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:

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:

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

Unit V: Non Parametric Methods:

Recommended Text Book:

Reference Books:
Anderson Sweeney and Williams, Statistics for Business and Economics, e8, Thomson South Western, 2009
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 CREDITS: 4
CATEGORY: MC 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


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:
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:

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:

Unit IV: Leadership:

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:

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                     CREDITS:4
CATEGORY: MC                       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                      CREDITS: 4
CATEGORY: MC                      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:

Reference books:
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

Recommended Books:
HUMAN RESOURCE MANAGEMENT
SUBJECT CODE: CO 2816

SEMESTER: II SEM  CREDITS: 5
CATEGORY: MC  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:

Unit III: Human Resources Development:

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

Unit V: Performance Appraisal:

Recommended Text books

Reference books
STRATEGIC FINANCIAL MANAGEMENT
SUBJECT CODE: CO 2817

SEMESTER: II SEM   CREDITS: 5
CATEGORY: MC    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 I: 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:

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:

Unit V: Working Capital Management:

RECOMMENDED TEXT BOOK :

REFERENCE BOOKS
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

SUBJECT CODE: CO 2818

SEMESTER: II SEM       CREDITS: 5
CATEGORY: MC           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:

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

Reference books
Suresh Jayasree, Entrepreneurial Development, Margham Publications, 1999
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


Text Books:


2. V.K.BHALA, Investment Management, S.CHAND, New Delhi-2011
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

2. Christopher Martin, *Logistics and Supply Chain Management: Creating Value – Adding Networks*, FT Prentice Hall