

DEPARTMENT OF COMMERCE
AIDED

PG SYLLABUS

Effective from the Academic Year 2006



LOYOLA COLLEGE

Autonomous

College Conferred with Potential for Excellence by UGC

Accredited at A+ by NAAC

Chennai - 600 034

SEM	CATE	CODE	PAPERS	CRS	HRS
I	MC	CO-1807	FINANCIAL MANAGEMENT	4	6
I	MC	CO-1808	STRATEGIC MARKETING MANAGEMENT	4	6
I	MC	CO-1809	ORGANISATIONAL BEHAVIOUR	3	5
I	MC	CO-1810	MODERN BUSINESS STATISTICS	4	6
I	MC	CO-1811	BUSINESS ENVIRONMENT & POLICY	3	5
II	MC	CO-2807	INDIAN SECURITIES MARKET	3	5
II	MC	CO-2808	CONSUMER BEHAVIOUR	3	5
II	MC	CO-2809	MODERN MANAGEMENT PRACTICE	3	5
II	MC	CO-2810	ACCOUNTING FOR DECISION MAKING	3	5
II	SE	CO-2950	BUSINESS TAXATION	3	4
II	SE	CO-2951	SMALL BUSINESS MANAGEMENT		
II	SE	CO-2952	COMPUTER APPLICATIONS IN BUSINESS STATISTICS		
II	SC	CO-2901	MANAGERIAL ECONOMICS(from Economics Dept)	3	4
III	MC	CO-3802	SECURITY ANALYSIS & PORTFOLIO MGT	4	6
III	MC	CO-3803	BRAND MANAGEMENT	4	6
III	MC	CO-3804	RESEARCH METHODOLOGY	3	5
III	SC	CO-3900	E- COMMERCE(from Computer Dept)	3	4
III	ID	CO-3875	CREATIVE ADVERTISING(from VisCom dept)	3	4
III	GE	CO-3925	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT/ ENTREPRENEURIAL DEVELOPMENT	3	4
IV	MC	CO-4802	INTERNATIONAL MARKETING	3	5
IV	MC	CO-4803	HUMAN RESOURCES MANAGEMENT	3	5
IV	MC	CO-4804	GLOBAL BUSINESS STRATEGY	3	4
IV	MC	CO-4805	PROJECT/DISSERTATION	4	
IV	SE	CO-4958	CORP ACCOUNTS & ACCOUNTING STANDARDS	3	4
IV	SE	CO-4959	LABOUR LEGISLATION		
IV	SE	CO-4960	SERVICES MARKETING		

CO-1807 FINANCIAL MANAGEMENT

Semester : I Credits : 4
Category : MC Hours/Week : 6

Course objectives

1. To provide basic information on Managing Finance in business organizations
2. 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 – 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 of 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. M Ravi Kishore, Financial Management, Taxman Publication New Delhi. 2003

REFERENCE BOOKS:

1. J. C Vanhorma, Financial Management And Policy, Tata Mac graw Hill 2003.
2. I. M. Pandey , Financial Management, Vikas Publication New Delhi 2003.
3. Khan and Jain, Financial Management,

CO-1808 STRATEGIC MARKETING MANAGEMENT

Semester : I Credits : 4
Category : MC Hours/Week : 6

Course objectives

1. To make the students to understand the major aspects of planning and execution of marketing operations.
2. To explain the various kinds of marketing strategies and to highlight the implementation of these strategies and to analyse how problems can be overcome.

Unit I : Introduction :

Introduction – Nature of marketing – the management process – a modeling approach – strategic decisions and the nature of strategy – the marketing strategy interface – approaches to competitor analysis and customer analysis.

Unit II: Mission and objectives :

The purpose of planning – Establishing the corporate mission – Influences and strategy – Guidelines for establishing objectives and setting goals and targets – Development of strategies – Structural market and environmental analysis – Market segmentation – Targeting and positioning.

Unit III: Formulation of strategy:

Formulation of strategy – Analyzing the product portfolio – Development of strategic perspectives – Models of portfolio analysis – Market attractiveness and business position assessment – Criticisms of portfolio analysis – General strategies for leaders – Followers – and niches.

Unit IV : Product:

Product and new product strategies – Product and product policies – Development of new products – reasons for failure – Organizing new product development – R&D and Pricing policies and strategies.

Unit V : Promotional Plan:

The promotional plan – The advertising plan – Sales promotion – Public relations – Distribution plan- channel management and logistics – MIS – The components of marketing information systems and Decision Support Systems.

RECOMMENDED TEXT BOOKS:

1. Richard M. S Wilson, Colin Gilligam, Strategic Marketing Management, Viva Books Pvt. Ltd.,2003.

REFERENCE BOOKS:

1. Walker – Boyd, Larreche , Marketing Strategies – Planning Implementations, Tata Macgraw Hill.2004.
2. Philip Kotler, Marketing Management – Prentice Hall.2005.

CO-1809 ORGANIZATIONAL BEHAVIOUR

Semester : I Credits : 3
Category : MC Hours/Week : 5

Course objectives

1. To provide a basic knowledge and understanding of individual & group behaviour in an organization.
2. To impart skills for managing and changing organizational behaviour

Unit I : Basics of Organisational Behaviour:

Definition - Importance and Applications of Organizational Behaviour – Organizational Behaviour in a global context – Hofstede's findings.

Unit II : Individual Behaviour:

Biographical characteristics – Ability – Personality – Learning – Perception – factors influencing perception – values – types of values – sources of attitudes – cognitive dissonance theory.

Unit III : Motivation Concepts:

Behaviour modification – participative management – performance based compensative – flexible benefits – two tier pay systems, alternative work schedules – job redesigning – stress management Strategies.

