



PSGR KRISHNAMMAL COLLEGE FOR WOMEN
College with Potential of Excellence
(An Autonomous Institution, Affiliated to Bharathiar University)
(Reaccredited with 'A' Grade by NAAC, An ISO 9001:2008 Certified Institution)
Peelamedu, Coimbatore-641004



DEPARTMENT OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)

CHOICE BASED CREDIT SYSTEM

BACHELOR OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)

2015-2018



DEPARTMENT OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

2015-2018

Scheme of Examination

(Applicable to students admitted during the academic year (2015– 2018))

Semester	Part	Subject Code	Title of paper	Instruction Hours /Week	Contact Hours	Duration of Examination	Examination Marks			Credits
							CA	ESE	Total	
I	I	TAM1401/ HIN1401/ FRE1401	Tamil Paper I / Hindi Paper I / French Paper I	86	4	90	3	25	75	100
I	II	ENG1301/ ENG13F1	Language through Literature-level 1 /Language through Literature-I Functional	86	4	90	3	25	75	1 0 0
I	III	APB1201	Principles of Management and Business Organization	71	4	75	3	25	75	100
I	III	AOB1402	Organisational Behaviour	71	4	75	3	25	75	100
I	III	TH09A02 A/ TH09A02 B	Allied 1: Mathematics for Management- Level II /Level I	86	4	90	3	25	75	100
I	III	NME14B1/ NME14A1/ NME12WS/ NME12GS/ NME12AS/	Basic Tamil / Advance Tamil/ Women studies/ Gandhian Studies/ Ambedhkar studies	28 28 26	2 2 4	30 30 30	3 3 -	50 25 10 0	50 75 -	100 100 100

II	I	TAM1402/ HIN1402/ FRE1402	Tamil Paper II / Hindi Paper II / French Paper II	86	4	90	3	25	75	100
II	II	ENG1302/ ENG14F2	Language through Literature-level II/Language through Literature-II Functional	86	4	90	3	25	75	100
II	III	IB12C03	Core – 3 Introduction to International Business	71	4	75	3	25	75	100
II	III	IB12C04	Core – 4 Executive and Exim Correspondence	71	4	75	3	25	75	100
II	III	TH14A24 A/ TH14A24B	Allied - 2 Mathematics for Management - Level II /Level I	86	4	90	3	25	75	100
II	III	OPS1215/ NME14B2/ NME14A2/	Basic Tamil/ Advance Tamil/ Open Course –Basic of International Business	28 28 29	2 2 1	30 30 30	3 3 2	50 25 25	50 75 75	100 100 100
II	III	NM12GA W	Foundation course- II (General Awareness)	-	-	-	3	-	-	-
III	III	AFA1104	Financial Accounting	86	4	90	3	25	75	100
III	III	IB13C05	Core – 5 Export and Import Procedures	101	4	105	3	25	75	100
III	III	AHR1406	Human Resource Management	86	4	90	3	25	75	100
III	III	BP12A01/ BP14A02/ EC12A01/ AM12A01 RM14A01	Allied-3 Principles of taxation/ Indian banking/ Industrial relations/ Principles of insurance/ Human resource management/ Organizational behavior	86	4	90	3	25	75	100

		/								
		IB14A01								
III	IV	SB14FA01	Skill Based Subject– Finance and Accounting for Business Process Services – Paper I (Theory)	41	4	45	2	25	75	100
III	III	NM12VED	Foundation Course Value Education	26	4	30	-	10 0	-	100
III	III	NM14EVS	Foundation Course Environmental Studies	Self Study	-	-	-	-	-	-
IV	III	IB12C08	Core – 8 India's Foreign Trade	86	4	90	3	25	75	100
IV	III	AFM1208	Financial Management	86	4	90	3	25	75	100
IV	III	IB14C10	Core-10 International Marketing Management	101	4	105	3	25	75	100
IV	III	BP14A03/ BP14A04/ EC12A02/ AM12A02/ IB14A05 / RM12A05	Allied-4 Enterprise resource planning/ Financial markets and institutions/ Security analysis and portfolio management/ Customer relationship management/ Management information system/Business ethics	86	4	90	3	25	75	100
IV	IV	SB14FA02	Skill Based Subject – Finance and Accounting for Business Process Services– Paper II (Theory)	41	4	45	2	25	75	100
IV	III	NM14EVS	Environmental Studies	26	4	30	3	25	75	100
IV	IV		NSS/ NCC / YRC	-	-	-	-	-	-	-
V	III	ACA1302	Cost and Management Accounting	71	4	75	3	25	75	100

