(For the students admitted during the academic year 2012-13 and onwards)

**SCHEME OF EXAMINATIONS – CBCS Pattern**

**B.B.A (Bachelor of Business Administration)**

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### B.B.A. (Bachelor of Business Administration)

#### SEMESTER – V

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$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.

#### List of Elective papers (Colleges can choose any one of the paper as electives)

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### Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
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TOTAL - - - - - 3500 140

$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.
@ No University Examinations. Only Continuous Internal Assessment (CIA)
# No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)

| Elective – I | A | Insurance principles and Practice |
| B | Modern Office Management |
| C | Software Design Technique |
| Elective – II | A | Strategic Management |
| B | Industrial Relations and Labour Laws |
| C | Systems Analysis and Design |
| Elective - III | A | Financial Services |
| B | Project Work & Viva-Voce |
| C | E -Commerce |

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
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@  No University Examinations. Only Continuous Internal Assessment (CIA)
#  No Continuous Internal Assessment (CIA). Only University Examinations.

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### Project Work & Viva-Voce

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### B.B.A - Information Systems

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*Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.*

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.

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|               | B | Project Work & Viva-Voce    |
|               | C | Insurance Principles and Practice |

### Project Work & Viva-Voce

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**Project Work & Viva-Voce**

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
### B.B.A - Services Management

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B.B.A - Services Management

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**TOTAL** - - - - - - 3500 140

$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.
@ No University Examinations. Only Continuous Internal Assessment (CIA)
# No Continuous Internal Assessment (CIA). Only University Examinations.

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Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment )
## B.B.A - Banking

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| SEMESTER –II |                  |              |            |    |     |  |     | |
| I    | Language-II      |              | 6          | 3   | 25  | 75 | 100 | 4   |
| II   | English-II       |              | 6          | 3   | 25  | 75 | 100 | 4   |
| III  | Core III – Organisational Behaviour |        | 5          | 3   | 20  | 55 | 75  | 3   |
| III  | Core IV – Economics for Executives |        | 6          | 3   | 25  | 75 | 100 | 4   |
| III  | Allied Paper II – Mathematics for Management-II |      | 5          | 3   | 25  | 75 | 100 | 4   |
| IV   | Value Education – Human Rights # |        | 2          | -   | -   | 50 | 50  | 2   |

| SEMESTER –III |                  |              |            |    |     |  |     | |
| III  | Core V – Business Communication |        | 5          | 3   | 20  | 55 | 75  | 3   |
| III  | Core VI – Production and Material Management |   | 5          | 3   | 25  | 75 | 100 | 4   |
| III  | Core VII – Marketing Management |          | 5          | 3   | 25  | 75 | 100 | 4   |
| III  | Core VIII – Practice of Commercial Banking |    | 5          | 3   | 25  | 75 | 100 | 4   |
| III  | Allied : III - Taxation Law and Practice |        | 5          | 3   | 25  | 75 | 100 | 4   |
| IV   | Skill based Subject-1 : Retail Environment |      | 3          | 3   | 20  | 55 | 75  | 3   |
| IV   | Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India # | | 2 | - | 50 | 50 | 2 |

| SEMESTER –IV |                  |              |            |    |     |  |     | |
| III  | Core IX - Human Resource Management |        | 5          | 3   | 25  | 75 | 100 | 4   |
| III  | Core X – Financial Management |          | 5          | 3   | 25  | 75 | 100 | 4   |
| III  | Core XI – Management Information System |    | 5          | 3   | 25  | 75 | 100 | 4   |
| III  | Core XII –PC Software (Ms Office) – Theory |      | 2          | 3   | 10  | 40 | 50  | 2   |
| III  | Core XIII –PC Software (Ms Office) – Practical |     | 3          | 3   | 20  | 30 | 50  | 2   |
| III  | Allied : IV – Business Law |            | 5          | 3   | 25  | 75 | 100 | 4   |
| IV   | Skill based Subject-2 : Consumer Behaviour |        | 3          | 3   | 20  | 55 | 75  | 3   |
| IV   | Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness # | | 2 | - | 50 | 50 | 2 |

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**Notes:**
- CIA: Course in Intensive Application
- Mar: Marks
- I: Internal
- Mar: Marks
- Credits: Total Credits
- # indicates a required course.
- Hrs: Hours
- Week: Weekly Schedule

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### B.B.A - Banking

#### SEMESTER – V

| III Core XIV – Cost & Management Accounting | 6 3 25 75 100 4 |
| III Core XV – Research Methods for Management | 6 3 25 75 100 4 |
| III Core XVI – Bank Management | 5 3 25 75 100 4 |
| III Core XVII – Marketing of Banking Services | 5 3 25 75 100 4 |
| III Elective – I | 5 3 25 75 100 4 |
| IV Skill based Subject – III : Merchandising Management | 3 3 20 55 75 3 |

#### SEMESTER – VI

| III Core XIX – Entrepreneurship and Project Management | 6 3 25 75 100 4 |
| III Core XX - Banking Technology | 6 3 25 75 100 4 |
| III Core XXI – Innovative Banking | 5 3 25 75 100 4 |
| III Elective – II | 5 3 25 75 100 4 |
| III Elective – III | 5 3 25 75 100 4 |
| IV Skill based Subject – IV : Customer Relationship Management | 3 3 20 55 75 3 |
| V Extension Activities @ | - - - - 50 2 |

**TOTAL** | - - - - **3500** 140

$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.

### List of Elective papers (Colleges can choose any one of the paper as electives)

| Elective – I | A Money and Banking |
| B Modern Office Management |
| C Global Business Management |
| Elective – II | A Advertising Management for Services |
| B Industrial Relations and Labour Laws |
| C Portfolio Analysis and Management |
| Elective - III | A Financial Services |
| B Project Work & Viva-Voce |
| C Insurance Principles and Practice |

### Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
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$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.

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### Project Work & Viva-Voce

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B.B.A – Investment Management

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TOTAL - - - - - 3500 140

$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.
@ No University Examinations. Only Continuous Internal Assessment (CIA)
# No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)

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| Elective - III | A | Foreign Exchange |
|               | B | Project Work & Viva-Voce |
|               | C | E-Commerce |

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
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#### SEMESTER –III

| III  | Core V – Business Communication | 5 3 20 55 75 3 |
| III  | Core VI – Production and Material Management | 5 3 25 75 100 4 |
| III  | Core VII – Marketing Management | 5 3 25 75 100 4 |
| III  | Core VIII - PC Software (Ms Office) – Theory | 2 3 10 40 50 2 |
| III  | Core IX – PC Software (Ms Office) – Practical | 2 3 20 30 50 2 |
| III  | Allied : III – Taxation Law and Practice | 5 3 25 75 100 4 |
| IV   | Skill based Subject-1 : Retail Environment | 3 3 20 55 75 3 |
| IV   | Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India # | 2 - - 50 50 2 |

#### SEMESTER –IV

| III  | Core X - Human Resource Management | 5 3 25 75 100 4 |
| III  | Core XI – Financial Management | 5 3 25 75 100 4 |
| III  | Core XII – Management Information System | 5 3 25 75 100 4 |
| III  | Core XIII – Object Oriented Programming with C++ | 2 3 10 40 50 2 |
| III  | Core XIV– C++ – Practical | 3 3 20 30 50 2 |
| III  | Allied : IV – Business Law | 5 3 25 75 100 4 |
| IV   | Skill based Subject-2 : Consumer Behaviour | 3 3 20 55 75 3 |
| IV   | Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness # | 2 - - 50 50 2 |
### SEMESTER – V

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| List of Elective papers (Colleges can choose any one of the paper as electives) |
|---------------------------------|-------------------------------|
| Elective – I                   | A Data Mining Warehousing     |
|                                 | B Marketing Research          |
|                                 | C Consumer Behaviour          |
| Elective – II                  | A E-Commerce                  |
|                                 | B Financial Services          |
|                                 | C Banking Law and Practice    |
| Elective - III                 | A Global Business Management  |
|                                 | B Project & Viva-Voce         |
|                                 | C Advertising and Sales Promotion |

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment )

B.B.A - Insurance
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B.B.A - Insurance

**SEMESTER –V**

| III Core XIV – Cost & Management Accounting | 6 3 25 75 100 4 |
| III Core XV – Research Methods for Management | 6 3 25 75 100 4 |
| III Core XVI – Fire and Marine Insurance | 5 3 25 75 100 4 |
| III Core XVII – Motor and Health Insurance | 5 3 25 75 100 4 |
| III Elective –I : | 5 3 25 75 100 4 |
| IV Skill based Subject –3 : Merchandising Management | 3 3 20 55 75 3 |

**SEMESTER –VI**

| III Core XIX – Entrepreneurship and Project Management | 6 3 25 75 100 4 |
| III Core XX - Advertising and Sales Promotion | 6 3 25 75 100 4 |
| III Core XXI – Rural Insurance | 5 3 25 75 100 4 |
| III Elective –II : | 5 3 25 75 100 4 |
| III Elective –III : | 5 3 25 75 100 4 |
| IV Skill based Subject –4 : Customer Relationship Management | 3 3 20 55 75 3 |
| V Extension Activities @ | - - - - 50 2 |

**TOTAL** - - - - 3500 140

$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.
@ No University Examinations. Only Continuous Internal Assessment (CIA)
# No Continuous Internal Assessment (CIA). Only University Examinations.

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**List of Elective papers (Colleges can choose any one of the paper as electives)**

| Elective – I | A Miscellaneous Insurance |
| B Modern Office Management |
| C Portfolio Analysis and Management |

| Elective – II | A Services Marketing |
| B Industrial Relations and Labour Laws |
| C Global Business Management |

| Elective - III | A Financial Services |
| B Project & Viva-Voce |
| C E-Commerce |

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**Project Work & Viva-Voce**

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
MANAGEMENT PROCESS

Goal: To enable the students to learn principles, concepts and functions of management.

Objective: On successful completion of this course, the students should have understood
- The nature and types of business organizations
- Principles & functions of Management
- Process of decision making
- Modern trends in management process.

UNIT -I
Business - meaning -business and profession, requirements of a successful business-
Organisation - meaning - importance of business organisation. Forms of business Organisation-
Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative
Organisations - Public Utilities and Public Enterprises.

UNIT –II
Nature and Scope of Management process – Definitions of Management – Management: a
science or an art? - Scientific Management - Managerial functions and roles – The evolution of
Management Theory.

UNIT –III
Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives

UNIT -IV
Organising: Types of organisation - Organisational structure - span of control - use of staff units
and committees. Delegation: Delegation and centralisation. Staffing: Sources of recruitment -
Selection process - training.

UNIT - V
Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and
importance of controls - control process - Budgetary and non-Budgetary controls - Modern
trends in Management Process - case studies.