Unit IV: Group Behaviour:

Group behaviour and group decision making – Classification of groups – stages of group development – group decision making.

Unit V: Leadership:

Leadership and power – sources of power - tactics – coalitions – organizational politics – conflict process – managing inter group conflict.

Organizational culture: creating and sustaining culture – forces of organizational change – resistance – implementation of change – Organizational Development interventions.

RECOMMENDED TEXT BOOK:

1. Stephen P. Robbins, Organizational behaviour, Prentice – Hall

REFERENCE TEXT BOOK:

1. Uma Sekaran, Organizational Behaviour, Tata Mcgraw Hill

CO-1810 MODERN BUSINESS STATISTICS

Semester : I Credits : 4
Category : MC Hours/Week : 6

Course objectives

1. To provide a theoretical appreciation and use of the science of statistics to make better business decisions.
2. To teach analysis techniques, which aid modern managers to take wiser and surer decisions, within a competitive environment.

Unit I: Concepts Review :

Measurement Scales – Organizing Data – Measures of Central Tendency – Dispersion – Skewness – Moments – Kurtosis- Survey of Probability Concepts: Approaches – Rules – Tree Diagram – Bayes' Theorem – Principles of Counting.

Unit II : Discrete Probability distribution:

Random Variables- The Mean- Variance and Standard Deviation of a Probability Distribution of a Probability Distribution – Mean –

Variance – Standard Deviation – binomial Distribution – Cumulative Probability Distribution, Poisson distribution. Continuous Probability distribution: Uniform Probability distribution, Normal Probability distribution, Exponential Probability distribution.

Unit III: sampling and Sampling distributions:

Sampling Methods: Point Estimation – properties; Introduction to sampling distributions: x and p .

Interval Estimation of a Population Mean: Large and small Sample, Determining the sample size; Interval Estimation of a Population Proportion. Hypothesis Testing: Developing H_0 and H_a - Type I & II Errors – One & Two – tailed test about a Population Mean (Large and small case) – Hypothesis testing and decision Making – Calculating the probability of Type II Errors – determining the sample size for a Hypothesis test about a Population Mean.

Unit IV: statistical Inferences:

Differences between the Means of Two Populations (Independent and Matched Samples); difference the Proportion of Two Populations; About a Population Variance and about the Variances of Two populations. Tests of Goodness of Fit: A Multinomial Population Test of Independence; Poisson and Normal distribution. ANOVA: Introduction – Testing for the Equality of k Population Means – Multiple comparison Procedures – Introduction to Experimental Design. Simple Linear Regression: Least squares Method – Coefficient of Determination – Model Assumptions – Testing for Significance – Using Estimated Regression Equation for Estimation and Prediction; Residual Analysis.

Unit V: Non-Parametric Methods:

Sign Test – Wilcoxon Signed Rank Test – Mann Whitney – Wilcoxon Test – Kruskal Wallis Test – Rank Correlation. Forecasting: Components of Time Series – Smoothing Methods – Trend Projection – Trend and Seasonal Components; Index Numbers: Price Relatives – Aggregate Price Indexes, Statistical Process Control; x , R , p and np – Charts- Interpretation.

RECOMMENDED TEXT BOOKS:

1. S.P Gupta, Business Statistics, Sultan Chand Publication

REFERENCE BOOKS:

1. Anderson Sweeney and Williams, Statistics For Business and Economics, e8, Thomson South Western.
2. J.K. Sharma, Business Statistics, Pearson Education

CO-1811 BUSINESS ENVIRONMENT & POLICIES

Semester	: I	Credits	: 3
Category	: MC	Hours/Week	: 5

Course objectives

1. To understand various nuances of the business environment.
2. To realize the importance of micro and macro environment of business decisions
3. To appreciate the role of socio-cultural and global factors on the development of economy and business.
4. To understand the implications of industrial and technological and politico-Legal on the conduct of business in India.

Unit I: Essentials of Business Environment:

Business Environment – Essentials of Business Environment – Scanning business environment – Environment forecasting – SWOT Analysis – Environmental factors and their features – SPECTALES (Social, Political, Economic, Cultural, Aesthetic customers. Legal Environmental, sectoral).

Unit II: Global and Economic Environment:

Business & Economic Environment – Economic systems – Economic parameters and their impact on business – five year planning – Economic reforms – Liberalisation; Privatisation; Globalisation Impact of LPG on different sectors, Foreign Investments – MNCS.

Unit III: Industrial and Technological Environment:

Business Environment and IPRS – Industrial Licensing – Anti-social Trends and practices – Regulation Monopoly and Restrictive Trade Practices.

Unit IV: Social and Political Environment:

Political Environment – Government and business relationship in India – Provisions of Indian constitution pertaining to business.

Social responsibility of business – Business and society – Ethical issues and values in business – corporate social policies, issues and challenges – consumer issues and consumer protection.

Unit V: Natural Environment:

Natural Environment and business environment – Ecological and Environmental issues – Pollution and Environmental Protection.

RECOMMENDED TEXT BOOK :

1. Francis Cherunilam, Business Environment, Himalaya Publishing House, Delhi, 15th Edition, 2004
2. Aswathappa. K , Essentials of Business Management, Himalaya Publishing House, Mumbai, 2003.

REFERENCE BOOKS:

1. John R. Boatright , Ethics and the conduct of Business, Pearson Education Private Ltd, Indian Branch, Delhi.
2. V.P. Michael, Business Policy and Environment, S.Chand & Company Ltd, New Delhi.
3. Raj Agarwal, Business Environment, Excel books,, New Delhi, 2nd Edition, 2002.