V	III	ARM1311	Research Methods for Management	71	4	75	3	25	75	100
V	III	IB13C13	Core-13 Logistics and Supply Chain Management	71	4	75	3	25	75	100
V	III	AMS1410/ IB12E06	AOS-2 Management Information System / Personality Building	71	4	75	3	25	75	100
V	IV	SB13FAP1	Skill Based Subject– Computational Finance – Paper- I (Practical)	43	2	45	2	40	60	100
V		NM13IS1	Information Security (Level I)	26	4	30	-	10 0	-	-
V	III	IB12AC1	ALC1: Financial services **	-	-	-	3	25	75	100
V	III	IB12AC2	ALC 2: Insurance Principles & Practice * *	-	-	-	3	25	75	100
V			Personality Development	-	-	-	-	-	-	100
V			Field Work	-	-	-	-	-	-	100
V	III		Comprehensive Examination	-	-	-	-	-	-	100
VI	III	ASP1413	Advertising and Sales Promotion	71	4	75	3	25	75	100
VI	III	IB12C17	International Financial Management	71	4	75	3	25	75	100
VI	III	IB12E03/ IB12E07	AOS-3 Taxation / International Strategic Management	71	4	75	3	25	75	100
VI	III	UED1201/ IB12E08	AOS-4 Entrepreneurial Development / Consumer	86	4	90	3	25	75	100

			Behaviour							
VI	III	IB08PROJ	Project and Viva-voce	6	-	-	-	-	-	-
VI	IV	SB13FAP2	Skill Based Subject– Computational Finance – Paper- II (Practical)	43	2	45	2	40	60	100
VI	III	IB12AC3	ALC 3 : Corporate Finance **	-	-	-	3	25	75	100
VI	III	IB12AC4	ALC 4 : Services Marketing * *	-	-	-	3	25	75	100

* The credits is applicable to candidates who takes up the advanced level course exam

INTERNSHIP TRAINING

An internship for a period of 15 days to be completed at the end of IV semester in an industrial establishment/organization approved by the concerned staff. The student is also required to maintain a work diary and submit a report in the V semester, which will be followed by a viva voce.

Internship Evaluation

Work Diary + Attendance	= 25
Report	= 50 (40 Pages)
Viva Voce	= 25

	100

PROJECT AND VIVA-VOCE

Major project: During the end of semester V, the students will be allotted to a staff coordinator who will be the guide and internal examiner for the project work. Each student should select a topic and the same to be approved by the guide. The fieldwork has to be done during the November vacation and during the beginning of semester VI. The student should submit the project report on or before the last date specified for submission. The student submitting the report after the last date of submission will be rejected and the same will be treated as “Not completed”.

The components of Marks for project work will be as follows:

S.No	Components	Max. Marks	Authority
1	Reporting to guide and preparation of report	25	Faculty guide
2	Viva-voce	25	Faculty guide
3	Viva-voce	50	External Examiner

QUESTION PAPER PATTERN(CIA)

Section A 5x2 =10 marks (5 out of 8)

Section B 4x5 =20 marks (4 out of 6)

Section C 2x10 =20 marks (2 out of 3)

QUESTION PAPER PATTERN(ESE)

Section A 5 x 2 = 10 Marks (Open choice – 5 out of 8)

Section B 5 x 5 = 25 Marks (Internal choice)

Section C 5 x 8 = 40 Marks (Open choice-5 out of 7)

ALLIED

Subject options are introduced in I, II, III and IV semesters.

