

ADVANCED BUSINESS STATISTICS

SUBJECT CODE: CO 1812

SEMESTER: I SEM

CREDITS: 4

CATEGORY OF THE COURSE: MC

NO.OF HRS/ WEEK: 6

Objectives:

- To provide a theoretical appreciation and use of statistics.
- To teach statistical techniques which aid modern managers to take wise decisions in a competitive environment.
- To enable professional use of numerical or categorical data to assess the validity of statements made in business settings.

Course Units:

Unit I: Concepts Review:

Measures of Central Tendency – Dispersion – Skewness – Moments – Kurtosis. Time Series Analysis – Measurement of Trend – Measurement of Seasonal Variation – Method of simple average – Ratio to trend Method – Ratio to Moving Average Method – Ratio of Moving Average Method. Statistical Process Control : \bar{x} , R, p and np – Charts – Interpretation

Unit II: Correlation and Regression Analysis:

Significance of the study of correlation – Correlation and causation – Types of correlation – Difference between Correlation and Regression Analysis – Regression lines and Regression equations – Coefficient of regression – Partial Correlation – Partial Correlation Coefficient – Zero order, First order and second order Coefficient in case of four variables – Second order Partial Correlation Coefficients – Multiple Correlations – Multiple Regression Analysis – Normal equation for the least square regression.

Unit III: Theory of Probability and Theoretical Distribution:

Definition of Probability – Importance – Calculation – Theorems – Mathematical expectation – Theoretical distribution – Binomial – Poisson and Normal.

Unit IV: Sampling and Sample Design & Testing of Hypothesis:

Concepts of Universe, population and sample – Theoretical basis of sampling – Methods of sampling – Sample survey – Size of sample – Sampling and non- sampling errors. Statistical hypothesis – z test, t test, Chi-square test and Goodness of fit, F test and Analysis of Variance.

Unit V: Non Parametric Methods:

Introduction – Advantages of Non – Parametric Tests – The Sign Test – The paired Sample Sign Test – A Rank Sum Test – The Mann –Whitney U Test – The Kruskal Wallis or H Test – Spearman's Rank Correlation.

Recommended Text Book:

Gupta S. P, **Business Statistics**, Sultan Chand Publications, 2011

Reference Books:

Anderson Sweeney and Williams, **Statistics for Business and Economics**, e8, Thomson South Western, 2009

Sharma J. K, **Business Statistics**, Dorling Kindersley (India) Pvt Ltd, 2012

Arora P. N, Arora Sumeet, and Arora S, **Comprehensive Statistical Methods**, S. Chand & Company Ltd.

ECONOMIC AND LABOUR LAWS
SUBJECT CODE: CO 1813

SEMESTER: I SEM
CATEGORY: MC

CREDITS: 4
NO.OF HRS/WEEK:3

Course Objectives:

1. To make the learners aware of the fundamental principles of economic and labour laws.
2. To help the learners avoid conflicts in the workplace and understand the rights and obligations of employees.
3. To help learners avoid economic offences and conduct lawful businesses.

UNIT-I-THE FOREIGN EXCHANGE MANAGEMENT ACT

Definitions-regulation and management of foreign exchange-dealing in foreign exchange- authorised person-contravention and penalties-directorate of enforcement.

UNIT-II-THE COMPETITION ACT-2002

Definitions-prohibition of certain agreements-abuse of dominant position-regulation of combinations-competition commission of India-duties, powers and functions of the commission-duties of director general-penalties-competition advocacy-finance accounts and audit.

UNIT-III-THE FACTORIES ACT-1948

Meaning of factory-definitions-the inspecting staff-health and safety measures-hazardous Process-welfare measures-working hours for adults-holidays-employment of young persons-employment of women-annual leave with wages-penalties and procedure.

UNIT-IV-THE WORKMEN COMPENSATION ACT- 1923

Defences available to the employers - Fatal Accidents Act- Employers Liability Act-scope and coverage of Workmen Compensation Act- Definitions-rules regarding workmen compensation – amount of compensation-Distribution of compensation-Enforcement of the Act.

UNIT-V-THE INDUSTRIAL DISPUTES ACT- 1947

Object of the ACT-definitions-industrial dispute-reference of industrial disputes to grievance settlement authorities-authorities under the ACT-works committee-conciliation officers-board of conciliation-courts of enquiry-adjudication machinery-powers and duties of authorities-strikes and lock outs –prohibition of strikes and lock-outs-illegal strikes and lockouts-layoffs-retrenchment -transfer and closing down of undertakings-unfair labour practices-penalties.

