya Singh – Customer Relationship Management, Thakur Publishers Chennai*
5. *Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006.*

18BUS353

WEB-BASED MARKETING

3 0 0 3

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

Course outcome

Students will be able to

CO1 : Learn search engine optimization techniques

CO2 : Will be able to create advertisements in Google ADWORDS

CO3 : Will understand intricacies of social media marketing

CO4 : Will get to know about ORM

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

TEXTBOOKS:

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

REFERENCE BOOKS:

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

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

Course outcome

Students will be able to

CO1. conduct a search for export opportunities and be able to link the findings to an export and marketing strategy.

CO2. access and evaluate relevant export information from a wide range of sources, and integrate the information in terms of an export strategy, cognisant of marketing, designed for a specific company.

CO3. explain and apply the typical methods and procedures involved in export management and marketing from an export perspective.

Unit 1 Introduction

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

Unit 2 Starting an Export Business

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

Unit 3 Export Strategy and Export Marketing

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

Unit 4 Export Finance

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

Unit 5 Institutional Agencies in India

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

TEXT BOOKS:

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

REFERENCES:

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

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

18BUS355

TRAVEL AND TOURISM MANAGEMENT

3 0 0 3

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

Course outcome

Students will be able to

CO1. use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.

CO2. apply the concepts and skills necessary to achieve guest satisfaction.

CO3. develop leadership and teamwork to achieve common goals.

CO4. conduct him/herself in a professional and ethical manner, and practice industry-defined work ethics.

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*

Course outcome

Students will be able to

CO1. appreciate core interactions and dependencies that exist between the key functions of a business

CO2. discuss the role of information systems in the support of business functions and, particularly, cross-functional business processes

CO3. describe the way Enterprise planning Systems have developed, their functional capabilities and the role of the underpinning technologies

CO4. discuss ERP success rates, implementation strategies and related issues

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

TEXT BOOKS:

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

18BUS391**MINOR PROJECT****3 Credit**

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

Course outcome

Students will be able to learn

CO1. the selection of a particular project based on certain decisional criteria

CO2. use of data collection methods

CO3. analyse the collected data using statistical tools

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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.

Course outcome

Students will be able to learn

CO1. the selection of a particular project based on certain decisional criteria

CO2. use of data collection methods

CO3. analyse the collected data using statistical tools

18COM103**FINANCIAL ACCOUNTING****3 1 0 4**

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

Course outcome

Students will be able to

CO1. to articulate fundamental accounting knowledge relating to financial statement preparation and analysis

CO2 solve basic accounting problems independently.

CO3. get an understanding of preparation of Trial balance

CO4. prepare financial statements

Unit 1

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

Unit 2

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

Unit 3

Trial Balance – Meaning – Preparation of Trial Balance – Adjustments – Objects of Adjusting Entries – Important Adjustments – Depreciation – Outstanding Expenses – Prepaid Expenses – Provision for Bad and Doubtful Debts – Closing Stock – Drawing both in cash and goods – Earned income – Unearned Income – Goods sent on Sale or Return basis – Goods lost by fire – Interest on Capital and Drawings - Preparation of Final Accounts (Sole Trader only)

Unit 4

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

Unit 5

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

Skill Development Activities:

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

TEXT BOOKS:

1. *Financial Accounting – S P Jain Vol. I - Kalyani Publishers*

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

REFERENCES:

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

18COM206

BANKING AND INSURANCE

3 0 0 3

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

Course outcome

Students will be able to

CO1. describe the context of banking: the financial system.

CO2. understand the principles of banking.

CO3. understand the broad functions of banks.

CO4. analyse and explain the basic raison d'etre for banks.

CO5. acquire knowledge of insurance contracts and provisions, and the features of property-liability insurance, life and health insurance, and employee benefit plans.

CO6. knowledge of the operation and management of insurance entities, and the economic implications of organizational design and structure.