FOUNDATION COURSES

Semester I – Women Studies/

Ambedkar studies/Gandhian studies : 100 marks (CA I-25 + CA II -25 + MODEL - 25 + PROJECT-25)

Semester II - General Awareness

(ONLINE SELF STUDY) : Grade

Semester II - Open Course : 25marks(CIA)+75 marks (ESE)

Semester III – Value Education : 100 marks (CA I-25 + CA II -25 + MODEL - 25 + PROJECT-25)

Semester IV – Environmental Studies : 100 marks (CA I-25 + CA II -25 + MODEL - 25 + PROJECT-25)

Semester V- Information Security : 100 marks (CA I - 40 + CA II - 40 +

SKILL ORIENTED COURSE

- Distribution of theory papers and practical papers in III, IV & V Semester with 3 Hrs per week practicals
- Maximum marks allotted for theory paper 75(ESE) + 25(CA)
- Total marks 400 with 12 credits

ADVANCE LEARNER COURSE

• Student above 75% of marks and without any arrears is eligible for advanced level course at V and VI semester with subject options, so that the students can choose the subject of their interest.

COMPREHENSIVE EXAM

- Final year students undertake this online exam for 100 marks for 1 Hour

CREDITS

- Student receives 140 credits with 3800 marks

QUESTION PAPER PATTERN FOR INFORMATION SECURITY

Section A (5X2 = 10 Marks) (5 out of 8)

Section B (6X5 = 30 Marks) (6 out of 8)

Total = 40 Marks

Marks secured will be converted into grades

COMMUNITY ORIENTED SERVICE

UG Students should complete 30 Hrs Community Oriented Service during holidays before the end of fourth semester and can be taken up in any of the following fields: Literacy, Public Health, Hygiene, Crisis Management(Training the Public) Traffic Regulation, Green Projects etc., in villages, Schools, Orphanages,Hospitals, Old Age Homes, Prisons and SHG Groups.

ADDITIONAL COURSES

Add on course @ Certificate level = Job oriented course

TOTAL MARKS AND CREDITS

The course consist of

- Core = 15 papers
- Elective = 1
- Practical = 3 papers
- Project = 1
- Allied = 4 papers
- Total marks = 3800
- Total credits = 140.

Note:

L: Lecture

T: Test

TOT : Total

AOS: Application oriented subject

CIA: Continuous internal assessment

ESE: End semester examination

**ALC: Advanced Learner Course

**Self Study course: One paper to be selected in semester V and VI (optional and restricted to students with 75% or more percentage)

Other Requirements:

1. An internship for a period of 15 days to be completed at the end of IV semester in an industrial establishment/organization approved by the concerned staff. The student is also required to maintain a work diary and submit a report in the V semester, which will be followed, by a viva voce.
2. Major project: During the end of semester V, the students will be allotted to a staff coordinator who will be the guide and internal examiner for the project work. Each student should select a topic and the same to be approved by the guide. The fieldwork has to be done during the November vacation and during the beginning of semester VI. The student should submit the project report on or before the last date specified for submission. The student submitting the report after the last date of submission will be rejected and the same will be treated as “Not completed”

The components of Marks for project work will be as follows:

S.No	Components	Max. Marks	Authority
1	Reporting to guide and preparation of report	25	Faculty guide
2	Viva-voce	25	Faculty guide
3	Viva-voce	50	External Examiner

Semester : I
Core : 1
Title : **PRINCIPLES OF MANAGEMENT AND BUSINESS**
ORGANISATION
Subject Code : APB1201
Credits : 4 **Lecture Hours** : 71

Objective: To create an understanding of the fundamental principles of management and various forms of business organizations.

UNIT – I (15 Hrs)

Management: Meaning – Process of Managing – Features – Management as an art or a science or a profession – Scientific Management – Principles and Functions of Management.

UNIT –II (15 Hrs)

Planning: Definition – Nature and Characteristics of Planning – Importance – Types of Plans – Planning process – Limitations.

Organising: Meaning – Principles and Types of Organisation – Delegation of Authority – Decentralisation – Organisation Charts.

UNIT – III (15 Hrs)

Controlling: Definition – Characteristics of control – Steps in controlling – Effective control – Control Techniques.

Co-ordination: Definition – Features and Benefits of co-ordination – Techniques of effective co-ordination.

UNIT – IV (15 Hrs)

Business: Meaning – Features – Types – Business – Profession – Business Combinations – Causes – Types – Trade Associations, Chamber of Commerce.

UNIT – V (11 Hrs)

Forms of Business Organisation: Sole Trader, Partnership, Joint Hindu Family Firm, Joint Stock Companies, *Co-operative Organisation , *Public Utilities, Public Enterprises.