CO-2807 INDIAN SECURITIES MARKET

Semester : II Credits : 3
Category : MC Hours/Week : 5

Course objectives

1. To help the students to understand and to know the avenues for Investment.
2. To understand the markets available for trading such Investment in Indian Context.

Unit I: Securities Market in India – An overview:

Introduction : Investment – features of an investment program – Risk of Investment – The Indian Stock Markets – Early History and Developments – Types – Primary, Secondary and Derivative Markets – Reforms in 1990.

Unit II : Primary Market:

Introduction : New Issue Market – The Concept; Functions – Origin, Underwriting; Distribution; Credit Rating – Merchant Banking – Private Placement – Fixed Price and Book Building.

Unit III : Secondary Market

Introduction: Listing of Securities – Stock Exchanges – Turnover – Market Capitalization – Volatility – ADR/GDR Prices – Take overs – Trading, Clearing and Settlement – Market Indexes.

Unit IV: Debt Market:

Introduction : Bond Valuation and Analysis – Share Valuation and Analysis – Government Securities.

Unit V: Derivative Market:

Introduction : Financial Derivative Instrument – Options: Valuation and Pricing – futures – Hedging using Index Futures.

RECOMMENDED TEXT BOOKS:

1. N.K.Bhalla, Investment Management

REFERENCE BOOKS:

1. Fact Books, Published by National Stock Exchange
2. Indian Securities Market, by National Stock Exchange

CO-2808 CONSUMER BEHAVIOUR

Semester : II Credits : 3
Category : MC Hours/Week : 5

Course objectives

1. To give a broad based and intensive understanding into the consumers behaviour which is a prerequisite for the success of the enterprises in the market place.
2. To provide comprehensive insights in to understanding the motivations and decision making process of the consumers by using marketing management techniques.

Unit I: Introduction

Introduction – concept of consumer behaviour – Consumer motivation – the dynamics of motivation – types and systems of needs – Personality and consumer behaviour – nature of personality : Consumer Diversity.

Unit II: Consumer perception

Consumer perception – Elements in consumer learning.

Unit III: Attitude formation:

Attitude formation – Communication with the consumer – the communication process – designing persuasive communication.

Unit IV: Study of reference groups:

Study of reference groups and family influences – Social class – life profiles.

Unit V: Influence of culture:

Influence of culture and sub culture on consumer behavior – Consumer's decision making process.

RECOMMENDED TEXT BOOK:

Leon G. Schiffman, Lesic Kanuk, Consumer behaviour, Prentice Hall.

REFERENCE BOOKS:

1. Roger D. Blackwell, Paul W. Miniard, James F. Engel, Harcourt college publishers, Consumer Behaviour, Dryden Press.
2. M.S. Ragu, Dominique Xardel, Consumer Behaviour, Vikas
3. Solomon 5/e No: 8178088185, Consumer Behaviour, Pearson education.

CO-2809 MODERN MANAGEMENT PRACTICE

Semester : II Credits : 3
Category : MC Hours/Week : 5

Course objectives

1. To orient the students to tested management methodologies that could achieve business Success
2. To give an Indian and western touch to management practices in modern organization.
3. To teach the students and help them to learn the latest technologies like 6 sigma, TQM and CRM.

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:

1. Bateman and Snell, Management Competing in the New Era, Tata McGraw Hill Publishing Company

REFERENCE BOOKS:

1. Sameul C Certo, Modern Management, PHI Pvt Ltd.
2. Thomas Cyzdek, Six sigma project planner, Tata McGraw Hill.

CO-2810 ACCOUNTING FOR DECISION MAKING

Semester : II Credits : 3
Category : MC Hours/Week : 5

Course objectives

1. To analyze and interpret financial statements from the point of view of managers and outsiders.
2. To enable the students to take decisions using costing techniques.
3. To recognize the role of budgets variance as a tool of planning and control.

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 – 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:

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

REFERENCE BOOKS:

1. Ravi M. Kishore, Advanced Management Accounting, Taxman Publication, New Delhi, 2005
2. Thukarum Rao, Cost and Management Accounting, New Age International(P) Ltd Publishers, New Delhi, 2004

CO-2950 BUSINESS TAXATION

Semester : II Credits : 3
Category : SE Hours/Week : 4

Course objectives

1. To enable the students in familiarizing the income tax provisions and to compute tax liability.
2. To familiarize the students the provisions of wealth tax, Excise duty and customs duty.
3. To provide a general awareness about VAT.

Unit I: Income Tax – Residential Status – Incomes Exempt from TAX – Profits and gains of Business and Profession – Assessment of firms and Companies.

Unit II: Wealth TAX:

Meaning of Assets – Deemed Assets – Exempted Assets – Computation of net wealth and wealth Tax.

Unit III: Excise Duty:

Meaning – Kinds – Bases – levy rates Exemption from Excise duty – Small scale units and Excise – Collection of Excise duty.

Unit IV: Custom DUTY:

Meaning – Kinds – Exemption – Duty draw back – Procedure for customers clearance.

Unit V: VAT - Meaning – features – basic VAT Rates – goods outside VAT – Zero Rated items – Turnover – Registration of dealers.

RECOMMENDED TEXT BOOKS:

1. Dr. Mehrotra & Dr. Goyal, Income Tax Law and Practice,

RECOMMENDED BOOKS:

1. Vinoth K. Singhanian, Direct Taxes, Taxman publication
2. Dr. Sanjeev Kumar, Systematic Approach to Indirect Taxes, Bharat series.
3. Bare Act of Customs and Excise duty.

CO-2951 ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

Semester : II Credits : 3
Category : SE Hours/Week : 4

Course objectives

1. To offer the students a conceptual and applied knowledge about entrepreneurship
2. To teach the students a base for learning the professional behaviour about entrepreneurship.
3. To enable the students to get a practical knowledge to start small business.