Unit 1 Introduction

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

Unit 2 Banking Operations

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

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

Unit 3 Negotiable Instrument Act 1881

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

Unit 4 New Age Clearing System

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

Unit 5 Risk Management and Introduction to Insurance

Meaning - Concept of Risk - Nature of Risk – Importance - Causes - Types of Business Risks - Methods of Handling Risks - Prevention of Risk. Introduction to Insurance
Insurance: Purpose - Benefits – Functions – Principles - Nature, Classification of Insurance: Life and Non-Life - Marine, Fire, Motor, Miscellaneous Insurance.

Skill Development Activities:

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

TEXTBOOK:

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

REFERENCES:

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

18COM207

COST AND MANAGEMENT ACCOUNTING

3 1 0 4

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.*

Course outcome

Students will be able to

- CO1. apply cost accounting methods to evaluate and project business performance.
- CO2. apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making.
- CO3. explain the increase in the accuracy of determining the cost of objects resulting from allocation of support departments to operating departments; and from identifying common costs and revenues.
- CO4. solve problems on cost accounting
- CO5. understand the evolution and development of management accounting
- CO6. analyse financial statements by using ratio analysis, trend analysis and comparative balance sheet analysis

Unit 1

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

Unit 2

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

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

Unit 3

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

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

Unit 4

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

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

Unit 5

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

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

Reconciliation between Cost Profit and Financial Profit.

Skill Development Activities:

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

TEXTBOOKS:

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

REFERENCES:

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

18COM390

LIVE-IN-LABS.

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-Labs 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.*

Course outcome

Students will be able to

CO1. understand the significance of economics for managing the firms

CO2. understand various theories of economics that can be applied in the internal and external decisions to be made by managers

CO3. analyze the demand and supply conditions and assess the position of a company

CO4. design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

CO5. analyze real-world business problems with a systematic theoretical framework.

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

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

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

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

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

Skill Development Activities:

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

TEXT BOOKS:

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

REFERENCES BOOKS:

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

18ENV300**ENVIRONMENTAL SCIENCE AND SUSTAINABILITY****3 0 0 3**

Course outcome

Students will be able to

CO1. recognise the physical, chemical & biological components of the Earth's systems and how they function

CO2. develop an attitude of preserving and conserving bio-diversity

CO3. understand how local, regional, state, national and international laws and regulations influence environmental decisions

CO4. realise the benefits of eco-friendly products and green initiatives

Unit 1

State of Environment and Unsustainability, Need for Sustainable Development, Traditional conservation systems in India, People in Environment, Need for an attitudinal change and ethics, Need for Environmental Education, Overview of International Treaties and Conventions, Overview of Legal and Regulatory Frameworks.

Environment: Abiotic and biotic factors, Segments of the Environment, Biogeochemical Cycles, Ecosystems (associations, community adaptations, ecological succession, Food webs, Food chain, ecological pyramids), Types of Ecosystems – Terrestrial ecosystems, Ecosystem Services, Economic value of ecosystem services, Threats to ecosystems and conservation strategies.

Biodiversity: Species, Genetic & Ecosystem Diversity, Origin of life and significance of biodiversity, Value of Biodiversity, Biodiversity at Global, National and Local Levels, India as a Mega-Diversity Nation (Hotspots) & Protected Area Network, Community Biodiversity Registers. Threats to Biodiversity, Red Data book, Rare, Endangered and Endemic Species of India. Conservation of Biodiversity. People's action. Impacts, causes, effects, control measures, international, legal and regulatory frameworks of: Climate Change, Ozone depletion, Air pollution, Water pollution, Noise pollution, Soil/ land degradation/ pollution

Unit 2

Linear vs. cyclical resource management systems, need for systems thinking and design of cyclical systems, circular economy, industrial ecology, green technology. Specifically apply these concepts to: Water Resources, Energy Resources, Food Resources, Land & Forests, Waste management.

Discuss the interrelation of environmental issues with social issues such as: Population, Illiteracy,

Poverty, Gender equality, Class discrimination, Social impacts of development on the poor and tribal communities, Conservation movements: people's movements and activism, Indigenous knowledge systems and traditions of conservation.