REFERENCE BOOKS

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

FINANCIAL ACCOUNTING

Goal: To enable the students to acquire knowledge of Accounting principles and practice

Objective: On successful completion of this course, the students should have understood
- The basic accounting concepts
- Double entry book keeping system and various books of accounts
- Preparation of final accounts, etc.
UNIT - I

UNIT - II

UNIT - III
Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - IV
Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT - V
Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

REFERENCE BOOKS
1. Grewal, T.S.                    : Double Entry Book Keeping
2. Jain and Narang               : Advanced Accountancy
3. Shukla and Grewal          : Advanced Accountancy
4. Gupta and Radhaswamy  : Advanced Accountancy
5. Gupta R.L.                       : Advanced Accountancy

MATHEMATICS FOR MANAGEMENT- I

Goal: To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

Objective: On successful completion of this course, the students should have understood
✓ Set operations, matrix and Mathematics of Finance
✓ Statistical tools and their applications

UNIT - I
Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous liner equations.

UNIT-II
Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).
UNIT-III
Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV
Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtosis Lorenz curve, Simple Correlation - Scatter diagram - Karl Pearson’s Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V
Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number – Unweighted indices - Consumers price and cost of living indices.

* Questions in theory and problems carry 30% and 70% marks respectively

REFERENCE BOOKS
1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

ORGANISATIONAL BEHAVIOUR

Goal: To enable the students to acquire knowledge of organisational behaviour
Objective: On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

UNIT - I
Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

UNIT - II

UNIT - III
Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.
UNIT – IV

UNIT - V
Leadership - types - theories – Trait, Managerial Grid, Fiedder’s contingency. Counselling - meaning - Importance of counsellor - types of counselling - merits of counselling.

REFERENCE BOOKS
1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour

ECONOMICS FOR EXECUTIVES
Goal: To enable the students to learn principles and concepts of Business Economics
Objective: On successful completion of this course, the students should have understood
✓ The objectives of business firms
✓ Factors of production and BEP Analysis
✓ Types of competitions and price administration
✓ Government measures to control monopoly

UNIT - I
Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

UNIT - III
Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

UNIT - IV
Pricing under factors of production; wages - Marginal productivity theory - Interest - Keyne's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

UNIT - V

REFERENCE BOOKS
1. Sankaran - Business Economics
2. Markar Et al - Business Economics

MATHEMATICS FOR MANAGEMENT- II
Goal: To enable the students to learn the techniques of Operation Research and their applications in business management.
Objective: On successful completion of this course, the students should have understood
UNIT - I
Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only)

UNIT - II
Transportation (Non-degenerate only) - Assignment problems - Simple Problems only

UNIT - III
Game Theory: Graphical Solution – mx2 and 2xn type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that detorirates gradually (value of money does not change with time)

UNIT - IV

UNIT - V
PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

REFERENCE BOOKS
2. P.R. Vittal - Operations Research

BUSINESS COMMUNICATION

Goal: To enable the students to learn the nuances of good communication.
Objective: on successful completion of this course, the students should have understood
✓ Methods of communication
✓ Types of communication and Barriers of communication.

UNIT-I

UNIT – II

UNIT – III
Bank correspondence – Letter to the editor. Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.
UNIT – IV

UNIT - V

Books for Reference:

PRODUCTION AND MATERIALS MANAGEMENT

Goal: To enable the students to acquire knowledge of production processes and Materials Management

Objective: On successful completion of this course, the students should have understood
✓ Principles, functions and process of Production Management
✓ Effective management of materials

UNIT-I

UNIT-II
Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study.

UNIT-III

UNIT-IV

UNIT-V

TEXT BOOKS:
MARKETING MANAGEMENT

**Goal:** To enable the students to acquire knowledge of principles of marketing management

**Objective:** On successful completion of this course, the students should have understood

- Principles of marketing management, market segmentation
- Product life cycle, pricing, branding,……

**UNIT - I**
Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

**UNIT - II**

**UNIT - III**

**UNIT - IV**

**UNIT - V**

**REFERENCE BOOKS:**
1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

MANAGEMENT INFORMATION SYSTEM

**Goal:** To enable the students to acquire knowledge of MIS

**Objective:** On successful completion of this course, the students should have understood

- Computer based information system
- MIS support for the functions of management

**UNIT I**
Introduction to Information Systems - definition - features - steps in implementation of MIS - Need for information-information system for decision making- MIS as competitive advantages – MIS structures.
UNIT II

UNIT III

UNIT IV

UNIT V
Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce - models B_B and B_C. EDI - EDI applications in business. Electronic payment cash, smart cards, and credit cards.

REFERENCES
Management Information System - Murdick and Ross
Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon
Management Information System - Gordon B Davis
Management Information System - James O brien
Computer applications in business - Subramanian K

TAXATION – LAW AND PRACTICE

Goal: To enable the students to acquire knowledge of principles of Taxation

Objective: On successful completion of this course, the students should have understood
✓ Principles of Direct and Indirect Taxes
✓ Calculation of Tax, Tax Authorities, Procedures,

UNIT – I
General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion – avoidance – causes - remedies.

UNIT – II
Computation of income under salary and house property. (problems be included).

UNIT – III
Computation of income under profits and gains of business - profession - capital gains – income from other sources - Deductions in the computation of total income - income tax Authorities and their power.(problems be included).
UNIT – IV
Indirect taxes – selected provisions of VAT – with regard to registration of dealers - procedure and effects of registration - mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V
Role of Excise duties in the total revenue – objectives of excise duty in the total revenue – objectives of excise duty – exempted form duty – customs duties – Levy of import and export duty – distinction between advalorum and specific duties – exemption

Note: Theory and problems shall be distributed at 60% & 40% respectively.

BOOKS RECOMMENDED
1. Bhagavathi Prasad - Income Tax Law & Practice
2. Mehrothra - Income Tax Law & Practice
3. Gour & Narang - Income Tax Law & Practice
4. Dingare pagare - Income Tax Law & Practice
5. Dingare Pagare - Business Taxation
6. Balasubramanian - Business Taxation

RETAIL ENVIRONMENT

Subject Description: This course presents the basics of retailing, trends in retailing, evolution of retailing and global retail markets.

Goals: To enable the students to learn the basics in retailing, evolution and trends in retailing.

Objectives: On successful completion of the course the students should have:
understood the features of retailing
learnt the theories of retail development
learnt retail development in India and global retail markets

Contents:

UNIT I

UNIT II
Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

UNIT III
Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

UNIT IV
Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT V
Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

REFERENCE BOOKS:
HUMAN RESOURCE MANAGEMENT

**Goal:** To enable the students to acquire knowledge of Human Resource Management

**Objective:** On successful completion of this course, the students should have understood

- Functions of HR/Personnel Department
- Manpower planning, performance appraisal,…
- Salary administration, Labour Welfare, Industrial Relations,…

**UNIT - I**

**UNIT - II**
Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

**UNIT - III**
Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment.

**UNIT - IV**
Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.

**UNIT - V**
Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management.

**REFERENCE BOOKS:**
1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations
3. Memoria - Personnel Management and Industrial Relations

FINANCIAL MANAGEMENT

**Goal:** To enable the students to acquire knowledge of Financial Management

**Objective:** On successful completion of this course, the students should have understood

- Finance Functions, Cost of capital, Capital structure,…
- Capital Budgeting, Working capital management,…
UNIT - I (Theory only)

UNIT - II (Problem & Theory questions)
Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

UNIT - III (Theory only)

UNIT - IV (Theory only)

UNIT - V (Problems& theory questions)
Budgeting and preparation of various budgets. Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

(Theory carries 80 Marks, Problems carry 20 Marks)

REFERENCE BOOKS
1. P.V. Kulkarni - Financial Management
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting

ADVERTISING AND SALES PROMOTION

Goal: To enable the students to acquire knowledge of sales promotional measures
Objective: On successful completion of this course, the students should have understood
✓ Advertising, Ad media, Ad agencies,
✓ Sales force management, promotional strategies…

UNIT - I

UNIT II
UNIT III
Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising-advertising campaign- steps in campaign planning.

UNIT IV

UNIT V

REFERENCE BOOKS:
1. Bolen J.H. Advertising
2. Sontakk C.N. Advertising and Sales Management
3. Davar S.K. Salesmanship and advertising
4. Neelamegam, Sales Forecasting key to Integrated Management.

PC SOFTWARE (MS OFFICE) - Theory

Unit-I

Unit-II

Unit-III

Unit-IV
Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.

Unit-V
Access Basics- Creating a table- entering and adding records- Changing a structure- working with records – Creating forms – establishable relationship using queries to extract information.

Text Books
3. Quick Course in Microsoft Office Joyce Cox, Polly Urban – Galgotias Publications.
4. PC Software for Office Automation by T. Karthikeyan and Dr. C. Muthu-Sultan Chand and Company.

PC SOFTWARE (MS-OFFICE) PRACTICAL

LIST OF PRACTICALS

MS WORD
1. Type the text, check spelling and grammar, bullets and numbering list items, align the text to left, right, justify and centre.
2. Prepare a job application letter enclosing your bio-data
3. Performing mail merger operation and preparing labels.
4. Preparing a neatly aligned, error-free document, add header and footer, also perform find and replace operation and define bookmarks.
5. Prepare a document in newspaper column layout
6. Demonstrate OLE concept by linking an Excel worksheet into a work document

MS EXCELL
7. Worksheet Using formulas
8. Worksheet Manipulation for electricity bill preparation
9. Drawing graphs to illustrate class performance
10. An Excel worksheet contains monthly Sales Details of five companies

MS ACCESS
11. Simple commands perform sorting on name, place and pin code of students database and Address printing using label format
12. Pay roll processing
13. Inventory control
14. Screen designing for data entry

MS POWER POINT
15. Prepare a power point presentation with at least three slides for Department inaugural function.
16. Draw an organisation chart with minimum three hierarchical levels
17. Design an advertisement campaign with minimum three slides
18. Insert an Excel chart into a power point slide.
BUSINESS LAW

Goal: To enable the students to acquire knowledge of legal aspects of business

Objective: On successful completion of this course, the students should have understood

✓ Law of contract, Law of sale of goods
✓ Law of Agency, Negotiable Instruments Act,…..

UNIT - I  LAW OF CONTRACT

UNIT II

UNIT - III  LAW OF SALE OF GOODS

UNIT - IV
Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

UNIT V

REFERENCE
1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile Law
5. K.P.Kandasami - Banking Law & Practice
CONSUMER BEHAVIOUR

**Subject Description:** This course presents the basics of consumer behaviour

**Goals:** To enable the students to learn the basics of consumer behaviour

**Objectives:** On successful completion of the course the students should have:
- Understood consumer motivation and perception
- Learnt consumer learning and attitude
- Learnt consumer decision making

**UNIT-I**

**UNIT –II**
Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

**UNIT – III**
Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

**UNIT – IV**
Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

**UNIT-V**
Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

**REFERENCE BOOKS:**

COST AND MANAGEMENT ACCOUNTING

**Goal:** To enable the students to acquire knowledge of Accounting for managerial decisions

**Objective:** On successful completion of this course, the students should have understood
- ✓ Cost sheet, Material issues, Labour cost…
- ✓ Financial statement analysis, Budgeting...