Unit I : Small Business

Small Business – Introductory frame work – 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 Concept

Entrepreneur and Entrepreneurship concept – Distinction between entrepreneur and Manager – Entrepreneurial competency – Functions and Types. (Including women and rural)

Unit III: Establishing a small enterprise

Establishing a small enterprise – Steps – Project identification and selecting the product – Generation and screening the project ideas – Market analysis and Technical analysis (upto cost of production) Project formulation – Assessment of project feasibility – Preparation of project report- Dealing with basic and initial problems of setting up of Enterprises..

Unit IV: Growth Strategy

Growth Strategy for small business – Need for growth – Types of growth strategy – Expansion and Diversification and Sub contracting.

Unit V: Incentives and subsidies

Incentives and subsidies – Central and State Government Schemes.

TEXT BOOKS:

1. Dr. C.B. Gupta & S.S Kanka, Entrepreneurship and small business management, Sultan Chand Publications
2. M.B. Shukla, Entrepreneurship and Small Business Management, Kitab Mahal, Allahabad, 1st Edition, 2003.

REFERENCE BOOKS:

1. Prasanna Chandre, Project planning analysis selection implementation and review, Tata MacGraw Hill.
2. Dr. C.B. Gupta & Dr. M.P.Srinivasan, Entrepreneurial development, Sultan Chand Publications.

CO-2952 COMPUTER APPLICATION IN BUSINESS STATISTICS

Semester : II Credits : 3
Category : SE Hours/Week : 4

Course objectives

1. The paper will primarily provide an exposure to the use of MS-Excel and the use of the SPSS software in making business decisions.
2. The Paper provides an exposure to advanced statistical applications like, Multiple Regression Analysis, Factor analysis, Reliability tests, along with some applications of Linear – Programming, Gaming and Queuing theories.

Unit I: EXCEL Software:

Basics of the software – Functions – 2 case studies.

SPSS Packages for Business Decisions:

Using the package for basic statistical reports generation – frequency tables – dispersion – ANOVA – Chi Square – Parametric tests: Correlation, simple and Multiple Regression – Factor analysis – Reliability tests.

Unit II: Regression Analysis Model Building:

General Linear Model – Determining when to Add or Delete variable – Analysis of a larger Problem - Variable Selection Procedures – Residual Analysis – Multiple Regression Approach to Analysis of Variance and Experimental Design.

Unit III: Introduction to Linear Programming

Maximization –minimization – Graphical solutions – Simplex method
– Inventory Models: EOQ - Economic Production Lot Size Model .

Unit IV: Waiting Line Models :

Structure of a Waiting line-Single and Multi channel waiting line model with Poisson Arrivals and Exponential Service times – Economic Analysis of Waiting – lines – Game theory applications.

Unit V: Application Project :

Using EXCEL and SPSS generated tables and reports.

TEXT BOOKS:

1. Anderson, Sweeney and Williams, Quantitative Techniques for Business, e8, Thomson South western, 2003

REFERENCE BOOKS:

1. Anderson, Sweeney and Williams, Statistics for Business and Economics, e8, Thomson South western, 2002
2. Jane fielding & Nigel Gilbert, Understanding Social Statistics, Sage Publications India Publications India Pvt. Ltd., 2002.
3. MS Excel and SPSS – version 10, Manuals.

CO-2900 MANAGERIAL ECONOMICS

Semester : II Credits : 3
Category : SU Hours/Week : 4

Course objectives

1. To relate economic theory with modern Business practices.
2. To predict the demand, cost, price and profit variables for a firm in the short run and the long run.

Unit I: Scope of Managerial Economics – Development of entrepreneurship and Management in India – Professionalisation of management.

Unit II: Demand analysis :

Demand analysis – demand determinants – Demand distinctions and demand forecasting methods – Elasticity of demand – Its significance in business decisions.

Unit III: Cost analysis:

Cost analysis – Various concepts of costs – cost – output relationship – cost control and cost reduction.

Unit IV: Markets – An overall view about market forms – Meaning of perfect and imperfect markets – Modern pricing methods – price discounts and differentials – Price forecasting.

Unit V : Measurement of profit – Accounting profit – profit policies and fore casting – Model of break – even analysis.

RECOMMENDED TEXT BOOKS:

1. R.L. Varsney & K.L Maheswari – Managerial Economics, Sultan Chand & Sons.. New Delhi 1997
2. P.L. Metha – Managerial Economics Sultan Chand & Sons , New Delhi Latest Edition 1997

REFERENCE BOOKS:

1. Dominic Salvatore , Managerial Economics, Mc Graw Hill Inc, Newyork – 1993.
2. Dean, joel, Managerial Economics, Prentice Hall of Inc., New Jercey
3. D.N. Dwivedi , Managerial Economics, Vikas Publishing House Pvt. Lts., New Delhi-1995
4. H.griag Peterson, Wcris Lewis –Managerial Economics, Maxwell Macmillian International 1990

CO-3802 SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Semester : III Credits : 4
Category : MC Hours/Week : 6

Course objectives

1. To expose the students to various securities for their investments in financial markets.
2. To make the students aware about the various rights and returns associated with such investments.
3. To help the students to equip themselves with the knowledge about the securities to selected for their investments

Unit I : Introduction to Securities and markets for Securities :

Securities – Significance – Types – Portfolio securities and its management - Investment Vs Speculation -Investment process –

Categories –Security Markets and their functions, Institutional investors.

Unit II : Risk and Return :

Security returns, risk in a traditional sense, systematic risk, unsystematic risk, risk in a contemporary mode, using beta to estimate risk, Picturing risk and return, calculating expected return and risk, historical risk and return on asset classes.