Unit 3

Common goods and public goods, natural capital/ tragedy of commons, Cost benefit analysis of development projects, Environment Impact Assessment (EIA), Environment Management Plan (EMP), Green business, Eco-labeling, Problems and solutions with case studies.

Global and national state of housing and shelter, Urbanization, Effects of unplanned development case studies, Impacts of the building and road construction industry on the environment, Eco-homes/ Green buildings, Sustainable communities, Sustainable Cities.

Ethical issues related to resource consumption, Intergenerational ethics, Need for investigation and resolution of the root cause of unsustainability, Traditional value systems of India, Significance of holistic value-based education for true sustainability.

TEXTBOOKS / REFERENCES:

1. R. Rajagopalan, *Environmental Studies: From Crisis to Cure*. Oxford University Press, 2011, 358 pages. ISBN: 9780198072089.
2. Daniel D. Chiras, *Environmental Science*. Jones & Bartlett Publishers, 01-Feb-2012, 669 pages. ISBN: 9781449645311.
3. Andy Jones, Michel Pimbert and Janice Jiggins, 2011. *Virtuous Circles: Values, Systems, Sustainability*. IIED and IUCN CEESP, London. URL:<http://pubs.iied.org/pdfs/G03177.pdf>
4. Annenberg Learner, *The Habitable Planet*, Annenberg Foundation 2015. URL: <http://www.learner.org/courses/envsci/unit/pdfs/textbook.pdf>.

18LAW111

BUSINESS LAWS

2 1 0 3

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

Course outcome

Students will be able to

CO1. understand various legal aspects connecting to law of contract.

CO2. acquire knowledge of various laws relating to bailment and pledge, agency, partnership act etc.,

CO3. obtain knowledge about mercantile and trade law and about selected problems of the state, administrative, labour and civil law.

CO4. identify the system of authorities applying the law

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

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

Skill Development Activities:

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

TEXT BOOKS:

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

REFERENCE:

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

Course outcome

Students will be able to

- CO1. develop awareness on fundamental rights and duties
functions and powers of Lokha Sabha and Rajya Sabha
CO3. understand the working of civic bodies
CO4 distinguish legally right and wrong things
- CO2.

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

Skill Development Activities:

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

REFERENCES:

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

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.*

Course outcome

Students will be able to

CO1. understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making.

CO2. analyze and synthesize business information needs to facilitate evaluation of strategic alternatives.

CO3. apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.

CO4. effectively communicate strategic alternatives to facilitate decision-making.

Unit 1

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

Unit 2

MS Excel for data analysis and communication: Familiarizing with workbooks, work sheets and cells – Excel window – working with cells – moving around in excel – Using the Toolbars – Using Formula bar - Entering and editing data – Selecting ranges, copying and moving cells – Paste special options – Fill options – Clearing formats – Move, copy and delete sheets – finding and replacing texts – Inserting header and footer – Inserting cells, rows, columns and work sheet – Chart options- Inserting functions - Giving names to cell ranges – Manipulating hyperlink – Formatting cells, rows, columns and sheet – Practicing auto formatting and conditional formatting – Creating & merging styles – Spelling and Auto correct – Creating macros, protecting sheet - Sorting and filtering list - creating a form – validation – Creating subtotals - Manipulating pivot table - Consolidating data - arranging windows - Freeze panes - Hiding windows.

Unit 3

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

Unit 4

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

Unit 5

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

TEXTBOOKS:

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

REFERENCES:

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

18CSA185

BUSINESS AND MIS LAB.

0 0 3 1

Course outcome

Students will be able to

CO1. understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making.

CO2. analyze and synthesize business information needs to facilitate evaluation of strategic alternatives.

CO3. apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.

CO4. effectively communicate strategic alternatives to facilitate decision-making.

Unit 1 MS Word Exercises

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

a. Type the following text:

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

everyone who comes to Her receives the same unconditional love.