Text Book:

1. KAPOOR N.D, Elements of Mercantile Law , Sultan Chand & Sons, New Delhi,-2010

Reference Book:

1. Shukla M. C, Mercantile Law, Sultan Chand, New Delhi-2009.

MODERN MANAGEMENT PRACTICE
SUBJECT CODE: CO 1814

SEMESTER: I SEM
CATEGORY: MC

CREDITS: 4
NO.OF HRS/ WEEK: 6

Objectives:

- To orient the students with an appreciation of tested management methodologies that would achieve business success
- To give an Indian and Western touch to management practices in modern organization.
- To expose the students to the latest technologies like 6 Sigma, TQM and CRM, etc.

Course Units:

Unit I: Fundamentals of Management:

Characteristics of Excellent managed companies – Managerial Process – Managerial skills and roles – Managing the internal and external environment – Strategies of the environment management – Managing for competitive advantage – Cost – Quality – Speed – Innovations – Globalization – Challenges of a manager in the 21st Century.

Unit II: Strategic Management:

Strategic Management – SWOT analysis – BCG matrix – classification of strategies - managerial decision making – group decision making – Corporate social responsibility – Strategies - Indian experiences in CSR

Unit III: Organizational Structures:

Kinds of Organizational Structures – Hybrid and Matrix structures – Span of control – Delegation of Authority – Centralized and Decentralized Structures – Organizing for optimal size – Strategies of responsive organization – Customer Relationship Management – TQM – 6 Sigma.

Unit IV: Leadership:

Transactional and transformational leaders – Traditional and contemporary perspective on leadership – Situational theories – Developing leadership skills- Motivating for performance – Reinforcements for performance – Expectancy theory – Job enrichment – Empowerment – Establishing equity and quality of work life.

Unit V: Managing Teams:

Managing high performance teams – Team development – Cohesiveness – Managing conflicts in team – Managing technology and innovations in competitive environment – Managing change – Shaping the future.

Recommended Text book:

Bateman Thomas S, &. Snell Scott A, **Competing in the New Era**, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2003

Reference Books:

Certo Sameul C, Certo S. Travis **Modern Management, 10/e**, PHI Pvt Ltd. 2007

Pyzdek Thomas, **Six Sigma Project Planner**, Tata McGraw Hill Education Pvt Ltd. 2009

ACCOUNTING FOR DECISION MAKING
SUBJECT CODE: CO 1815

SEMESTER: I SEM
CATEGORY: MC

CREDITS:4
HRS/WEEK: 6

Objectives:

- To analyze and interpret financial statements from the point of view of managers and outsiders.
- To enable the students to take economic decisions using costing techniques.
- To recognize the roles of budgets variance as tools of planning and control.

Course Units:

Unit I:

Fund flow statements – cash flow statements

Unit II:

Analysis of financial statements –ratios indicating profitability, liquidity, solvency and efficiency

Unit III:

Marginal costing for decision making relating to the following areas – Make or Buy – Key factor/Limiting factor – Pricing – Shut down of Plant – Optimal production Mix – Adding or discontinuing a product – plant mergers – incremental revenue and differential cost.

Unit IV:

Variance analysis – Material – Labour - Overheads – Sales (Value and Margin Variances)
Budgetary control – functional Budgets – Master Budgets – Zero Base Budget.

Unit V:

Activity based costing – Relevant costing – Transfer Pricing.

Recommended Text Books:

Maheswari S.N, **Cost and Management Accounting**, Sultan Chand & Sons, Delhi, 2004.

Reference Books:

Kishore Ravi M, **Advanced Management Accounting**, Taxmann Allied Services (P) Ltd, 2005

Thukarum Rao M. E, **Cost and Management Accounting**, New Age International (P) Ltd., 2004

STRATEGIC MARKETING MANAGEMENT
SUBJECT CODE: CO 1816

SEMESTER: I SEM
CATEGORY: MC

CREDITS: 4
HRS/WEEK: 6

Objectives:

- To make the students to understand the major aspects of planning and execution of marketing operations
- To explain the various kinds of marketing strategies and to highlight the implementation of these strategies

Course Units:

Unit I: Understanding the Marketing Management:

Introduction – Core Marketing concepts – Marketing management tasks – Developing marketing strategies and plans.