* Self Study

TEXT BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sharma & Gupta	Business Organisation & Management	Kalyani Publishers	2006
2.	Y.K. Bhusan	Fundamentals of Business Organisation and Management	Sultan Chand & Sons	2002

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	R.N. Gupta	Principles of Management	S.Chand & Company Limited	2005
2.	Dinkar Pagare	Principles of Management	Sultan Chand & Sons	2004

Semester	: I	
Core	: 2	
Title	: ORGANISATIONAL BEHAVIOUR	
Subject Code	: AOB1402	
Credits	: 4	Lecture Hours : 71

Objective: To enable the students to understand how people act, think, and feel in organizational settings, impact of individual personality, groups and structure have on behaviour within organizations for the purpose of applying such knowledge towards improving an organization's effectiveness.

UNIT – I (15 Hrs)

Nature and importance of Organisational Behaviour (OB) — concept and relevance of OB in Modern Management- Models of OB- Challenges and Opportunities faced by Managers applying OB.

UNIT – II (15 Hrs)

Perception- process, importance, factors influencing perception, Managerial and Behavioural applications of Perception. Motivation-Concept, Theories (Maslow, Herzberg and McGregor).

UNIT – III (15 Hrs)

Attitudes: characteristics, components, measurement of attitude, attitude surveys. Personality, meaning, self concept, self -esteem, major determinants of personality – personality tests.

UNIT – IV (15 Hrs)

Group Dynamics- Definition, types of Groups, Stages of Group development, Team Building, Group processes and Decision Making, Transactional Analysis and Johari Window, Kinesics, Body Language.

UNIT – V (11 Hrs)

Leadership- Leader Vs Manager*, Leadership styles, Concepts and Theories, Transformational vs. Transactional Leadership*.

* Self Study.

TEXT BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Shashi K. Gupta & Rosy Joshi	Organizational Behavior	Kalyani Publishers	2014
2.	L.M. Prasad	Organizational Behavior	Sultan Chand & Sons	2014

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	<u>Fred Luthans</u>	Organizational Behavior	Tata Mc Graw Hill	2013
2.	Uma Sekaran	Organizational Behavior – Text & Cases	Tata Mc Graw Hill	2011
3.	N. Kumar & R.Mittal	Organisational Behaviour	Anmol Publishers	2001

Semester	II	
Core	3	
Title	: INTRODUCTION TO INTERNATIONAL BUSINESS	
Subject Code	: IB12C03	
Credits	: 4	Lecture Hours : 71

Objective: To acquaint the students with the technicalities of the export trade and documentation.

UNIT - I (15 Hrs)

IB an overview – Reasons for International Business-Types of International Business-Constraints of International Business-. International Business Orientation-International Commercial Terms.

UNIT - II (15 Hrs)

International Business Decisions- International Business Environment-Culture Environment-Political Environment – Regulatory Environment- Technology Environment-Demographic Environment.

UNIT -III (15 Hrs)

Definition and meaning of Multinational Corporations – Organizational Models – Dominance of MNC – MNC and international trade – MNC’s in India.

UNIT - IV (15 Hrs)

Globalization of Indian business – Obstacles to globalization – Factors favoring globalization – Globalization strategies – Scope of marketing Indian products abroad.

UNIT - V (11 Hrs)

Social issues in IB – Business Ethics – *Social responsibility to different sectors –
Environmental issues – *Labour issues.

***Self Study**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business	PHI Learning Private Ltd	2009

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jwitesh Kumar Singh	International trade and Business	National Publishing House	2000
2.	T.A.S.Balagopal	Export Management	Himalaya Publishing House	2004
3.	V.Y.Uptakesh sharan	International Business	Prentice Hall of India	2002

Semester	II	
Core	4	
Title	: EXECUTIVE AND EXIM CORRESPONDENCE	
Subject Code	: IB12C04	
Credits	: 4	Lecture Hours : 71

Objective: To impart student with knowledge of communication and export correspondence.

UNIT - I (15 Hrs)

Meaning-objectives of Business Communication- Importance of communication – Types of communication – Media – Barriers to communication – Principles of effective communication.

UNIT - II (15 Hrs)

Letter writing – Essential of an effective Business letter –Functions of Business Letter - Layout of business letter – Enquiry and reply letter – Order and Execution-Credit and status enquiry- Collection letters- Sales letters.