Unit III : Fundamental and Technical analysis:

Fundamental Analysis – Economic analysis, industry analysis and Company analysis, Technical analysis – market indicators, forecasting individual stock performance- implication of taxes.

Unit IV: Efficient Market and Capital Market Theory:

Efficient Market Theory – Random walk, The efficient ,market hypothesis, Empirical tests of the semistrong form; Capital market theory – Relaxing some assumptions of the capital asset pricing model, testing the capital asset pricing model, arbitrage pricing theory

Unit V: Portfolio Analysis and portfolio selection :

Portfolio Analysis: Traditional Portfolio analysis, why portfolios ? Effects of combining securities, Markowitz risk and return optimization, Portfolio analysis; Portfolio selection: risk and investor preferences, selecting the best portfolio, simple sharp portfolio optimization, significance of beta in the portfolio, traditional portfolio selection.

RECOMMENDED TEXT BOOK(S)

1. Prasanna Chandra, Managing Investments, New Delhi, Tata McGraw Hill, 1999.
2. Elton, Edwin J & Gruber Martin J Modern Portfolio Theory & Investment Analysis, Wiley & Sons, 1999.

REFERENCE BOOKS

1. Donald E.Fisher and Ronald J.Jordan, Security Analysis and Portfolio Management, Pearson Education Pvt Ltd, New Delhi, India.2003
2. V.K. Bhalla, Security Analysis and Portfolio Management, S.Chand and Co Ltd, Ram Nagar, NewDelhi.2004
3. Charles P.Jones, Investments Analysis and Management, John Wiley & Sons, Inc EPIP HSIDC, Kundli.2003.

CO- 3803 BRAND MANAGEMENT

Semester : III
Category : MC

Credits : 4
Hours/Week : 6

Course objectives

1. To expose the students to the concepts, principles, techniques and application of contemporary branding.
2. To provide the students with insights into the design and implementation of branding strategies.
3. To help the students to build, measure and manage brand-equity.

Unit I: Brands

Introduction - Things which can be branded.- The strongest Brands- Branding Challenges and opportunities - Brand Equity concept - Strategic Brand Management Process- Customer based Brand Equity- Steps in Brand building and its implications- Brand positioning and values.

Unit II: Brand Elements

Choosing Brand Elements to Build Brand Equity – Criteria, options and tactics - Designing Marketing Programs to build Brand Equity – Perspectives - Product –Price – Channel Strategy - Integrating Marketing Communications to build Brand Equity - Leveraging Secondary Brand knowledge to build Brand equity.

Unit III : Developing a Brand Equity

Developing a Brand Equity measurement and management System – The Brand Value Chain - Establishing a brand equity management systems.

Unit IV: Designing Branding Strategies

Designing and implementation Branding Strategies – Brand product Matrix - Brand hierarchy - Designing a Branding Strategy.

Unit V: Branding Strategies

Managing Brands over Time - Reinforcing Brands - Revitalizing Brands - Brand Portfolio.

RECOMMENDED TEXT BOOK(S)

1. Kevin Lane Keller ,Strategic Brand Management Building , Measuring and Managing Brand Equity. Prentice Hall of India.2003
2. J. Kep Ferer., The New Strategic Brand Management. Kogan Page India.2003

REFERENCE BOOKS

1. John Philip Jones, What is a Brand ? Publisher: Tata Mc GrawHill.2002
2. Clifton and Simmons, Brands and Branding Vira – Economist Special Edition.2004

CO-3804 RESEARCH METHODOLOGY

Semester : III Credits : 3
Category : MC Hours/Week : 5

Course objectives

1. *To provide the students a broad understanding of the main elements of the research process.*
2. *To enable the students to use the methods of research in business settings and commerce*

Unit I : Research

Meaning and definition of social research-Objectives of research – Motivation to research – Approaches to research – Research process – Criteria of good research – Maintaining objectivity in research – Problems encountered by researchers.

Unit II : Problem Formulation

Problem formulation – Identifying a research problem – Sources of research problem – techniques involved in defining a research problem – Research design – Exploratory – Survey – Descriptive – Experimental – Case study design – Factors affecting a research design.

Unit III : Data Collection

Elements, variables, observation- scales of measurement – Qualitative and Quantitative , cross – sectoral and time series – sources.

Methods of data collection – Documents & observation – Questionnaire & Interviewing – Guidelines for constructing questionnaire and Interview Schedule – Scaling methods – Response errors – Hypothesis; Hypothesis formulation and hypothesis testing

Unit IV : Data analysis and Interpretation using SPSS

Descriptive statistics – factor analysis – Reliability test – Parametric analysis – T-test – Anova – Correlation – Regression(Linear) - Non parametric analysis – Binomial test – Chi –Square – Kendalls tan B – sign test – Wilcoxon – McNemar- Kolmogorou Smirnov test – median test – Mann –Whitney U Test – Kruskal Wallis H test.

Unit V : Report writing

Report writing – Kinds of Research reports – Steps in report writing – Lay out of research report – Mechanics in writing a research report – Precautions in writing a research report.

RECOMMENDED TEXT BOOK(S)

1. C.R. Kothari, Research Methodology Methods and Techniques. New Age International Publishers.2005
2. Saravanel . P , Research methodology. Margham Publishers, Chennai.2003

REFERENCE BOOKS

1. Dr. P. Ravilochanan, Research Methodlogy Margham Publications.2003
2. Martyn Denscombe , The Good Research Guide for small scale research projects, Viva Books Pvt. Ltd. 2003

CS-3900 E-COMMERCE

Semester : III Credits : 3
Category : SU Hours/Week : 4

Course objectives

1. *To expose the students in IT field with Commerce*
2. *To provide them with the fundamental knowledge of the use of computers in business.*
3. *To impart the students with knowledge of web technology and their role in doing business.*
4. *To train the students in the web technologies to create E-Commerce solutions.*

Unit I : E- Commerce

Introduction to E-Commerce , E- Trade, E-Business, E-Market – A paradigm shift – Technology Convergence – Advantages of E-Commerce, Business Model – E- Business Models.