**UNIT I (Theory questions only)**
Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost-concept and costs classification.
UNIT II (Problems and theory questions)
Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels常用的材料问题-FIFO, LIFO, AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

UNIT III (Problems only)

UNIT IV (Problems only)
Fund flow analysis-cash flow analysis (problems only)

UNIT V (Problems and theory questions)
Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis.

(Theory carries 20 marks and problems carry 80 marks)

REFERENCE BOOKS:
1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna & K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting

RESEARCH METHODS FOR MANAGEMENT

Goal: To enable the students to acquire knowledge of Research
Objective: On successful completion of this course, the students should have understood
  • Research methods and sampling techniques
  • Analysis and interpretation of data, Application of research

UNIT -I
Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II
Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III
Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV
Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.
UNIT -V
Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:
1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology

INSURANCE PRINCIPLES AND PRACTICE

Goal: To enable the students to acquire knowledge of Insurance Business
Objective: On successful completion of this course, the students should have understood
- Principles of Insurance
- Life Insurance and General Insurance business in India

UNIT-I
Defining Risk and Uncertainty - Classification of risk - Sources of risk - External and Internal Insurance - Meaning, nature and significance essential requirements and principles of risk insurance; reinsurance; privatisation of insurance business in India; Insurance Regulatory Development Authority – Recent Developments in the Insurance sector.

UNIT-II
Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims; concept of trust in life policy; LIC - Role and functions.

UNIT-III
General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; nature of fire insurance ; various types of fire policy ; subrogation; double insurance; contribution; proximate cause; claims of recovery. Accident and Motor Insurance - Nature, disclosure, terms and conditions claims and recovery; third party insurance; Compulsory motor vehicle insurance; accident insurance.

UNIT-IV
Deposit and Credit Insurance - Nature, terms and Conditions, claim, recovery etc., public liability insurance; emergency risk insurance structure and power, function of General Insurance Corporation of India; Deposit Insurance and credit Guarantee Corporation.

UNIT-V
Marine Insurance - Law relating to marine insurance ; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

TEXT BOOKS
2. Kothari & Bahl : Principles and Pratices of Insurance
VISUAL BASIC (Theory)

**Goal:** To enable the students to learn Visual programming in windows Environment.

**Objective:** On successful completion of this course, the students should have understood
- VB environment with tool bars, controls and components.
- Programming steps
- Declaring variables & arrays
- Fundamentals of Graphics & Files
- Data bases & SQL

**UNIT- I**
Getting Started – Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit, view, projects, format, Run and Debug, tools, window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

**UNIT – II**

**UNIT – III**
Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference /passing by values - code module – global procedure and global variable – documents for users defined types with statements - common dialog box - MDI forms.

**UNIT – IV**

**UNIT – V**
Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

**REFERENCE BOOK:-**
1. Visual Basic 5 from the Ground Up - Gary cornell Tata McGraw hill Publishing
**VISUAL BASIC PRACTICALS**

List of programs

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.

Use Employee information for the following projects.

13. Develop a VB project to search a record in MS-Access database using data control
14. Develop a VB project to delete a record from MS-Access database using data control
15. Develop a VB project to perform the following operation in MS – Access database using DAO
   a) Move first record   b) Move next record c) Move previous record d) Move last record
16. Develop a VB project to insert a record in MS –Access database using ADO.
17. Develop a VB project to modify a record in MS – Access database using ADO.

**MERCHANDISING MANAGEMENT**

**Subject Description:** This course presents the basics of merchandising
**Goals:** To enable the students to learn the basics of merchandising management
**Objectives:** On successful completion of the course the students should have:
Understood merchandising planning
Learnt merchandise buying
Learnt visual merchandising

**UNIT-I**
Merchandising — meaning — concept — factors affecting merchandising function — merchandise manager functions — merchandise mix — components of merchandise management — merchandise strategies

**UNIT –II**
Merchandise Planning — steps involved — merchandise control — assortment planning — merchandising stages

**UNIT – III**
Merchandise buying — types — sources of supply — identifying and contracting - evaluating sources- branding strategies — category management
UNIT –IV
Merchandise performance — retail pricing — merchandise allocation — analyzing merchandise performance — methods.

UNIT –V
Visual Merchandising — types of display — display planning — methods of display — Ww4iyand interior display — space management — planning lay out

REFERENCE BOOKS:
James ROgden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Goal: To enable the students to acquire knowledge of Entrepreneurship
Objective: On successful completion of this course, the students should have understood
✓ EDP, Project management
✓ Institutional support to entrepreneurial development

UNIT I
Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

UNIT II

UNIT III
Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager.

UNIT IV
Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.

UNIT V
Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

TEXT BOOK
1. Entrepreneurial Development:  S.S.Khanka
2. Entrepreneurial Development:  C.B.Gupta & N.P. Srinivasan
3. Project Management : S.Choudhury
4. Project Management : Denis Lock
INVESTMENT MANAGEMENT

Goal: To enable the students to acquire knowledge of Investment management

Objective: On successful completion of this course, the students should have understood

- Investment avenues
- Security analysis, …

UNIT I
Concept of investment - important - alternate forms of investment - LIC schemes - bank deposits - government securities - mutual fund schemes - post office schemes - provident fund - company deposits - real estate - gold & silver.

UNIT II
Investment in shares and debentures - comparison with other forms of investment - primary market: role of NIM mechanics of floating new issues secondary market: function - mechanics of security trading - OTCEI - NSE futures & options.

UNIT III

UNIT IV
Security analysis - fundamental analysis: economic, industry and company analysis - technical analysis: Dow theory - types of shares - important share patterns.

UNIT V

REFERENCE BOOKS:

1. Preethi Singh  Investment Management
2. Bhalla G.S.  Investment Management
3. Francis  Investment Management
4. Dr. Avadhani  Stock Market Analysis.

Global Business Management

UNIT -I
Need and relevance - international trade – current pattern of India’s foreign trade and world trade - India’s trade - trends - composition - volume and direction - traditional and non traditional products - brief background of import trade - future.

UNIT -II

UNIT -III
UNIT - IV
Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans. ECGC-functions and policies.

UNIT - V

Recommended Books:
1. TAS Balagopal Export Management
2. Francis Cherunilam International Trade and Export Management
3. S K Varghese Foreign Exchange and Financing of Foreign Trade
4. Y R Ullal Export Management

CUSTOMER RELATIONSHIP MANAGEMENT

Subject Description: This course presents the basics of Customer Relationship Management
Goals: To enable the students to learn the basics of Customer Relationship Management
Objectives: On successful completion of the course the students should have:
Understood Relationship Marketing
Learnt Sales Force Automation
Learnt Database Marketing

UNIT – I
Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II
CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III
Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV
Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V
Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:
Philip Kotler, Marketing Management, Prentice Hall, 2005
INTRODUCTION TO INFORMATION TECHNOLOGY

**Goal**: To enable the students to learn the basics of Information Technology.

**Objective**: On successful completion of this course, the students should have
- Understood the types and components of Computer System.
- Usage of Computer System / Hardware and Software.
- The recent trends in Information Technology.

**UNIT - I**

**Unit – II**

**Unit – III**
Components of computer system – input, output and storage devices software system software and application software programming language machine language – assembly language – high level languages – flow chart and programme flow charts – steps in developing a computer programme.

**Unit – IV**

**Unit – V**
System analysis and design – computer based information system transaction processing – off automation – management information systems – decision support systems – expert system.

**REFERENCE :**
1. Computers and Commonsense - Roger Hunt and Hohn Shelly
2. Using Micro Computers - Brightman and Dimsdale
3. PC Software made simple - R.K. Faxali
4. Introduction to Computers - Alexis and Mathews Leon
5. Information Technology for Management - Henry Clucas
C++ AND JAVA PROGRAMMING

UNIT I
Introduction – Basic concepts of object oriented programming – Beginning with c++ - Tokens, expressions, control structures – functions in c++.

UNIT II
Classes & Objects – constructors and destructors – operator overloading and type conversion

UNIT III
Inheritance – Pointers – Virtual functions & Polymorphism.

UNIT IV

UNIT V
Arrays. Strings & vectors – interfaces- packages.

Reference Books:-

C++ AND JAVA PROGRAMMING – PRACTICAL

C++

1. Create a Float class and overload all arithmetic operations.
2. Create a string class and overload + & = = operators to concatenate and compare two strings.
3. Create two classes DM & DB which store the value of distances. DM stores distances in meters and centimeters and DB stores distances in feet and inches. Use friend function to carry out the addition operation. The object that stores the results may be a DM or DB object depending on the units in which the results are required.
4. Create a base class called shape. Derive three specific classes called triangle, circle and rectangle from the base shape. Use four classes design a program that will accept dimension of a triangle or rectangle or radius of circle and display the area.
   Area of rectangle = X * Y
   Area of triangle = ½ * X * Y
   Area of circle = 3.14 * X * Y
   ( use virtual function for displaying the area & default functions for getting value)
5. Create TIME class which follows railway timings. Write functions for the following operations.
   1. Read and print time objects.
   2. Overload + & - operators to add & subtract two time objects.
   3. ++ & -- operators to increment and decrement time objects.
   4. == Operator to compare two time objects.
6. Create a vector class and overload all arithmetic operators.
7. Create a complex number class and overload all arithmetic operators.

JAVA PROGRAMMING LAB

1. Write a Java program to sort the given numbers using arrays.
2. Write a Java program to handle the division by zero operation.
3. Write a Java program to use inheritance.
4. Write a Java program to find the area of a rectangle using constructor.

INTERNET AND WEB PAGE DESIGN (Theory)

UNIT – I
Internet basics – Internet Address – Domain names – Browsers – search Engine –
Connecting to the internet – installing and configuring a modem – creating a connection
profile – changing the default connection.

UNIT – II
Working with E-Mail – running an email program – sending, reading, replying deleting
and exiting mail – sending files via email - attaching a signature – managing an address
book.

UNIT – III
Introduction to HTML - information file creation – web server – web client / browser -
spacing – centering – Font size and color.

UNIT – IV
List – Types of list – Adding graphics to HTML document – Using width, height,,
alignment and alternative attributes – tables – header rows – data rows – caption tags –
cell spacing - BG color – rows span – cplspan attributes – Links – internal and external
document reference – Images as hyper links.

UNIT – V
Introduction to DHTML - cascading style sheets – color and background attributes – text
attributes – border attributes – marginal related attributes – list attributes – class –
external style sheet.