UNIT - III (15 Hrs)

Import and Export Correspondence -Terms used in Import and export correspondence-Direct Importing- import through Indent Houses-Letter to Open an irrevocable letter of credit- Bank Correspondence- Insurance Correspondence.

UNIT - IV (15 Hrs)

Report writing - structure of report – Long and short report formal and informal reports – Writing research reports – Norms of including exhibitions and appendices.

UNIT - V (11 Hrs)

Presentation skill- Committees and conference- Public relation department-*Group Discussion- *Personality Effectiveness.

*** Self Study**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rajendra Pal.J.S.Korahalli	Essentials of Business Communication	Sultan Chand & Sons	2008

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Urmila and S. M Rai	Business Communication	Himalaya Publication House	2004
2.	Variender K Luymar and Bodh Raj	Business Communication	Kalyani Publishers	1999

OPEN COURSE

Semester **II**

Title **: BASICS OF INTERNATIONAL BUSINESS**

Subject Code **: OPS1215**

Credits **: 2**

Lecture Hours : 29

Objective: To Familiarize the students with the various aspects of International Business.

UNIT - I (6 Hrs)

International Business- Reasons for International Business- Types of International business- Problems of International Business.

UNIT - II (6 Hrs)

International Business Environment- Political-Cultural- Demographic Environment- Economic Environment.

UNIT - III (7 Hrs)

International Marketing- Product Mix- Product Life Cycle- International Promotion strategies.

UNIT - IV (6 Hrs)

Globalization of Indian business – obstacles to globalization factors – factors favoring globalization.

UNIT - V (4 Hrs)

International Trade Organisation - WTO.

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business	PHI Learning Private Ltd	2009

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jwitesh Kumar Singh	International trade and Business	National publishing House	2000
2.	T.A.S.Balagopal	Export Management	Himalaya Publishing House	2004
3.	V.Y.Uptakesh sharan	International Business	Prentice Hall of India	2002

Balance sheet and its contents-Financial statement analysis- comparative, common size statements and trend analysis.

*** Self Study**

(Theory and Problems in the ratio of 20% and 80% respectively)

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S P Jain and Narang	Financial Accounting	Kalyani Publishers	2005

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Grewal T.S	Double entry book keeping	S.Chand & Company	2000
2.	Gupta and Radhaswamy	Advanced Accountancy	Sultan Chand & Sons	2002
3.	S.N. Maheswari	Financial Accounting	Sultan Chand & Sons	2000

Semester	III	
Core	6	
Title	: EXPORT AND IMPORT PROCEDURES	
Subject Code	: IB13C05	
Credits	: 5	Lecture Hours : 101

Objective: - To impart the students with the procedures involved in exports and imports.

UNIT- I (21 Hrs)

Preliminary steps for starting export business- Meaning-Classification of goods for exports-Advantages-Disadvantages-Registration formalities-procedure for obtaining IEC number-Export license – Preliminary for imports – SCOMET.

UNIT - II (21Hrs)

Export Procedure and export contract: Steps in export procedure- pre-shipment procedure- Shipment procedure-post-shipment procedure-Export contract-FOB contract- CIF Contract- Exchange rate fluctuations Risks- Forward Contracts – Excise clearance and Quality inspection.

UNIT- III (21 Hrs)

Arrangement of export finance: Meaning of export finance-pre-shipment finance-features-types-post-shipment finance-features-types-Institutional framework for export finance-Role of reserve bank of India in export finance.

UNIT- IV (21Hrs)

Import procedure: Meaning-Pre-import procedure-legal dimension of import procedure- Customs clearance for imported goods-Warehousing of imported goods- Exchange control provisions for imports.

UNIT- V (17Hrs)

Export Documentation: Introduction-Aligned Documentation System (ADS)-Export documentation in India-Shipping documents -*Transport documents -Bill of entry -
*Export promotion measures in India.

*Self Study

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Khushpat S. Jain	Export Import Procedures & Documentation	Himalaya Publishing House	2011

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business	PHI Learning Private Ltd	2009
2.	P. Subba Rao	International Business	Himalaya Publishing House	2012

Semester	III	
Core	7	
Title	: HUMAN RESOURCE MANAGEMENT	
Subject Code	: AHR1406	
Credits	: 4	Lecture Hours : 86

Objective: To provide basic conceptual knowledge of Human Resource Management

UNIT – I (16 Hrs)

(A) Meaning and Definition of HRM – Objectives and Nature of HRM – Functions and Importance of HRM – Role of HRM

(B) Job Analysis: Process of Job Analysis – Job Description –Job Specification.