Unit II: Capturing marketing insights:

Gathering Information and Scanning the environment – Conducting marketing research and forecasting demand – Connecting with customers – Analysing consumer markets – Identifying market segments and targets – Dealing with competition.

Unit III: Shaping the market offerings:

Product life-cycle marketing strategies – Setting product strategy – Developing pricing strategies and programs.

Unit IV: Delivering Value:

Designing and managing integrated marketing channels – Managing retailing, wholesaling and logistics.

Unit V: Communicating Value:

Designing and managing integrated marketing communication – Managing mass communications – Managing personal communications – Introducing new market offerings – Tapping into global market.

Recommended Text book:

Kotler Philip, Keller Kevin Lane, Koshy Abraham & Mithileshwar Jha, **Marketing Management: A South Asian Perspective**, Pearson Prentice Hall, 2009, 13th Edition

Reference books:

Wilson Richard M.S, Gillingham Collin, **Strategic Marketing Management**, Viva books (P) Ltd., 2010.

Boyd Walker, Larreche, **Marketing Strategies – Planning Implementations**, Tata McGraw Hill Publishing Company Ltd., 2010.

DIRECT TAX PLANNING AND MANAGEMENT
SUBJECT CODE: CO 2815

SEMESTER: II SEM
CATEGORY: MC

CREDITS: 5
HRS/ WEEK: 6

Course Objectives

- To understand the basics of Direct Tax Law and its method of practices
- To study the computation of income of various persons under different heads of income
- To identify the procedures of tax planning methods involved in the heads of income

Unit 1 – Basics of Income Tax Law

Canon of Taxation – Definitions – Residential status and incidence of Taxation – Exempted incomes – difference between Capital and revenue

Unit 2 – Computation of Total Income

Computation of Income from Salary – House property – Business and Profession – Capital gains and other sources – Clubbing provisions – set off and carry forward of losses - deductions

Unit 3 – Assessment of Individual income

Assessment of agricultural income – assessment of income of individuals – Tax Planning at various stages of income

Unit 4– Assessment of persons other than individual

Assessment of partnership firm, HUF, charitable institutions, cooperative societies and Companies – Procedures of Tax planning and its implication on tax savings

Unit 5 – Income Tax Authorities and procedures

Income Tax Authorities – powers and duties – procedure for assessment and appeals and revisions – collection of tax at sources – advance payment of tax – recovery and refund of tax – penalties, offences and prosecution

Recommended Books:

1. Gaur V.P, Narang D.B, Ghia Puja and Puri Rajeev, Income Tax Law and Practice, Kalyani Publishers, Revised Annual Edition
2. Singhanian Vinod K, Direct Taxes Law and Practice – Taxmann Publications, New Delhi, 2010
3. Pakhar Dingar, Income Tax Law and Practice .

HUMAN RESOURCE MANAGEMENT
SUBJECT CODE: CO 2816

SEMESTER: II SEM
CATEGORY: MC

CREDITS: 5
HRS/ WEEK: 6

Objectives:

- To understand the nature of human resources and its significance to the organization
- To learn about the various mechanisms in HRM that contribute to the competencies of people in an organization
- To build learning organizations and to become competitive in the changing economic environment.

Course Units:

Unit I: Human Resource Management:

Scope and activities of Human resources Management – HRM models – Activities that can enhance HR competitiveness – HRM and environment scanning – HR Manager, as strategic business partner – Changing status of HR Managers – HR outcomes – Challenges and issues facing as a HR Manager.

Unit II: Human Resource Planning:

Process and steps involved in HR planning – Dealing with surplus and deficit manpower – Problem of attrition and retention strategies – Job analysis – Job Design – Job Enlargement – Job Enrichment – Job rotation – Self directed teams – Recruitment Process – New Methods of selection – Job fairs – On line recruitment – Campus Recruitment.

Unit III: Human Resources Development:

Human resources development – Goals of HRD – HRD instruments – HRD culture – Role of Chief Executives in HRD – Training and Development modules – Coaching and mentoring – Competency mapping – Developing competencies – Personal competency maturity model.

Unit IV: Work life:

Quality of work life – Participation and empowerment – Career planning and development - Managing discipline and grievances.

Unit V: Performance Appraisal:

Performance based Appraisals – Process of performance appraisal – Bias in Performance Appraisal – 360 Degree Performance appraisals – BOS and BARS – Methods of Job Evaluation and Incentive payments – Employee welfare.