1. (Unit 1,2) - Internet compete
   - Maureen Adams, Sherry Bonelli

2. (Unit 3,4,5) - Web enabled commercial application development using
   HTML,DHTML , Java Script , Perl CGI.
   - Ivan Bayross
Internet and Web Page Design (Practicals)

List of Programs

1. Install a modem in your system.
2. Connect internet using an account in your system.
3. Search a particular topic in using internet search engines.
4. Create a new mail id using any available service providers.
5. Send an email to another person’s email id.
6. Send an email to more than one users at the same time.
7. Send an email to a person with an attachment.
8. Send a greeting to a person using internet.
9. Develop a HTML page to check username and password.
10. Develop a HTML page to add and remove item from list box.
11. Develop a HTML page to link other web page.
12. Develop a HTML page to scroll text from left to right.
13. Develop a HTML page to display an advertisement.
14. Develop a static HTML page for a college information.
15. Develop a HTML page to input information to create a mail id.
16. Develop a HTML page to conduct auction.
The following program based on database.
17. Develop a HTML page to input student information.
18. Develop a HTML page to display student results for a given roll number.
19. Develop a DHTML page to sale a product to users.
20. Develop a DHTML page to display product information for a given product id.

RDBMS AND ORACLE

UNIT – I

UNIT – II

UNIT – III
Manipulating strings – Dealing with Dates - handling Numbers – defining table and Column constraints - Table Indexes.

UNIT – IV
Sophisticated queries – Builtin group functions – The join operation, views, sequences and synonyms.

UNIT – V

Reference Books :-
Developing Personal Oracle for windows 95 Application – David Loctman.
Ivan Bayaross – Oracle – 7 the complete reference.

**RDBMS AND ORACLE - PRACTICAL**

**List of Programs**

1. Design a database for student information.
2. Insert records for student database table.
3. Alter a field size in the student database table.
4. Delete a field in the student students database table.
5. Select records with roll number, name, class, subject with all mark details.
6. Prepare a list of all student who are having arrears.
7. Find the percentage of marks of a student.
8. Find the pass percentage of a subject in student database.
9. Prepare semester mark sheet for a given student roll number.
10. Design a database for employee information.
11. Insert records for employee database table.
12. Select records with employee id, name, department, designation with all salary details.
13. Prepare a list of employees who are getting net pay more than 10000.
14. List all employees with total allowances and total deductions.
15. List all employees with their net pay.
17. Insert records for bank database table.
18. Create a view for an employee with their deposit information.
19. Write a stored function to find net balance of a customer.
20. Write a PL/SQL procedure to deposit amount to bank database.

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**Visual Basic & Oracle - Practical**

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.

Use Employee information for the following projects.
13. Develop a VB project to search a record in MS-Access database using data control
14. Develop a VB project to delete a record from MS-Access database using Data Control
15. Develop a VB project to perform the following operation in MS - Access database using DAO
   a) Move first record  
b) Move next record  
c) Move previous record  
d) Move last record
16. Develop a VB project to insert a record in MS - Access database using ADO.
17. Develop a VB project to modify a record in MS - Access database using ADO.

Use student information for the following projects.
18. Develop a VB project to search a record in a Oracle database using data control.
19. Develop a VB project to delete a record from Oracle database using data control.
20. Develop a VB project to perform the following operation in Oracle database using DAO.
   a) Move first record  
b) Move next record  
c) Move previous record  
d) Move last record
21. Develop a VB project to insert a record in Oracle database using ADO.
22. Develop a VB project to modify a record in Oracle database using ADO

MULTIMEDIA

Subject description: This subject deals Multimedia Applications.
Goal: To learn about multiple media and their technologies.
Objective: To inculcate knowledge on media, text, image, text, audio & video.

Unit-I :

Unit-II :


Unit-IV :

Unit-V :
Video: Analog video camera – transmission of video signals – video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

Text Book:
INTERNATIONAL STRATEGIC MANAGEMENT

UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Strategy implementation – Concept of strategy implementation – steps in strategy implementation – Factors causing unsuccessful implementation of Strategy –Organization structure for strategy implementation – Forms of organization structure - relating structure to strategy.

UNIT – V

BOOKS RECOMMENDED
WORLD RESOURCES

UNIT – I

UNIT – II
Climatic zones – Time zones – Resources – Conservation of resources – Interlink between Resources and Trade.

UNIT – III
Agricultural resources; types of agriculture – Geographical distribution of rice, Wheat, Tea, Coffee, Cotton & Sugarcane, animal resources, dairy farming, fishing world fishing grounds.

UNIT – IV
Mineral resources: Types, distribution of iron ore, bauxite, copper, Gold and manganese – Power resources: Production of coal, petroleum, natural gas, hydal and nuclear power.

UNIT – V
Industrial resources: Locational factors – Distribution of Iron and Steel, Engineering, Ship building, Automobile, Textile & Clothing, paper and pulp industries, leather, major industrial regions of the world – Aircraft and Electronic Industries.

BOOKS RECOMMENDED
1. Economic and commercial geography - K.K.Khana & V.K. Gupta
2. An appraisal of resources - S.K. Sadhukhan
3. Economic geography - J.W. Alexander
4. Geography of resources - Dr.B.S. Negikedanath & Ramnath

INTERNATIONAL MARKETING MANAGEMENT

UNIT - I
International Marketing – Basic concepts – orientation - importance – Problems – Internationalo Vs domestic marketing global marketing – evolution of global marketing,.

UNIT - II

UNIT - III
Dealing with the competition – competitive forces – identifying competitors – analyzing competitors - designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations.

UNIT - IV
Developing new market offering – Challenges in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy – the product and the product mix-product line decisions – brand decisions – packaging and labeling.
UNIT - V
Developing price strategies and programs – setting the price – adapting the price. Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.

REFERENCE BOOKS:
1. Marketing Management – Philip Kotler (Eleventh edition)
5. International Marketing – Philio R Cateora

INTERNATIONAL FINANCIAL MANAGEMENT
UNIT-I

UNIT- II

UNIT - III

UNIT-IV

UNIT - V

BOOKS RECOMMENDED :
1. International Finance - Prakash G. Apte
2. International Financial management - V. Sharan
3. Foreign Exchange & Risk Management - C. Jeevanandam
5. Global Financial markets - Ian H. Giddy.

FOREIGN EXCHANGE MANAGEMENT
UNIT - I
Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates-Foreign Exchange Management Act- Administration of foreign exchange.
UNIT – II
Foreign exchange transactions-spot, forward and swap transactions-exchange quotations-foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.

UNIT – III
Forward exchange contracts-features-forward margin-factors determining forward margin-calculations-Inter bank deals-cover deals-trading.

UNIT – IV
Foreign exchange risk and exposure-types of exchange risk and exposure-internal techniques of exposure-external techniques of exposure.

UNIT – V
Pre-shipment finance-features-categories of pre-shipment finance-pre-shipment credit in foreign currency-post-shipment credit finance features-categories.

BOOKS RECOMMENDED
1. Foreign exchange & Risk Management : C. Jeevanandam
2. International Financial : Prakash G.Apte
3. International Financial Management : V.K. Bhalla
4. International Financial Management : V. Sharan
5. International Financial Management : Eun / Resnick

FOREIGN TRADE PROCEDURE & DOCUMENTATION

UNIT- I

UNIT – II
EOU scheme (Export Oriented Units)–Eligibility–Setting up EOUs–supplies by DATA (Domestic Tariff Area) Units to EOUs–Special Economic Zones (SEZ) scheme–Eligibility Approval–conditions–fiscal Incentives for developer of SEZ’s–New status Holder Categorization–one to five star Export Houses–Free trade and Warehousing Zones.

UNIT – III
Procedure for Registration of Importers- Categories of Importers–Importer Registration with regional licensing Authorities (IEC Number, I–card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods)–Duty Exemption / Remission scheme.

UNIT – IV
UNIT – V
Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.

BOOKS RECOMMENDED:
1. Foreign trade policy procedures and documents – M.I. Mahajan
2. 100% Export oriented unites special economic zones award procedure – S.M. Bhat Nagar
3. Import – M.I. Mahajan
4. Import Management – Nand Kishore sharmas
5. Import do it yourself – M.L. Mahajan
6. Export Management - Dr. Verma and Aggarwal
7. A guide on Export policy procedures and documentation – M.L. Mahajan

OBJECT ORIENTED PROGRAMMING WITH C++

UNIT I
Object oriented programming: Software Evolution - OOP paradigm-Concepts, Benefits, Object Oriented Languages and Applications.

UNIT II
Introduction to the Basic Concepts of C++ Language-Tokens, Keywords, Identifiers, Data types, variables, manipulators-Expression and Control structures-Functions: main function-function prototyping-Call by reference-Function Overloading-friend and inline functions.

UNIT III
Classes and Objects-Constructors and Destructors-Operator overloading-Type conversions.

UNIT IV
Inheritance-Single Inheritance-Multiple Inheritance-Hierarchical Hybrid inheritancepolymorphism- pointers-virtual functions-console I/O operations.

UNIT V
Files-Classes for file stream operations-opening, closing and processing files-End of file detection-File pointers-Updating a file-Error handling during file operations-Command line Arguments-Templates-Exception Handling.

TEXT BOOK:

REFERENCE BOOKS:

DATABASE MANAGEMENT SYSTEMS

Objectives: On successful completion of the course the students should
1. be able to create databases and pose SQL queries of relational databases.
2. familiar with a broad range of data management issues including data integrity and security.
Unit : I

Unit : II

Unit : III

Unit : IV
Object Oriented data Model – Languages – Object Relational databases: Nested Relations – Complex types and object Orientation – Querying with complex types – creation of complex values and objects – comparison.

Unit : V

Text Book

Reference Books
UNIT II
Systems analysis – systems planning and the initial investigation – need - determine the requirements- background analysis – fact finding techniques and analysis – information gathering – review of literature – procedures – forms- onsite observation- interviews and questionnaires and types.

UNIT III

UNIT IV
System design –process and stage of system design –methodologies-structured and form driven methodology –process control –data validation – i/o and form design – file organization and database design – sequential and indexed sequential organizations data base objectives-logical and physical data normalization.

UNIT V
System implementation – system testing and quality assurance-nature of test data –test plan - levels of test quality assurance-implementation and software maintenance – hardware and software selection –system security –applications.

TEXT BOOK
Reference book
UNIT V
Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems – retail method of inventory valuation.

TEXT BOOK
James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005

REFERENCE BOOK


Entrepreneurship Development

Subject Description
This course presents the Entrepreneurship Development emphasizing the Students to train in Entrepreneurship.

Goals:
To enable the Students to learn the Entrepreneurship Development in order to start new ventures.

Objectives:
On successful completion of the course the students should have:
Understood Entrepreneurship Development
Learnt to start new enterprises, opportunity recognition, project formulation.

Contents:
Unit I

Unit II

Unit III
Business: Small Enterprises - Definition, Classification - Characteristics, Ownership Structures - Project Formulation.
Steps involved in setting up a Business - identifying, selecting a Good Business opportunity.

Unit IV
Support to Entrepreneurs: Government Policy for Small Scale Enterprises - Growth Strategies in small industry - Expansion, Diversification, Joint Venture, Merger and Sub Contracting.