UNIT – II (17 Hrs)

(A) Recruitment: Definition and Objectives of Recruitment – Recruitment Policy – Sources of Recruitment and Methods of Recruitment. Selection: Definition and Purpose of Selection – Selection Procedure.

(B) Training and development of Employees – Training Objectives – Need for Training – Training Methods – Advantages of Training – Performance Appraisal System: Components and Methods of Performance Appraisal.

UNIT – III (16 Hrs)

Individual and Organizational Development: Definition, Objectives and Characteristics of OD and HRD Intervention. Job Satisfaction: Definition and Factors of Job Satisfaction. Job enrichment, Job Enlargement, and Job rotation.

UNIT – IV (16 Hrs)

Career Planning and Succession Planning- Objectives, Process and Career Counseling – Advantages and Limitations – Career Development stages Promotion, Transfer and

Demotion.

UNIT – V (16 Hrs)

Human resource information systems (HRIS) –Meaning, Scope, Design, Advantage and limitation of HRIS- *Recent Techniques in HRM: Manpower audit, Knowledge management, Talent management.

Case Let - 5Hrs (Internal evaluation only).

*** Self Study.**

TEXT BOOKS:

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Subba Rao. P,	Personnel and Human Resource Management (Text and cases)	Himalaya Publishing House	2010
2.	C.B. Gupta	Human resource Management	Sultan Chand & sons.	2011

REFERENCE BOOKS:

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.S .Khanka	Human Resource Management Text and cases	S Chand Company private limited	2013
2.	L.M. Prasad	Human Resource Management	Sultan Chand & sons.	2010
3.	Shashi K. Gupta	Human Resource Management	Kalyani publishers	2009

Semester	III	
Title	: ALLIED- ORGANISATIONAL BEHAVIOUR	
Subject Code	: IB14A01	
Credits	: 4	Lecture Hours : 86

Objective: To enable the students to understand how people act, think, and feel in organizational settings, impact of individual personality, groups and structure have on behaviour within organizations for the purpose of applying such knowledge towards improving an organization's effectiveness.

UNIT – 1 (18 Hrs)

Nature and importance of Organisational Behaviour (OB) — concept and relevance of OB in Modern Management- Models of OB- Challenges and Opportunities faced by Managers applying OB.

UNIT – II (17 Hrs)

Perception- process, importance, factors influencing perception, Managerial and Behavioural applications of Perception. Motivation-Concept, Theories (Maslow, Herzberg and McGregor).

UNIT – III (17 Hrs)

Attitudes: characteristics, components, measurement of attitude, attitude surveys. Personality, meaning, self concept, self -esteem, major determinants of personality – personality tests.

UNIT – IV (17 Hrs)

Group Dynamics- Definition, types of Groups, Stages of Group development, Team Building, Group processes and Decision Making, Transactional Analysis and Johari Window, Kinesics, Body Language.

UNIT – V (17 Hrs)

Leadership- Leader Vs Manager*, Leadership styles, Concepts and Theories, Transformational vs. Transactional Leadership*.

* Self Study.

TEXT BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Shashi K. Gupta & Rosy Joshi	Organizational Behavior	Kalyani Publications	2014
2.	L.M. Prasad	Organizational Behavior	Sultan Chand & Sons	2014

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Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Fred Luthans	Organizational Behavior	Tata Mc Graw Hill	2013
2.	Uma Sekaran	Organizational Behavior – Text & Cases	Tata Mc Graw Hill	2011
3.	N. Kumar & R.Mittal	Organisational Behaviour	Anmol	2001

SKILL BASED SUBJECT

Semester	III	
Title	: FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES– Paper I	
Subject Code	: SB14FA01	
Credits	: 3	Lecture Hours : 41

Objectives: To give an understanding of F&A standards, accounts payable and receivable financial processes and general ledger activities.

UNIT - I (6 Hrs)

Outsourcing need and current trends- BPO areas- horizontal and business verticals-BPO industry- Future of BPO.

UNIT - II (10 Hrs)

Accounts payable- vendor master-invoice and payment processing-vendor reconciliation- Role of technology in accounts payable.