Recommended Text books

Aswathappa K, **Human Resource and Personnel Management**, Tata McGraw Hill Publishing Company Ltd. Hill Publishing Co., Latest Edition

Prasad L. M., **Management Process And Organisational Behaviour**, Sultan Chand & Sons, 2008

Reference books

Dessler Gary, **Human Resources Management**, Pearson Education, e/11, 2008

Rao V.S.P, & Rao P. Subba **Personnel/ Human Resources Management, Text, Cases and Games**, Konark Publishers, , Ltd., 2000
Mamoria C.B, Rao V.S.P., **Personnel Management**, Himalaya Publishing House, e/1, 2011
Decenzo David & Robbins Stephen, **Personnel Human Resource Management**, Eastern Economy Publications, 1999

STRATEGIC FINANCIAL MANAGEMENT
SUBJECT CODE: CO 2817

SEMESTER: II SEM
CATEGORY: MC

CREDITS: 5
HRS/ WEEK: 6

Course objectives

- To provide basic information on Mobilizing and Managing Finance in business organizations
- To impart to the students the detailed account of various Financial functions of business organizations.

Unit 1: Basics of Financial Management

Finance function - Meaning and significance and Goals of financial management - Factors affecting financial decisions - Time value of money.

Unit II : Capital Structure :

Meaning - Factors affecting capital structure - EBIT- EPS Analysis - Capital Structure theories - leverages - Meaning and types.

Unit III : Cost of Capital :

Meaning and significance - Computation of individual sources of funds and Weighted Average Cost of Capital - Marginal Cost of Capital.

Unit IV: Capital Budgeting :

Meaning and Significance - Capital Budgeting Process - Project Appraisal techniques - Selection Process under Capital Rationing - Leasing - Types of Leasing - Lease or Buy Decisions.

Unit V: Working Capital Management:

Working Capital Management- Factors affecting Working Capital - Financing of Working Capital - Receivables Management- Inventory Management - Cash Management. Dividend Policy- Factors affecting Dividend Policy - Dividend Pay out Methods - Dividend Theories - Walter and MM theory.

RECOMMENDED TEXT BOOK :

1. Kishore M Ravi, Strategic Financial Management, Taxmann Publication © Ltd. New Delhi. 2011

REFERENCE BOOKS

1. Vanhorne J.C, Financial Management and Policy, Tata McGraw Hill Publishing Company Ltd.
2. Pandey I. M, Financial Management, Vikas Publishing House, New Delhi, 2010
- Khan M Y, and Jain P. K, Financial Management: Text, Problems & Cases, Tata McGraw Hill Education Private Limited., 2011

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

SUBJECT CODE: CO 2818

SEMESTER: II SEM
CATEGORY: MC

CREDITS: 5
HRS/ WEEK: 6

Objectives:

- To develop adequate entrepreneurial traits among students
- To initiate the required skills for entrepreneurial development
- To help students understand the process of establishing and develop an enterprise

Course Units:

Unit-I : Small Business Enterprise:

Small Business framework – concept and definition- nature and characteristics – relationship between small and large business – scope and types of small business – rationale and objectives – small business as seed bed of Entrepreneurship

Unit II: Entrepreneurship:

Entrepreneur and Entrepreneurship concept – distinction between entrepreneur and Manager – entrepreneurial competency – functions – types (including women and rural).

Unit III: Establishing a small enterprise:

Establishing a small enterprise – learning the important steps for starting a business – project identification and selecting the product – generation and screening the project ideas – market analysis – technical analysis, financial analysis (up to cost of production) Project formulation – assessment of project feasibility – preparation of project report m-dealing with basic start up problems.

Unit IV: Growth strategy:

Growth strategy for small business – need for growth – types of growth strategy – expansion – diversification- sub contracting.

Unit V: Institutional Support:

Sources of Finance – Financial Support to small Business - Various incentives and subsidies – Central and State Government Schemes – Case study of great Entrepreneurs.

Recommended Text books

Khanka S. S, **Entrepreneurial Development**, Sultan Chand Publications, 2003.

Shaprio Alan C, **Multinational Financial Management**, Prentice Hall of India 2002 (4th Edition).