Reference:

HUMAN RESOURCE MANAGEMENT FOR RETAIL ORGANISATION

UNIT I
Nature and scope of human resource management-meaning of human resource-nature and importance of HRM-functions of HRM.

UNIT II

UNIT III
Hiring Process: Sources – Screening and Selection. Training: Needs and Objectives – Types and Evaluation of Training Programmes

UNIT IV
Managing Existing Employees: Teamwork, and Developing Employees, Evaluating employees, Motivating Employees

UNIT V

TEXT BOOK

REFERENCE BOOK
R.S.Dwivedi – Managing Human Resources In Indian Enterprises, Galgotia Publishing Company, 2003
UNIT I
Financial Management – Definition – Scope- Functions – Objectives – Sources of finance –
sources.

UNIT II
Financing decision – cost of capital – cost of equity – preference – debt – reserves- weighted
average cost of capital – operating leverage- financial leverage.

UNIT III
Working capital management – meaning – concepts – importance – determinants working capital
management objectives – credit – cost and benefits – credit policies- credit terms – collection
policies.

UNIT IV
holding GMROI – space productivity GMROF – employee productivity GMROL – pragmatic
cost sheet towards profitability – strategic resource model in retailing – SRM- sensitive analysis-
designing a performance programme.

TEXT BOOK:
Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing

REFERENCE BOOKS:
Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of

MANAGEMENT INFORMATION SYSTEM AND RETAIL BUSINESS
UNIT I
Management Information system – Definition – data information and system – objectives
of MIS – approaches to information – role of information systems in organization – value
of information – steps in implementation needs – challenges of information systems.

UNIT II
Management information system and decision making – strategic planning for MIS Development
of strategic management information system – MIS strategy implementation – Barriers to
development of SMIS.

UNIT III
Data base management system – meaning of data base – data models – hierarchical – net work –
relational model – components of DBMS – data ware housing – distributed data base – client
server architecture – data mining.
UNIT IV

Unit V
Information systems in Business – marketing Information system – quality information system – financial accounting information system – research and development information system – geographical information system information flow in retail distribution channel – Avoid retail strategies based on inadequate information – building and using retail information system – retail DBMS in action.

TEXT BOOK

REFERENCE BOOKS

Entrepreneurial Finance

Subject Description
This course presents the Entrepreneurial Finance which helps students to know more about the investments and capital market problems.

Goals:
To familiarize the students with the Entrepreneurial Finance needed to start new ventures.

Objectives:
On successful completion of the course the students should have: Understood Entrepreneurial Finance. Learnt more about capital market considerations, strategic investments.

Contents :
UNIT I
Overview of Entrepreneurial Finance: Introduction - Financing choices for start ups -Opportunity Assessment and Creation - Major valuation - risk management and planning concepts Types of investments and funding sources - Tools for analysis - Valuation concepts Business/ financial plans - Capital structures - Sources of funding - Decision horizons

UNIT II
Project Management - Sources of Business idea, Project classifications - Identifications - Formulation & Design - Feasibility Analysis - Preparation of Project Report and Presentation.

Unit III
Project Finance : Sources of Finance – Institutional Finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank – Appraisal of bank for loans.
Unit IV
Institutions Aids for Entrepreneurship Development - Role of DICs, SIDCO, NSICs, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance Bureau - Approaching Institutions for Assistance.

Unit V

Reference:

RETAIL SUPPLY CHAIN MANAGEMENT

UNIT I:
Supply chain management-meaning, definition, need and evolution-traditional and modern approaches to SCM-key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization.

UNIT II:
Operations management in SCM: Type of manufacturing systems-lean manufacturing - mass customization - outsourcing-service operations management - managing supply and demand.

UNIT III:
Procurement for supply chain: Type of purchases-inventory models-inventory counting systems-universal bar code-materials requirement planning-just in time and vendor management inventory.

UNIT IV:

UNIT V:
Global issues in SCM: Forces behind globalization-world class SCM-world class demand management (WCDM)-world class logistics management (WCLM).

TEXT BOOKS:
Small Business Management

Subject Description:
This course incorporates current theory and practice relating to starting and managing small firms. It provides a comprehensive coverage of critical small business issues; numerous real-world examples.

Goals:
To help Students understand how to apply the small business management concepts.

Objectives:
On successful completion of the course the students should have:
Understood small business management concepts, opportunities recognition, quality and risk management.

Contents:
UNIT I
The Winning Hand of Entrepreneurship - Strategies That Capture Opportunities – E-Commerce Opportunities - Global Opportunities - Entrepreneurial opportunities - The factors that make the family business unique - The franchising Concept.

UNIT II

UNIT III
Selecting a Location and Planning the Facilities - Projecting Financial Requirements - Finding Sources of Financing - Exit Strategies - Develop a comprehensive business plan - the nature of the marketing research process - Identify the factors affecting choice of a business location.

UNIT IV

UNIT V

References:
2. Small Business Management By And By Megginson and Byrd and Megginson, Megginson Megginson and B, Leon C.
3. Effective Small Business Management By Zimmer Scarborough and, And Zimmer Scarborough and Zimmer
5. Small Business Management: Managing People By David Byrne, Jim Richardson, Wilf Bowen.

**RETAIL ADVERTISING AND PROMOTION**

**UNIT I:**
Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign-advertising for the retail store.

**UNIT II:**
Media and copy decisions: Media objectives-planning and budgeting-advertising evaluation-creating and producing copy-copy testing.

**UNIT III:**
Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

**UNIT IV:**
Management of sales promotion: Role of sales promotion-types of sales promotion-evaluating sales promotion.

**UNIT V:**
Personal selling and publicity: Publicity and special events-role of personal selling in retailing-process in personal selling.

**TEXT BOOKS:**

**REFERENCE BOOKS:**

**CHANNEL MANAGEMENT**

**UNIT I:**
Marketing channels-structure, functions and relationships-meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

**UNIT II:**
Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design-
transaction cost analysis-analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

UNIT III:
Channel development and marketing: Negotiations in marketing-negotiation strategy-channel negotiation process-leadership-vertical marketing system-conflict-types and resolution-macro prospective of channel performance-measuring final performance-measuring customer satisfaction.

UNIT IV:
Issues in retail channel management: Channel dynamics-impact of information age-information systems and channel management-channel change and management-strategic issues in international retailing-need for distribution innovation.

UNIT V:
Channel institutions-retailing-non-store retailing-wholesaling-international distribution channels-channels of distribution for services.
Retail organizations-independent retailers-chain retailers-leased departments-franchises-integrated and consumer co-operatives.

TEXT BOOKS:

REFERENCE BOOKS:
Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.

Business Environment

Subject Description
This course incorporates Current theory and practice of business environment relating to critical business issues.

Goals:
To help Students understand know about business environment.

Objectives:
On Successful completion of the course the students should have: Understood business environment, socio political environment, International Business scenario.

UNIT I
Business environment:- The concept and significance constituents and characteristics of business - environment in India - social responsibility of business.

UNIT II
UNIT III
Economic environment - Economic systems - mixed economy - Industrial regulation - curbing monopolies and restrictive trade practices - Foreign exchange regulation.

UNIT IV
Indian Economic environment:- Planning in India - Promotion of Industries - backward, rural industrialization - Banking & credit - Industrial infrastructure - recent developments - Industrial sickness - recent economic policy.

UNIT V
International business scenario:- Globalization - Foreign Investment and collaboration NRI Investment - MNCs - GATT - WTO - Its impact on Indian - Foreign regulation control.

Reference:
2. Francis Cherunila, Business Environment.
3. Pruti S, Economic &amp; Managerial Environment In India.
5. Amarch and D., Govt. Business.

INDUSTRIAL AND SERVICES MARKETING

UNIT-I

UNIT-II

UNIT-III
Services: Definition, Characteristics, Classifications- Relationship Marketing- Service mission – Service market segmentation – Service positioning and differentiation- Services marketing mix-Marketing issues.

UNIT-IV
Role of Service sector in Indian economy vs that of other countries- Marketing plans for services- Service communications – Customer focused service organizations – Service quality and delivery – Customer satisfactions.

UNIT-V
Financial services marketing –Communication and information services – Media services- Education, training services – Social marketing – Religious services marketing- Emerging trends in services marketing.

REFERENCE BOOKS:
1. Alexander Hill & Cross, “Industrial Marketing” AITBS
RESEARCH METHODS IN SERVICE MARKETING

Unit – I Introduction to Research

Unit – II Research Design:
Meaning – Need – Features – Different research designs – sampling design – steps in samplings – Characteristics of a good sample design – different types of sample design – measurement and scaling technique.

Unit – III Data Collection

Unit – IV statistical techniques:

Unit – V Research Report

Reference :-
1. Donald R. Cooper and Rama S. Schindler, business research method – Tata McGraw Hill Publishing

INSURANCE MARKETING

UNIT-I: Introduction to Insurance

UNIT-II : Marketing of Insurance.

UNIT-IV : Users of Insurance Services.
Users of Insurance Services -Behavioral profile of users – Marker segmentation of Insurance – Significance – Marketing Information system for Insurance organization.

UNIT-V: Insurance Product

Reference:

Tourism Marketing
Unit- I : Introduction :
Basic concepts of Tourism services- Tourism marketing- meaning – components of Tourism product – Users of Tourism services – Behavioural profile of users- Thrust areas of Tourism.

Unit- II :
Product planning and Development – market segmentation for Tourism – Bases - Growth of Tourism services in India. – problems and prospects of tourism services.

Unit- III:
Marketing Information system for Tourism – Tourist organization – marketing mix – product mix- formulation of marketing mix for the Tourist organization.

Unit –IV:
Tourism product- Features- Designing a package Tour-Brand Decisions launching new product.

Unit- V
Promotion mix for Tourism product - price mix – place mix – channel distribution- people – Travel Agents- guides- channel distribution - people- Travel agents- Guides- Airline services- Travel Service- Seven Cs of Travel Service Marketing- (Marketing Challenges for services) – Railway Services Marketing – Factors influencing passenger fares and freight rates.

References:

ADVERTISING MANAGEMENT FOR SERVICE
Unit –I Introduction to Advertisement :
Concept and definition of advertisement – social, economic and legal implications of advertisements –setting advertisement objectives.
Unit II Advertisement Agencies

Unit –III Advertisement Media:
Media plan type and choice criteria – reach and frequency of advertisements – cost of advertisements related to service- media strategy and scheduling.

Unit –IV Design and Execution of Advertisement

Unit –V Media Research

References:
1. Kenneth Clow. Donald Back – “Integrated Advertisements, Promotion and marketing communication”, Prentice hall of India

MARKETING OF BANKING SERVICES

UNIT-I.
Marketing- Meaning- Importance of Marketing- Modern Marketing Concept- Features of the Modern Marketing Concept- Marketing and selling social Marketing- Remarketing- Remarketing.