Unit II : E – Marketing

Introduction to E-Marketing – E-Marketing Channels – E-Marketing Mix – Web Salesmanship – Advertising on Network – EDI Architecture and Paperless Trading.

Unit III : E-Payment Systems

Introduction to E-Payment systems – Types of E-Payment Systems – Business Issues and Economic Implications – Components of an effective E-Payment System.

Unit IV : Legal Framework

Legal Framework for E-Commerce – Net Threats – Cyber Laws – Aims and Salient Features of Cyber Laws in India – Cyber Crimes – Intelligent Web Design.

Unit V : Operating Systems

Introduction to Operating Systems – Networks – Protocols – Web Server and Client – Scripting Languages – Web Pages – Introduction to HTML – HTML Tags – Introduction to Java Script, ASP and Database Connectivity – Creating of E-Business Solutions – Case Study.

RECOMMENDED TEXT BOOK(S)

1. L T Joseph, E-Commerce, A managerial perspective, Prentice Hall Publications, 2004.
2. Addison Wesley, Frontiers of E-Commerce, Pearson Publication, 2004.

REFERENCE BOOKS

1. David Whitley, E-Commerce Strategy, Technology and Application, Tata McGraw Hill Publication. 2004
2. Dennis P. Curtin, E-Commerce Principles and Information Technology, Tata McGraw Hill Publication. 2004

CO-3875 CREATIVE ADVERTISING

Semester : III

Credits : 3

Category : ID

Hours/Week : 4

Course objectives

1. To provide a basic understanding to the students about the advertising industry and use of advertisement in today's business world.
2. To help the students to appreciate social and cultural role in such advertising.
3. To teach the students to appreciate the important global effect of marketing communications on business and industry.

Unit I : Defining Advertising

Advertising defined - History of advertising - Advertising and economy - Advertising and society - The advertising industry - Marketing and marketing concept - Marketing mix.

Unit II: The advertising Agency

The advertising agency – Types – Structure - Client service- Creative department- Media planning - Studio – Research- State laws and regulations- Types of advertising.

Unit III: The communication Process

The communication process- Market analysis - Product analysis - Audience analysis - Brand positioning - Advertising strategies - Creating the big idea - Appeals - Advertising objectives.

Unit IV: Copy Platform

Copy platform- Copy writing - Copy types and styles - Copy structure- Headlines- Body copy- Copy strategies - Advertising design- Layout- Media planning - Television and Radio commercials.

Unit V: Outdoor Publicity

Outdoor publicity- Direct mail and transit advertising- Trends in advertising- Global advertising- Intercultural advertising- Advertising management- Codes and ethics in advertising- Advertising as a career.

RECOMMENDED TEXT BOOK(S)

1. George E Belch & Michael A Belch ,Advertising and promotion - Tata McGraw – Hill Publishing Company, New Delh.2001.
2. S.A. Chunawalla & K. C. Sethia ,Foundations of advertising Theory and practice – Himalaya Publishing House. Mumbai.2000

REFERENCE BOOKS

1. William H.Bolen,Advertising ,John Wiley and sons. New York. 1995
2. Courtland L Bovee, John V.Thill & George P. Dovel, Advertising Excellence – McGraw- Hill Inc New York. 1995
3. Anil Thakaraney,The Last word –Mid day multimedia Ltd. Mumbai.2002 (Ed) John Phillip Jones ,The advertising Business- Sage Publications, New Delhi 1999

CO- 3302 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Semester : III Credits : 3
Category : EG Hours/Week : 4

Course objectives

1. *To develop adequate internal attributes among the students.*
2. *To initiate the required skills for entrepreneurial development.*
3. *To instruct the students to internalize some trait for potential entrepreneur.*

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 BOOK(S)

1. SS.Khanka, Entrepreneurial development, (S.Chand)2003.
2. Alan C Shaprio, Multinational Financial Management, Prentice Hall of India 2002. (4th Edition).

REFERENCE BOOKS

1. C.B.Gupta & N.P Srinivasan, Entrepreneurial development, (SULTAN CHAND) 2000
2. Jayasree Suresh , Entrepreneurial development, (MARGHAM PUBLICATION) 1999
NIDHI PUBLICATIONS, Export Policy and Procedures

CO-4802 INTERNATIONAL MARKETING

Semester : IV Credits : 3
Category : MC Hours/Week : 5

Course objectives

1. *To offer the students an understanding of the environment of international marketing .*
2. *To offer to the students a knowledge of the market environment.*
3. *To teach the students the overseas market research, sources of*
4. *Market information and the guidelines on how to identify foreign markets.*
5. *To guide the student for product planning adaptation for export.*

Unit I : AN OVERVIEW OF GLOBAL MARKETING

From domestic to global Marketing – an understanding of the similarities and differences between domestic, export, international,

multinational, multi-regional and global marketing -Marketing Orientation of International Companies –Driving and Restraining forces of international marketing -Definition of International and Global Marketing and relationship to other fields of study- The importance of international marketing

Unit II: UNDERSTANDING THE GLOBAL MARKETING ENVIRONMENT

The political , legal, economic, social, Cultural, Technological and Competitive environment of international marketing - Demographic Dimensions of Global Consumer Markets - Business customs in global marketing - Multinational Corporations - Barriers to international trade - Impact of World Trade Agencies and Economic Groupings on International Marketing

Unit III : ANALYZING GLOBAL OPPORTUNITIES

Screening International Market Opportunities - A model for Selecting International Markets - Criteria for Selecting Target Countries - Global Market Segmentation

Unit IV : DEVELOPING GLOBAL MARKETING STRATEGIES

Global Marketing Strategies – A Model of key Decisions – Decisions relating to country Selection, Market Entry, Geographic Concentration, Marketing programs, Extent of internationalization, managing the international marketing process, geographic expansion, global strategies, product/market strategies, competitive strategies - Reasons for internationalization - Market Exit Strategies.