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

- b. Make the document error free using Spelling and Grammar
 - c. Replace the word 'compassion' using Thesaurus utility.
 - d. Practice Cut, Copy and Paste.
 - e. Apply Page Borders, Paragraph Borders and shade the paragraphs.
 - f. Give appropriate heading in the Header and Page number, date in the Footer.
 - g. Apply paragraph settings to the document.
 - h. Format the text and apply bullets and numbering using menu.
 - i. Insert a picture in the document (use OLE feature)
 - j. Change one paragraph of the document into newspaper layout.
 - k. Practice tab settings.
2. Insert a table containing 6 rows and 7 columns: Headings – Student No, name, Mark1, Mark2, Mark3, Total, and Average.
- a. Enter the details of 5 students.
 - b. Calculate Total & Average using 'Formula' option.
 - c. Sort the details of students in the order of Average.
3. Generate 10 copies of interview letters to candidates from different states informing the place and time of interview. (Mail Merge)

Unit 2 MS Excel for data analysis exercises

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

Spread Sheet Application – MS Excel

1. Find the Sum of Net Pay using function.

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

Unit 3 MS Power-point for business presentation and Communications

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

Unit 4 Multimedia tools for Communication

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

Unit 5 Multimedia tools for business

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

TEXTBOOKS:

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

REFERENCE BOOKS:

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

18MAT109

BASIC CONCEPTS OF MATHEMATICS

2 1 0 3

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

Course outcome

Students will be able to

CO1 : understand the basic concepts of mathematics

CO2 : learn business applications of mathematics

CO3 : apply mathematical knowledge to solve business problems

Unit 1 Fundamentals

Concepts of Variables – Constants – Equations – Types of Equations - LCM – HCF
 - Sets – Set Operations – Venn Diagram – Relations and Their Properties – Functions
 – Definition – One-To-One Function – Onto Functions – Into Functions – Many To
 One Functions – Composition Of Functions – Quadratic Functions.

Unit 2 Matrices and Determinants

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

Unit 3 Basic Algebra

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

Unit 4 Basic Calculus

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

Unit 5 Permutations and Combinations

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

Skill Development Activities:

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

TEXTBOOKS:

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

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

REFERENCE:

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

18MAT120

BUSINESS STATISTICS

3 1 0 4

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

Course outcome

Students will be able to

CO1 : use statistical knowledge in recording and presenting business data

CO2 : use measures of central tendency

CO3 : apply statistical knowledge to understand financial concepts of profit and loss and simple and compound interest

Unit 1 Data Representations and Analysis

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

Unit 2 Measures of Central Tendency and Dispersion

Meaning of Central Tendency – Types – Calculation of Arithmetic Mean for Grouped and Ungrouped Data – Calculation of Median for Grouped and Ungrouped Data – Calculation of Mode for Grouped and Ungrouped Data – Applications of Mean, Median and Mode in Business – Measures of

Dispersion – Calculation of Range – Calculation of Quartile Deviation - Calculation of Standard Deviation and Co-Efficient of Variation.

Unit 3 Time Series

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

Unit 4 Financial Mathematics

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

Unit 5 Profit and Loss

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

Skill Development Activities:

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

TEXTBOOKS:

J K Sharma, Quantitative Techniques for Managers

G C Beri, Business Statistics

REFERENCE BOOK:

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

18MAT228

QUANTITATIVE TECHNIQUES

2 1 0 3

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

Course outcome

Students will be able to

CO1 : understand the concepts of correlation and regression

CO2 : apply parametric and non parametric tests

CO3 : apply statistical knowledge for solving LPP

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

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

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

Unit 4 Population and Sample – Meaning and Definition – Parameter and Statistic – Definition – Sampling Theory – (Statistical Estimation – Tests of Significance – Statistical Inference) – Meaning and Scope – Methods of Sampling – Random Sampling – Non Random Sampling Methods – Sampling Distributions – (Problems on Z- test – t – test – F – test – Chi – square test).

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

Skill Development Activities:

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

TEXTBOOKS:

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

P R Vittal - Business Mathematics

REFERENCE:

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