UNIT-II
Relevance of Marketing to Banking0 Marketing environment of a Banker- Marketing Mix of a Banker- Marketing Plan; Bank’s business objectives, Marketing Audit, SWOT Analysis, Marketing Objectives and marketing. Marker segmentation- bases – Marketing outlet for a Banker- Suitable location for a Bank branch- Branch layout.

UNIT-III

UNIT-IV

UNIT-V
REFERENCES BOOKS:
1. Ramasamy and Namakumari, Marketing Management.
2. Gupta and Rajan Nair, Marketing Management.
3. Madhukar, Dynamics of Bank Marketing.
4. Kenneth Andrew, the Bank Marketing Handbook.

PRACTICE OF COMMERCIAL BANKING

UNIT - I
Lending of money by banks: Principles of sound lending - Forms of advances such as Cash credit, Overdraft, Loan, Purchase and Discounting of bills - Borrower study.

UNIT - II

UNIT - III
Guarantees: Definition - Essential features of a contract of guarantee - Liability of the surety - Rights of surety - Obligations of creditor towards surety - Rights of creditor.

UNIT - IV
Loan appraisal: Managerial appraisal, Technical appraisal, Commercial appraisal and financial appraisal - Follow up and supervision - NPAs.

UNIT - V

BOOKS RECOMMENDED
- Bedi H.L. and Hardikar V.K. – Practical Banking Advance
- Tannan M.L. – Banking Law and Practice in India, Thacker & Co.
- IIB – Commercial Banking 4 Volumes.

BANK MANAGEMENT

UNIT - I

UNIT – II
UNIT – III

UNIT – IV

UNIT – V
Manpower Planning in Banks - Recruitment - Selection - Training in Banks - Need - Methods - Discipline - Grievance Redressal - Trade Unionism.

BOOKS RECOMMENDED
- C.B. Gupta – Principles of Management for Bankers
- James B Bexley – Banking Management – A guide to more profitable banking.
- P. Subba Rao – Principles and Practice of bank management.

MARKETING OF BANKING SERVICES

UNIT - I

UNIT - II

UNIT - III
Price Mix: Meaning, Importance, Factors affecting price of a product, pricing objectives, Pricing Policies, Deregulation of interest rates, service charges.

UNIT - IV

UNIT - V

BOOKS RECOMMENDED
- Marketing management : Ramaswamy and Namakumari.
- Marketing management : Gupta and Rajan Nair.
- Dynamics of bank marketing : Madhukar.
- The bank marketing handbook : Kennetch Andrew.
BANKING TECHNOLOGY

UNIT – I

UNIT - II

UNIT - III
Hardware: Anatomy of computer – CPU – Main memory- Peripheral controllers – Peripherals.

UNIT - IV

UNIT - V

BOOKS RECOMMENDED
♀️ Bajwa K.S. - Bank Mechanisation, Skylark publications.
♀️ Srivatsava - Computer applications in Banks, BTC, RBI.
♀️ Sanjay Soni and Vinayak aggarwal - Computers and banking sultan cohand & Sons.

INNOVATIVE BANKING

UNIT - I
Innovation: Meaning – Need for innovations in banking – Constraints in innovations – Role of technology in banking

UNIT - II
Innovation in savings and loan schemes: Innovative schemes of bank deposits, Mutual Funds, Housing Finance, Personal loans, and Educational loans.

UNIT - III
Innovations in Individual Customer Service: ATMs, Consumer Credit Cards, Farm Credit Cards, Investment Counseling, 24x7 banking and other services.

UNIT - IV

UNIT - V
NEW PRODUCT DEVELOPMENT

Objective
To prosper firms must develop new products and service innovations. In this course several practical concept development methods.

UNIT I
New product developers-Users or manufacturers, Generation of Ideas for breakthroughs, Finding out what users want.

UNIT II
Improvement to existing products, Marketing Research process for Idea generation, Brainstorming and Creativity training.

UNIT III
Advertisements to sustain New products, Finding solutions to consumer needs, word-of-mouth as critical aspect to sustainability of new products.

UNIT IV
Innovation communities, First movers, Laggards.

UNIT V
Demographic, Cultural, economic analysis for new product development.

REFERENCES:

SERVICES MARKETING

Objective: The course aims at making students understand concepts, philosophies, processes and techniques of managing the service operations of a firm.

Unit I: Introduction: Difference between product and services marketing; Characteristics of services. Service marketing system: Service quality; Understanding customer expectations and zone of tolerance; Targeting and positioning of service.

Unit II: Services marketing mix: Augmented marketing mix; Developing the service product/intangible product; Service product planning; Service pricing strategy; Services promotions; Services distributions.

Unit III: Physical evidence: Role of communication in service marketing; People and internal communication; Process of operations and delivery of services; Role of technology in services marketing.
Unit IV: Marketing the Financial Services: Deciding the service Quality, Understanding the customer expectation, segmenting, targeting, and positioning of Financial Services, Devising Financial Services Marketing Mix Strategies with special reference to Credit Cards, Home Loans, Insurance and Banking.

Unit V: Services in global perspective: International marketing of services; Recent trends; Principal driving force in global marketing of services; key decisions in global marketing; Services strategy and organising for global marketing.

Suggesting Readings
2. Rampal and Gupta-Services Marketing- Sultan Chand.
5. Rama Mohana Raok – Services Marketing(Pearson Education).

E-MARKETING (Electronic Marketing)

UNIT I

UNIT II
The e-marketing plan, e-marketing planning, creation of e-marketing plan, A seven step E-marketing plans, e-marketing environment, global marketing, overview of global marketing issues, country and market opportunity analysis, technological readiness influences marketing, wireless internet access software policy, ethical and legal issues, privacy, digital property.

UNIT III
E-marketing environment, marketing knowledge, marketing knowledge management Other Technology enabled approaches, real space approaches, marketing databases And data warehouses, knowledge management metrics, the Hanover story, inside The internet exchange process.

UNIT IV
Segmentation and targeting overview, three markets, market segmentation bases. Differentiation dimensions, differentiation strategies, bases and strategies for positioning.

UNIT V
INTERNATIONAL BUSINESS

Goal: To enable the students to acquire knowledge of International Business

Objective: On successful completion of this course, the students should have understood

- The Changing Nature of International Business
- Culture and competitive Advantage.
- Foreign Direct Investment, etc.,…

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

REFERENCE
INDIAN FINANCIAL SYSTEM

UNIT – I
Introduction to Indian Financial System - Significance and definition - Economic Development - Savings - Rate of savings - Intermediation - Banking System and Non-banking system.

UNIT—II
Reserve Bank of India - Central banking functions – Monetary Authority - Bankers Bank - Banker to Govt - Lender – Reserve Requirements of Banking System.

UNIT—III
Commercial Banks - Regional rural banks - Co-operative banks – Apex Institutions - Development Banking - Sources and uses of Funds of banking system.

UNIT- IV
Liquidity - Money market - Instruments - Features - Call and Notice money – Clearing system - Treasury bills - Bill Market.

UNIT-V
Money market Mutual funds - Commercial deposits - Inter bank deposits – Company short term fund operations.

TEXT BOOKS:

BOOKS FOR REFERENCE:

FINANCIAL MARKETS AND INSTITUTIONS

UNIT-I

UNIT-II
Banking Institutions - Commercial and Co-Operative Banks - Non-Bank Financial Institutions - Small Savings and Provident Funds - Unit Trust of India and Mutual Funds.

UNIT- III

UNIT-IV

UNIT-V
Books for References:
2. Financial Instruments and Services, Nalini Prava Tripathy, Prentice Hall of India.
3. Financial Markets and institutions, S.Gurusarny, Vijay Nicole Imprints (P). Ltd.

PUBLIC FINANCIAL SYSTEM
(ONLY THEORY)

UNIT - I

UNIT - II

UNIT - III

UNIT- IV

UNIT-V
Tax Avoidance and Evasion - VAT - MODVAT to CENVAT - Changes in the Recent Budget on VAT – MODVAT

Textbook:
1) Public Finance - M.P.Gupta & S.N.Agawal

References:
1. Public Finance - KPM Sundaram & K K Andley Theory & Practice
2. Public Finance in Developed & Developing Countries S. K. Srivastava
3. Recent Budget papers

FINANCIAL DERIVATIVES

Unit – I : Options :
Introduction; uses of options, types of options; option valuation and pricing; factors determining option price, characteristics; appreciation factor. Binomial Model black-scholes model; Delta; Theta; Gamma; Vega, Rho, hedging option portfolios in practice; index options portfolio insurance put-call parity relationship.
Unit – II : Futures
Introduction; Future Markets; Future contracts and Future Trading, Margin, Clearing House and
Clearing Margins; Futures Versus options; Synthetic Futures; Futures Versus Forward markets;
Strategies for Futures Markets.

Unit – III : Swaps
Swaps – The Teenage Years; Swaps- The Laundry List; the Basic Swap Structures; Fixed Rate
Currency Swap; Currency Coupon Swap; Risks Specific to Users; How to Reduce Swap Risk?;
International Bank Capital rules and Swaps; Swaptions; Equity Caps and Floors.

Unit – IV : Convertible Securities
Introduction; Convertible Debentures; Features; Objectives of Convertible debentures; Valuation
of Convertible Debentures; implications of the convertible bond issue for the issuing company;
convertible preference share; future of the convertible securities.

Unit – V : Warrants
Introduction; Considerations for shares issued through warrants; Gearing effect; valuing
Warrants; Lapse of Warrants; Warrants Attached to Debenture; Similarities between options and
Warrants.

BOOKS FOR REFERENCE :
3. Sathya Debashash., financial Derivatives, Excel books

BASICS OF INVESTMENT
Unit – I : Investment : Objectives and Risks
Introduction; investment; speculation; Gambling; Investment / speculation / Gambling;
Increasing Popularity of Investment; Features of an Investment Programme; Risks of
Investment; Finance vs. Investment: interacting Decision Element.

Unit – II : The Stock Markets in India
Introduction, Nature and Function of Stock exchange; the Indian stock markets ; Early History
and Development; Organisation of Indian Stock Exchanges; Membership.

Unit – III : Statutory regulation of stock exchanges
Statutory regulation of Stock Exchanges; Over the counter Exchange of India (OTCEI); National
Stock Exchange of India; Automation of Stock Exchanges Secondary Market Developments.

Unit – IV : New Issue Market
Introduction; Functions; Origination, underwriting, Distribution; Role of the New Issue Market;
Disinvestment by Public sector Enterprises.

Unit – V : Listing of Securities
Introduction; Advantages of Listing; Listing : Is it a Legal Requirement?; General Requirements
for Listing.
INVESTMENT COMPANIES AND INTERMEDIARIES

Unit – I : The Brokerage Business
Introduction; Functions of a Brokerage Firm; Brokerage Information; Functional Specialisation of Members; Selecting a Broker and a Brokerage Firm; Execution of Order; Types of Transactions in a Stock Exchange; Mechanics of Share Trading; Features of Share Trading; Carry Forward Facility and the Theory of Badla.