Unit V: DEVELOPING GLOBAL PROGRAMS:

International Promotion Strategies - The international promotion mix – Elements of the promotion mix, pull and push strategies - Personal Selling – Single Country Vs Multi Country Forces, Local Sales Force and alternatives - International Sales Promotions - Direct Marketing – direct mail, catalogue selling, door-to-door sales, and telemarketing - International Advertising – challenges, media selection, reach and frequency, agency selection, global advertising

RECOMMENDED TEXT BOOK(S)

1. Rajan Saxena and M. C Kapoor (1989), International marketing – concept techniques and cases . Tata McGraw Hill, New Delhi.
2. Wilson, P.R.D. International Economics, Wheateaf Books Ltd. Brighton. 1986

REFERENCE BOOKS

1. Fayer Weather, John , International Marketing – Englewood Cliffs, N.J, Prentice Hall, New Delhi. 1970.
2. Kramer, Roland L. ,International Marketing Cincinnati, Ohio, South-western Publishing Company, 1970

CO-4803 HUMAN RESOURCE MANAGEMENT

Semester	: IV	Credits	: 3
Category	: MC	Hours/Week	: 5

Course objectives

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

Unit I: Human resources 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 and HR Managers – HR outcomes – Challenges and issues facing an 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 – 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% preference appraisals – BOS and BARS – Methods of Job Evaluation and Incentive payments – Employee welfare.

RECOMMENDED TEXT BOOK(S)

1. L.M.Prasad, Human Resource Management –Sultan & Chand 2001
2. K.Asathappa, Human Resource and Personnel Management – Tata Mc Graw Hill Publishing Co. 1999

REFERENCE BOOKS

1. Garry Desslor, Human Resources Management - Pearson Education 2004
2. Subba Rao & V.S.P Rao, Personnel/Human Resources Management, Konark Publishers Pvt. Ltd. 1997.
3. C.B. Memoria ,Personnel Management – Himalaya Publishing House 2002.
4. David Decenzo & Stephen Robbins, Personnel/ Human Resource Management – Eastern Economy Publication 1999

CO-4804 GLOBAL BUSINESS STRATEGY

Semester : IV	Credits : 3
Category : MC	Hours/Week : 4

Course objectives

1. *To expose the students to the international business scenario and trading environment.*
2. *To offer the students the strategies and strategic management in an international business scenario.*
3. *To help the students to formulate and implement such a strategies in a global corporate environment.*

Unit I: The environment of international Business:

The political environment - The technological environment - Organizational developments, - Implications of various favorable conditions - The international trading environment - The growth in world trade - The geographical composition of world trade - The regional network of world trade - Patterns of international specialization - The institutional framework.

Unit II: Strategic planning and management in international firms:

Strategic planning and management in international firms - The definition of strategy - The need for strategic management and planning - The international strategic management process - Competitive environment and industry characteristics - Strategic group analysis - Internal resource analysis - Value chain analysis - Strategy formulation – productions - The transnational strategy options.

Unit III: International Business Strategy:

Generic strategy and competitive advantage - Global industries and multidomestic industries - Reasons for globalization - Critique of the globalization thesis - International generic strategy - Configuration of operations and productions - The transnational strategy.

Unit IV: The implementation of international business strategy:

Strategic alliances and joint ventures - Types of joint ventures and strategic alliances - Reasons for the use of joint ventures and strategic alliances - The continuing role of joint ventures - Disadvantages and costs of international collaboration - International acquisitions - Problems and disadvantages of international acquisitions - foreign market entry and development - Export entry modes - Contractual entry modes - Investment entry modes - Determinants of foreign market entry mode.

Unit V: International Organizational Structure and Human Resource:

International strategy and structure - The transnational corporation - hierarchy and informal process - Competitive advantage and culture change - The quest for the multicultural global organization - The significance of national cultures - Developing cross-border management - Management of expatriates

RECOMMENDED TEXT BOOK(S)

1. Aswathappa ,International Business strategy - Tata McGraw. Hill, New Delhi. 2004.

REFERENCE BOOKS

1. Charles W.L.Hill , Global Business Today – Tata McGraw. Hill. New Delhi. 2003.

CO-4805 PROJECT / DISSERTATION

Semester : IV Credits : 4
 Category : MC Hours/Week :

Course objectives

1. To challenge the students to identify an issue / problem in business studies and to help the students to develop an inquiring mind.
2. To provide an opportunity to the students to investigate that issue within a given time frame.
3. To enable the student to make acceptable and meaningful inferences from the research effort and experience.

Learning about research through Practice:

1. Project - Proposal
2. Project - Collection of data
3. Project - Analysis, Interpretation
4. Project – Presentation and report writings.
5. Preparing a dissertation.