Reference books

Gupta C.B, & Srinivasan N.P, **Entrepreneurial Development**, Sultan Chand & Sons, 2008

Suresh Jayasree, **Entrepreneurial Development**, Margham Publications, 1999

INVESTMENT MANAGAEMENT
SUBJECT CODE: CO 2955

SEMESTER : II
CATEGORY : ES

CREDITS:3
NO.OF HOURS/WEEK: 4

Objectives:

- To provide students an exposure to investment management as a career
- Help the learner appreciate the various investment alternatives
- Help the learner understand the theory and practice of taking optimized investment risks

UNIT -1 -INVESTMENT

Introduction-investment-meaning- increasing popularity of investments-features and objectives of investment- investment decision process- approaches to investment decision making- qualities for successful investing-direct and indirect investing-speculation-difference between investment and speculation - gambling- features of gambling-difference between investment and gambling- emerging investment environment- risk-types of risks attached to investments.

UNIT -II-INVESTMENT ALTERNATIVES

Non- market financial assets-bank deposits-post office savings account-post office time deposits- monthly income schemes of post offices-national savings certificates-company deposits-employee provident fund scheme-money market instruments-bonds or debentures-preference shares-equity shares-rights of equity shareholders-classification of equity shares-life insurance-types of life insurance policies-considerations in choosing life insurance policies-investment in gold -real estate-art-antiques.

UNIT -III-MUTUAL FUNDS

Meaning and definition of mutual fund-features and characteristics of mutual fund-mechanism of mutual fund operations-benefits of mutual funds-structure of mutual fund-mutual fund schemes- costs and loads in mutual fund investments-return from mutual fund-performance of mutual fund- mutual funds in capital market-regulation of mutual funds-taxation of mutual fund investment- emerging trends in mutual funds in India.

UNIT-IV-PORTFOLIO SELECTION AND MANAGEMENT

Diversification-portfolio management-return and risk in the context of portfolio-portfolio selection-portfolio theory-Harry Markowitz model-finding the efficient frontier-comer portfolio -

risk free lending and borrowing-capital market theory-sing index model-security characteristics line-construction of optimum portfolio-Sharpe optimization model-selection of securities.

UNIT - V -CAPITAL ASSETS PRICING MODEL, ARBITRAGE THEORY AND PORTFOLIO

EVALUATION

Systematic and unsystematic risks-interpretation of beta value-capital asset pricing model-assumptions of CAPM-security market line-Capital market line-CAPM and valuation of investments-reward to risk ratio-beta of a portfolio -alpha factor-limitations of CAPM- Arbitrage pricing theory -security valuation and arbitrage-portfolio evaluation- measures of portfolio performance

Text Books:

1. DR.R.P.RUSTAGI, Investment Analysis and Portfolio Management-Sultan Chand & Sons , New Delhi- 2012.
2. V.K.BHALLA, Investment Management, S.CHAND, New Delhi-2011

LOGISTICS AND SUPPLY CHAIN MANAGEMENT
SUBJECT CODE: CO 2956

SEMESTER: II

CREDIT: 3

CATEGORY: ES

NO. OF HOURS / WEEK: 4

OBJECTIVES

- Introduce the concept and impact of Logistics and Supply Chain Management, with a competitive strategy overview
- Expose the various dimensions of Financial Supply Chain Management with the perspective of e-finance and its legal aspects

Unit 1 – Introduction to Logistics

Fundamentals of Logistics - Definition and Activities - Aims and importance - Progress in Logistics and Current trends - Organization and achieving integration

Unit 2 – Planning the Supply Chain

Logistics Strategy - Implementing the Strategy - Locating Facilities - Planning Resources - Controlling Material Flow

Unit 3 – Measuring and Improving Performance of Supply Chain

Procurement - Inventory Management - Warehousing and Material Handling – Transport - Global Logistics

Unit 4 – Supply Chain Management

Basic Concepts of Supply Chain Management - Planning and Sourcing - Making and Delivering – Returns - IT and Supply Chain Management

Unit 5 – Financial Supply Chain Management

Financial Supply Chain - Elements of Financial Supply Chain Management - The Evolution of e-Financial Supply Chain - E-Financial Supply Chain' (Banks Perspective) - Legal Aspects of e-Financial Supply Chain

Recommended Books

1. Waters Donald , **Logistics: Introduction to Supply Chain Management**, Palgrave Macmillan
2. Christopher Martin, **Logistics and Supply Chain Management: Creating Value – Adding Networks**, FT Prentice Hall
3. Dalmia Sanjay, **Financial Supply Chain Management**, McGraw Hill Publishing Co Pvt. Ltd, 2010.