Unit – II : Investment Companies
Introduction; Investment Company – The Concept; Types of Investment Companies; SEBI Guidelines for Mutual Fund authorization; RBI Guidelines on Mutual Funds; Mutual Funds 2000; Mutual Fund Operations in India; Money Market Mutual Funds; Computation of Net Asset Value (NAV).

Unit – III : Market Indexes
Introduction; Methods of Stock Indexes; Leading Stock Price Indexes; Bombay Stock Exchange Sensitive Index of Equity Prices.

Unit – IV : Method of Compilation
Method of Compilation; Bombay Stock Exchange; National Index of Equity prices; RBI Index of Security Prices; Other indexes of Security Prices.

Unit – V : Human Factor in Stock Markets
Introduction, Pyramids and Ponzi Schemes; Blind Faith and High Hopes; Speculative Bubbles; Stock-Market Bubbles; The Great Crash; Oct'87 Stock Market Crash and its Aftermath; The Scam.

BOOKS RECOMMENDED
 Antony Preethi Singh – Investment Management

INTERNET AND JAVA

UNIT I
INTRODUCTION TO INTERNET

UNIT II
Object oriented programming- Encapsulation-inheritance-polymorphism-java genesis - characteristics - java programming techniques- reserved words-identifiers- literals-operators-separators-variables-types-arrays-operator precedence.

UNIT III
UNIT IV
Packages- the package statement-import statement -interface statement - implements statement -constructors - string creation string concatenation character extraction-Exception handling fundamentals -types- uncaught exceptions-nested bystatements- the java thread model priorities-synchronization- runnable-the synchronized statement - deadlock - thread API summary

UNIT V
Dictionary class- hash tables - string tokenizer - runtime-system class -comparison input and output - file directory - filename filter-file streams-applets-html applet tag order of applet initialization-sizing graphics-simple graphics methods-draw line-draw arc-font manipulation-simple image loader-image observer-summary

TEXT BOOKS

FIRE AND MARINE INSURANCE
UNIT - I
Nature of Fire Insurance – insurance properties – types of fire insurance – general exclusion and conditions

UNIT - II

UNIT - III
Practice of fire insurance – cover note – procedure of claims – basis of loss or profit insurance.

UNIT - IV

UNIT - V

MOTOR AND HEALTH INSURANCE
UNIT – I

UNIT - II
Purpose of personal accident insurance – types of disablement – policy conditions – types of risks – group personal accident policy – types of PA policies.
UNIT - III
Purpose of Health Insurance – importance of health insurance – mediclaim policy – group mediclaim policy – discounts – exclusions.

UNIT - IV

UNIT - V

**RURAL INSURANCE**

UNIT - I

UNIT - II
Non Scheme Animals – Scheme Animals : Sheep and Goat, Poultry, Acua Culture

UNIT - III
Aquaculture Insurance – Secrculture – Honeybee insurance – horticulture and plantation insurance

UNIT - IV
Salt work insurance – farmers package insurance – tribal package insurance

UNIT - V

**Miscellaneous Insurance**

UNIT – I
Nature of Miscellaneous - all risk insurance policies - burglary insurance – package insurance – money insurance.

UNIT – II
Types of policies – rating – claims – cour bonds – custom bonds – excise bonds

UNIT – III
Television insurance – pedal cycle insurance – plate glass insurance – house hold insurance – shop keeper insurance.

UNIT – IV

UNIT – V

Portfolio Analysis and Management

Unit – I: Portfolio Analysis: Risk and Return
Introduction; Portfolio and Security Returns; Risk; Portfolio Risk; When diversification Does not help; when diversification can eliminate risk; the insurance principle; borrowing and lending.

Unit – II: Portfolio choice: utility theory and indifference curves
Introduction; utility functions; linear utility function and risk; concave utility function and risk; indifference curves.

Unit – III: Markowitz: Portfolio Selection Model
Introduction; Markowitz Model; the mean variance criterion; corner portfolios; Dents in the efficient set dominance principle; Modifications to the Efficient Frontier; Critique.

Unit – IV: Sharpe: The Single Index Model
Introduction Characteristics lines; portfolio characteristic Lines; constructing the optimal portfolio.

Unit – V: Capital Asset Pricing Model
Introduction, Assumptions, the Security Market Line, CAPM Vs. Market Model; Realism of the Capital Asset pricing model.

BOOKS FOR REFERENCE:
1. Portfolio Management - S.K. Baura
2. Investment Analysis and Portfolio Management – Reilly
3. Security analysis and Portfolio management - Fischer and Jordan

Modern Office Management

Unit –I Office Management and organization

Unit- II Office Environment & Communication

Unit –III: office correspondence & Record management

Unit –IV: Office systems & Procedures

**Unit –V Office Personnel relations**

**Reference Books:**
1. Modern office management – Dr. I.M.SAHAI – Sathiyabhawan Agra
2. Office organization and Management – S.P Arora – Vikas publishing House Pvt Ltd.

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**Company Law and Secretarial Practice**

**Goal:** To enlighten the students’ knowledge on Companies Act.

**Objectives:** After the successful completion of the course the student should have a thorough knowledge on Formation of Company, Documents required and Acts pertaining to it.

**UNIT-I**

**UNIT-II**

**UNIT-III**
Winding up – Meaning, Modes of Winding up – Compulsory Winding up by the court – voluntary Winding up – Types of Voluntary Winding up – members voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up (General).

**UNIT-IV**
Company Secretary – Who is a secretary – Types – Positions – Qualities – Qualifications – Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary – (1) As a statutory officer, (2) As a Co-Coordinator, (3) As an Administrative Officer.

**UNIT-V**
Kinds of Company meetings – Board of Directors Meeting – Statutory meeting – Annual General meeting – Extra ordinary General meeting – Duties of a Company Secretary to all the company meetings – Drafting of Correspondence – Relating to the meetings – Notices – Agenda – Chairman’s speech – Writing of Minutes.

**Books for reference:**
M.C.Shukla and S.S.Gulshan----Principles of Company Law----S.Chand & Co.,
M.C.Shukla and S.S.Gulshan---- S.Chand & Co.,
N.D.Kapoor----Company Law----Sultan Chand & Sons
M.C.Kuchhal---- Secretarial Practice----Vikas Publications
Banking Law and Practice

Goal: To enlighten the students’ knowledge on Banking Regulation Acts.

Objectives: After the successful completion of the course the student should have a through knowledge on Indian Banking System and Acts pertaining to it.

Unit – I

Unit – II

Unit – III
Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of cheques statutory protection duties to paying banker and collective banker - refusal of payment cheques Duties holder & holder id due course.

Unit – IV
Loan and advances by commercial bank lending policies of commercial bank - Forms of securities – lien pledge hypothecation and advance against the documents of title to goods – mortgage.

Unit – V
Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill Traveling cheque, credit card, Teller system.

Books for Reference:
5. Reddy & Appanniah : Banking Theory and Practice
6. Natarajan & Gordon : Banking Theory and Practice

Industrial Relations and Labour Laws

Objectives:
On successful completion of this course, the students should have understood

• Legislative relating to Industrial Disputes and Labour welfare

UNIT I
Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.
UNIT II

UNIT III

UNIT IV
The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

UNIT V
The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948

REFERENCES:
1. Personnel Management & Industrial Relation - P.C.Tripathi
2. Dynamics of Personnel Management - C.B.Mamoria
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons

Strategic Management

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Core Competencies – Building core competencies – Building Strategic Supportive Corporate Culture Strategic advantage – Managing Strategic Change – Strategic Change Process – Diagnosing change need.

**TEXT BOOK:**
PK Ghosh, Strategic Planning and Management, Sultan Chand & Sons, 2000.

**REFERENCE BOOK:**

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**Financial Services**

**Objectives:**
On successful completion of the course the students should have:

- To learn the various financial services provided by NBFCs.
- To understand the modes of raising capital from domestic and foreign market.
- To evaluate feasibility of projects on hire purchase and leasing.
- To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

**UNIT I**
Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds - Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

**UNIT II**

**UNIT III**
Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

**UNIT IV**
Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

**UNIT V**
Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

**REFERENCES :**
4. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
5. T. Sundar Rajan, Merchant Banking.
6. L.M. Bhole, Financial Institution & Markets.
8. Dr. J.C. Verma, Mutual Funds & Investment Portfolio.

**HRD (Human Resource Development)**

**Goal:** To enable the students to learn the principles and practices of developing human resources.

**UNIT I:**
HRD - Meaning, scope, importance, difference between traditional personnel management and HRD. Role Analysis and HRD-Key performance areas, Critical Attributes, Role Effectiveness, Role analysis methods.

**UNIT II:**
Performance appraisals and performance development - objectives of performance appraisal - The past and the future; Basic considerations in performance appraisal; Development oriented appraisal system. Interpersonal Feedback and performance counseling

**UNIT III:**
Potential Appraisal and Development. Career planning and Development.

**UNIT IV:**
Training - conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria.

**UNIT V:**
Organization Effectiveness - Organisation Culture, HRD climate; Organization Development - characteristics, HRD - OD interface. HRD experiences in India - Emerging trends and perspectives.

**REFERENCES:**
UNIT – I
Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC : :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT – II

UNIT – III

UNIT – IV

UNIT –V

Reference Books :-
EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG
“ELECTRONIC COMMERCE – A MANAGERIAL PERSPECTIVE ,

Software Design Technique
Subject Description: This subject deals with Software Designing concepts like Analysis, Design, Implementation, and Testing.
Goal: Knowledge on how to do a software project with in-depth analysis.
Objective: To inculcate knowledge on Software Designing concepts in turn gives a roadmap to design a new software project.


TEXT BOOK:

1. SOFTWARE ENGINEERING CONCEPTS – Richard Fairley, 1997, TMH. (UNIT-I: 1.1-1.3,2.3-2.4 UNIT-II: 3.1-3.4 UNIT III: 4.1-4.2,5.1-5.2 UNIT-IV:,6.1-6.4 UNIT-V: 8.1-8.2, 8.5-8.6)

REFERENCE BOOKS:

3. SOFTWARE ENGINEERING – Stephen Schach, 7th edition, TMH.

INTERNATIONAL BUSINESS ENVIRONMENT

UNIT – I
Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.

UNIT – II

UNIT – III

UNIT – IV

UNIT – V
BOOKS FOR REFERENCE:
1. International Marketing : Onkvist & Shaw
2. International Marketing : Philip R. Careora
3. Environmental Economics : M. Karpagam
4. Environmental Pollution : Katyal, Timmy & Satake.