Mode of evaluation and weightage of marks :

1. Dissertation	75 marks
2. Viva – External	25 marks
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Total	100marks
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CO-4958 CORPORATE ACCOUNTS & ACCOUNTING STANDARDS

Semester : IV Credits : 3
 Category : ES Hours/Week : 4

Course objectives

1. To expose the students to the accounting standards and to help them to prepare corporate accounts on certain happenings as per the standard prescribed.
2. To enable the students an understanding of accounting treatments on various corporate firms in the modern day context and do the accounting based on the standards.

Unit I Accounting Standards:

Introduction to Accounting Standards – The importance of Accounting Standards - Auditors duties in relation to Accounting Standards - Accounting Standards issued by the Accounting Standard board of ICAI – AS – 1, 4, 5, 9, 10, 20, 28, 29.

Unit II Preparation of Financial statements of Limited Companies:

Requirements of the Companies Act for presentation of profit and loss account and balance sheet of a company, treatment of special items relating to company final accounts, profit and loss appropriation account, changes in the companies bill 1993.

Unit III Accounting aspects of Merger and Acquisition:

The meaning and nature of Amalgamation, the methods of accounting for amalgamation, journalizing the transactions in the books of the transferor and the transferee, preparation of financial statements after merger/ amalgamation, special adjustment entries for inter- company owing and holdings.

Unit IV Consolidated Accounts of Holding and Subsidiary Companies:

Holding and Subsidiary Companies – definition and legal requirements for preparation of accounts, consolidation of financial statements including Chain holdings.

Unit V Current Development and Enterprise Resource Planning :

Concept of value added – Computation of value added – Value added ratios – Concept of Economic value added – Concept of Market value added – Brand Valuation and Accounting – Enterprise Resource Planning.

RECOMMENDED TEXT BOOK(S)

1. M.C. Shukla and T.S. Grewal, Advanced Accountancy, New Delhi, S. Chand and Co. 2002
2. Reddy and Murthy, Corporate Accounting, Chennai Margan Publication 2002.

REFERENCE BOOKS

1. R.L. Gupta and Radhasamy, Advanced Accounts, New Delhi, Sultan Chand, 2002.
2. S.P.Jain and K.L. Narang, Advanced Accounts, Ludhiana, Kalyani Publishers, 2002
3. ICFAI, Financial Accountancy, ICFAI Publication, Hyderabad

CO-4959 LABOUR LEGISLATION

Semester : IV Credits : 3
Category : ES Hours/Week : 4

Course objectives

1. To acquaint the learners with the fundamental principles of labour laws.
2. To equip the learners in avoiding conflict with the employer, creating a congenial atmosphere in the work place for increasing the welfare of the nation

Unit I Law relating to the working conditions

The Factories Act, 1948: Definitions-Health, Safety and Welfare-Working hours of adult- Holidays-Employment of women and young persons- Annual leave with wages.

Unit II Law relating to Social Security

The workmen's Compensation Act, 1923: Definitions-Rules regarding workmen's compensation- Employer's liability for compensation – Occupational diseases.

Unit III Law relating to Monetary Benefits

The Payment of Wages Act, 1936: Definitions- Rules for payment of wages- Deductions from wages- Maintenance of registers & records- Inspectors-Appeal- Penalties

Unit IV Laws relating to Labour relations

Industrial Disputes Act, 1947: Defintions –Rules for payment of wages- deductions from authorities under the Act- Strikes and lock outs – Lay off and retrenchment.

Unit V Standing Orders

Industrial Employment (Standing Orders) Act, 1946: definitions- Schedule – Matters to be provided in the Standing Orders- Procedure for submission of the standing orders- certification of the standing orders- Appeal – Payment of subsistence allowance – Penalites.

RECOMMENDED TEXT BOOK(S)

1. N.D. Kapoor ,Handbook of Industrial Law. Sultan Chand & Sons. New Delhi.2004
2. H.Samuel , Industrial Law, Vikhas Publications New Delhi.2002

REFERENCE BOOKS

1. Malhotra, The Law of Industrial Disputes, Vikhas Publications New Delhi.2004
2. Srivastava , The Industrial Employment Standing Orders Act
3. J.R. Carby Hall, Principles of Industrial Law, Pearson Publication. 2003

CO-4960 SERVICE MARKETING

Semester : IV Credits : 3
Category : ES Hours/Week : 4

Course objectives

1. To offer key insights into the marketing of services.
2. To provide a comprehensive overview of the new development in service marketing theory and practice.
3. To focus the attention on the unique dimensions of services marketing which must be addressed to white designing and implementing strategies.

Unit I: Services Marketing

Introduction to services – meaning, need, services and technology, differences between goods and services, services marketing mix.

Unit II: Consumer behaviour

Consumer behaviour in services, role of culture in services expectations, perceptions Building customer relationships, levels of relationship strategies, Service Recovery, Service development and design. Customer – Defined Service Standards – Physical Evidence and Service scape.

Unit III:

Employees Role Employees Role in Service Delivery – importance of employees, boundary spanning roles, service culture.

Unit IV: Managing demand and Capacity

Managing demand and Capacity – Understanding constraints, demand patterns strategies for matching capacity and demand - Waiting line strategies communication.

Unit V: Pricing

Pricing of Services – price perception, approaches strategies.

RECOMMENDED TEXT BOOK(S)

1. Valarie A. Zeithamp, Mary Joe Bitner, Services Marketing – Integrating Customer focus cross the firm ,3rd Tata Mc GrawHill, New Delhi. 2003
2. David L. KURTZ and Kenneth C. Clow, Services Marketing , John Wiley and sons. 2003

REFERENCE BOOKS

1. Christopher Lovelock , Services Marketing : People, technology, strategy. Pearson Education Asia, 4th Edition, 2003.
2. M.K. Rampal and S.L. Gupta , Services Marketing : Concepts, Application and cases,Galgotia Publishing Co. New Delhi, 2004.