**Logistics and Supply chain Management**

UNIT- I

UNIT - II

UNIT – III

UNIT – IV
Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT – V

**BOOKS RECOMMENDED**
1. Physical Distribution - K.K. Khanna
2. Sales and Distribution Management - S.L. Gupta
3. Logistics management - Vinod V. Sople
4. Logistical management - Bowersox Closs

**Foreign Trade Laws**

UNIT- I
The nature of international law and the international legal system Role – enforcement – effectiveness – juridical basis – future – international law and national law – international private
UNIT – II

UNIT – III

UNIT – IV
Technology import contracts – Technology policy and environment – selection and transfer issues – law for protection of intellectual property rights, copy right, patents, trademarks etc. FEMA- objectives, transactions.

UNIT – V

BOOKS RECOMMENDED
1. Mercantile Law, N.D. Kapoor
2. Mercantile Law, M.C. Kuchal
3. International Marketing analysis and strategy, Sak Onkviset and Shaw.

Shipping and Port Management
UNIT – I
Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport

UNIT – II

UNIT – III
UNIT – IV

UNIT – V
India’s maritime trade – development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector.

BOOKS RECOMMENDED
1. Physical Distribution – K.K. Khanna
2. Shipping Management (Cases and Concepts), Raghuram Ashopa, Batnagar Dixit, Ramani Rao, Sinha.
3. The state and market in India’s shipping, Nayar.

Data Mining and Warehousing

Goal:
To enable the students learn the data mining techniques and data warehousing concepts.

Objectives:
On successful completion of the course the students should have:
• Understood the data mining and data warehousing techniques.

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

Applications of data warehousing and data mining in government: Introduction – national data warehouses – other areas for data warehousing and data mining.

REFERENCE BOOKS
5. Jiawei Han & Micheline Kamber, “Data mining Concepts & Techniques”, 2001, Academic press

UNIT -I
Marketing Research: Meaning, nature and role of marketing research; Organization of marketing research; Marketing research process: Problem identification and definition; Determination of information needs; Developing research proposal.

UNIT -II
Research Design: Types of research Design – Exploratory, descriptive and conclusive researches; Secondary and primary data: Sources of secondary data; Primary data collection instruments – Questionnaire designing and testing; Schedule; Observation methods; Scaling techniques and attitude measurement; Online data sources and research.

UNIT -III
Sample Design: Defining the universe and sampling unit; Sampling frame; Probability and non-probability sampling methods; Sample size determination, Data collection and survey errors.

UNIT -IV
Data Analysis and Interpretation: Data editing and coding; Tabulation and graphic representation; Statistical data analysis including stimation, hypothesis testing, advanced data analysis techniques; Report preparation and presentation.

UNIT -V
Application of Marketing Research: Product research; Advertising research; Market and sales analysis; Marketing research in India; Ethical issues related to marketing research.

TEXT BOOKS:
3. Sharma S.S., Marketing Research.
Software Engineering

Unit-I
Introduction-The evolving role of s\w crisis-s\w myths-s\w engineering technology- the s\w process-s\w process models- the prototyping model.

Unit-II
Requirements engineering- system modeling- requirements analysis and elicitation for software-s\w prototyping- specification- mechanics of structured analysis- data dictionary- elements of analysis model- data modeling- functional modeling and information flow.

Unit-III
Object oriented design- design for object –oriented systems-the system design process-s\w design and s\w engineering- the design process- design principles-design concepts- effective modular design- design heuristics for effective modularity.

Unit-IV
Mapping requirements into a s\w architecture- transform mapping- transaction mapping- user interface design – interface design activities- s\w testing techniques- s\w testing fundamentals- white box testing- basis path testing- control structure testing black box testing.

Unit V
S\w testing strategies – a strategic approach to s\w testing- validation testing system testing- the art of debugging- s\w quality- s\w reengineering- reverse engineering – building blocks for CASE- a taxonomy of CASE TOOLS.

TEXT BOOKS:

REFERENCE BOOKS:

Brand Management

UNIT I:
Brand-history of branding-importance of branding-strategic brand management process-brand image-branding challenges and opportunities.

UNIT II:
Brand positioning-brand equity-sources-building a strong brand-brand building implications-identifying brand positioning-positioning guidelines-defining brand values-internal branding.

UNIT III:
Planning and implementing brand marketing-choosing brand elements-criteria-options and tactics for brand elements-new perspective on marketing-co-branding-guidelines-licensing guidelines.

UNIT IV:
UNIT V:
Implementing brand strategies-brand product matrix-breadth and depth of branding strategy-brand hierarchy-designing a long term brand strategy-brand extensions-advantages and disadvantages-reinforcing brands-adjusting brand portfolios.

TEXT BOOKS:
Kelvin Lane Keller-Strategic Brand Management-Prentice Hall India, 2003.

REFERENCE BOOKS:

Logistics and Sales Management

UNIT I:
Introduction to Logistics and competitive Strategy- Definition and Scope of Logistics- Functions & Objectives- Customer Value Chain- Service Phases and attributes-Value added logistics services- Role of logistics in Competitive strategy.

UNIT II:

UNIT III:

UNIT IV:

UNIT V:
Sales management- Meaning and objectives of sales management, responsibilities of sales manager; role of sales manager as leader of sale force, sales management and marketing management relationship Salesmanship. Meaning, scope, importance and limitations; Management of Sales. An introduction to retailing system, retailing definition, structure, retailing mix, retail store location, flow, retail pricing Objectives of sales forecasting; methods and procedures of sales forecasting.

References:
1) Slope Vinod V, Logistics Management- The Supply Chain Imperative, Pearson
International Services Marketing

Unit – I

Unit – II
Classification of services – distinctive features of services – service market potential.

Unit – III
Factors contributions to the growth of service marketing in the Indian context – Assessing service marketing opportunities – service marketing segmentation – global strategies.

Unit – IV
Targeting service users – positioning strategies – developing brand new service – pricing of service issues relating to distribution [both national and international ]

Unit – V
Designing communication mix for promoting international service – adverting and publicity for services – personal selling in relation to services – I.T impact on service marketing.

Reference:
1. Chiristian gronroos, services management and marketing, John wiley & sons ltd 2000

Quality Management Services

Unit – I Introduction

Unit – II Customer satisfaction

Unit – III Leadership

Unit –IV Quality management systems

Unit –V Tools and Techniques for Quality management
POKAYOKE

Text Book:

References :

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### Money and Banking

#### UNIT - I
Money: Evolution and functions of money – Significance of money – Quantity theory of money (Fishers and Cambridge) – Demand for and supply of money

#### UNIT - II

#### UNIT – III
Central Banking: Functions of a central bank – credit control – quantitative controls – selective controls - RBI and economic development

#### UNIT – IV

#### UNIT – V
Inflation: Meaning and definition – Kinds of inflation – causes and consequences of inflation – Deflation – Inflation in a developing economy

### BOOKS RECOMMENDED
- KPM Sundaram, Money and Banking and International Trade, Sultan Chand &sons.
- KPM Sundram, Money Banking, Sultan Chand & sons.
- ML Jhingan, Money Banking and International Trade, S.Chand
- S.Sankaran, Money Banking and International Trade, Margham Publications.
- Ashok Desai, Indian Banking, HPH
- Gordan & Natarajan, Banking, HPH
**Tourism Planning and Development**

**Objective:** The module will expose the students about the Tourism policy of India and of a few tourism states of the country.

**Unit-I: Introduction:** Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organizations in carrying out tourism policies.

**Unit-II: Tourism Policy:** Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.


**Unit-IV: International Agreements:** Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement.

**Unit-V: Tourism Marketing:** Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services- Challenges and strategies.

**Suggested Readings:**
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- Maclean, Hunter: Marketing Management (Tourism in your business).

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**Merger and Acquisitions**

**UNIT – I**
Mergers and acquisitions – concept – Features of mergers – Motives for mergers – Dubious reasons for mergers – Indian experiences – Emerging trends in India, strategic perspectives to corporate repositioning including restructuring and M&A.

**UNIT – II**

**UNIT – III**
Forms of acquisitions – Deal structuring, Financing and negotiating legal and procedural issues (including reverse merger) SEBI guidelines.

**UNIT – IV**
Takeover code and M & A procedures, takeover techniques and defensive strategies.

**UNIT – V**
Cross borderer deals, leveraged buyouts, post merger integration issues.

**TEXT BOOKS**
1. Principles of Corporate Finance – Richard A. Brealey, Steward C. Myres
2. Corporate Mergers in India – R.K. Mandal, Kanishka Publications.

**REFERENCE BOOKS**
1. SEBI Guidelines on Merger and Acquisition.
2. Corporate Merger – Dr. Sundaresan, Excel Book Publishers

### Security Analysis and Portfolio Management

**UNIT – I**

**UNIT- II**

**UNIT - III**

**UNIT-IV**

**UNIT-V**
Portfolio Revision: Needs and Problems - Methods of Revision Formula Plan for Revision Constant Value, Constant Ratio and Variable Plans.

Note:(Theory 60% & Problem 40%)

**TEXT BOOK:**
1. Security analysis and Portfolio management - Fischer and Jordan

**Reference books:**
1. Investment - Jack Clark Francis & Richard W.Taylor
2. Investment Management - V.K. Bhalla
3. Modern Portfolio Theory and Investment analysis - Elton and Gurbar
4. Portfolio Management - S.K.Baura
INTERNATIONAL FINANCE FLOWS

Unit – I: Foreign Portfolio Investment: Introduction; function portfolio investment; Major capital movement.

Unit – II: Foreign Investment in India: Emerging Trends and Policy developments: Introduction; Policy and Development; External Commercial Borrowings; Portfolio Investment;

Unit – III: Modern Portfolio Theory – Oriental Approach to Assess the Riskiness of Foreign Claims: Introduction, How to Generate the Distribution of Portfolio Returns; Foreign Portfolio Investment; regulatory Framework.

Unit – IV: Techniques of Portfolio Investment: Techniques of Portfolio Investment; Global Depository Receipts (GDRs);

Unit – V: International Taxation: Introduction; The Benefits and Costs of Openness; Efficiency; Incidence; The Problem and Promise of Tax Harmonization.

Books for Reference:

Foreign Exchange

UNIT – I

UNIT - II

UNIT – III
Export Financing: Packing Credit Advances, Advances against duty drawback, Other services to exporters – post – shipment finance: Purchase/Negotiation of exporters – post – shipment finance: Purchase/Negotiation of export bills, scrutiny of bills drawn under letter of credit, collection of export bills, advance against bills under collection and consignment exports.

UNIT - IV
Export – Import Bank of India: Lending to Indian exporters, Lending to foreign governments and companies, loans to commercial banks in India, Non – lending services and Forfeiting. Export Credit Guarantee Corporation of India Limited: Standard policies, Specific policies and guarantee to banks.
UNIT - V

BOOKS RECOMMENDED
- Francis - International Trade and Export Management.
- C.Jeevanandam - Foreign exchange – Practice, concepts and control.
- S.K.Verghese - Financing Foreign Trade.

Project Work & Viva-Voce

Project Work & Viva-Voce
Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)

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