UNIT - III (11 Hrs)

Accounts receivable-Sub categories-credit management-sales order management-Billing and revenue recognition-collection procedures-cash application-reconciliation and reporting.

UNIT - IV (8 Hrs)

General Ledger Process-Chart of accounts-Tax accounting-Tax accounting in India and US-Reporting.

UNIT - V (6 Hrs)

Accounting standards Board-Key Indian Accounting Standards-India and IFRS- International financial accounting standards-comparison between Indian/US GAAP and IFRS.

TEXT BOOKS: TCS MATERIALS

Semester	IV	
Core	8	
Title	: INDIA'S FOREIGN TRADE	
Subject Code	: IB12C08	
Credits	: 4	Lecture Hours : 86

Objective : To impart the students with the various aspects relating to India's Foreign Trade practices.

UNIT - I (17 Hrs)

Development of Foreign trade policy-India's foreign trade since 1951- Foreign trade policy 2004-09-Recent changes in Foreign Trade policy.

UNIT - II (18 Hrs)

Recent trends in Foreign trade-Composition of foreign trade-Major items of India's exports and Imports-Traditional and Non-traditional exports- Direction of Foreign trade-Comparative export performance of India.

UNIT - III (18 Hrs)

Institutional infrastructure or Exports- Department of commerce- Consultative and Deliberative Bodies-Export Promotion councils- Commodity Boards-Ministry of Textiles.

UNIT - IV (18 Hrs)

Service Institutions- Indian Institute of foreign trade- Trade development authority-Indian Institute of Packaging- Indian council of arbitration-Department of commerce Intelligence and statistics—Government participation in foreign trade- International trade fair and exhibitions.

UNIT - V (15 Hrs)

Trade prospects of India with other countries – Regional groupings –*FIEO services- Export Inspection council- *International Trade Promotion Organization.

***Self Study**

TEXT BOOK:

Sl. No	Author(s)	Title of the Book	Publisher	Year of Publication
1.	T.S. Agarwal	India's Foreign Trade	Himalaya Publishing House	2003

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Varma M.L	International Trade	National Publishing House	2003
2.	Varma & Agarwal	Export Management	Himalaya Publishing House	2003
3.	Jwitesh Kumar Singh	International trade and Business	National Publishing House	2002

Semester	IV	
Core	: 10	
Title	: FINANCIAL MANAGEMENT	
Subject Code	: AMM1207	
Credits	: 4	Lecture Hours : 86

Objective: To familiarize the various concepts, principles of financial management and to equip necessary skills to take decisions on various financial matters.

UNIT – I-Theory (17 Hrs)

Meaning of finance – Definition and scope of finance function – Objectives of financial management – Functions – *Source of finance long term equity – Preference – Debt – Short term bank and non bank sources.

UNIT – II-Theory (17 Hrs)

Working capital management: Meaning – Concepts – Importance – Determinants of working capital – Cash management: Motives for holding cash – Objectives and strategies of cash management. Receivables management: Objectives – Cost of credit extension, Benefits – Credit policies – Credit terms – Collection policies.

UNIT – III-Theory (17 Hrs)

Capital structure – Factors influencing capital structure – Approaches – MM – Optimal capital structure – Operating leverages and financial leverage.

Dividend decisions-Determinants-Dividend policies-forms.

UNIT – IV-Theory and Problems (17 Hrs)

Financing decision: Cost of capital – Cost of specific sources of capital – Equity – Preferred stock – Debt – Reserves – Weighted average cost of capital.

UNIT – V-Theory and Problems (18 Hrs)

Capital Budgeting-Meaning-Factors affecting capital expenditure-Methods of appraisal-pay back-ARR-NPV-IRR-Profitability index.

*** Self Study.**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sharma RK and Gupta SP	Financial Management	Kalyani Publications	2008

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Khan and Jain	Financial Management Approach	Tata McGraw Hill Publishing	2004
2.	I.M.Pandey	Financial Management	Vikas Publishing	2009

transaction costs- Global branding and strategic brand -global branding strategy – building global customer based brand equity .

UNIT – IV (19Hrs)

International pricing and distribution – Exporters cost – pricing objectives – factors affecting pricing – pricing methods – Transfer pricing – dumping – steps in pricing – Retrograde pricing – International channel system. Distribution channel strategy- International distribution channels, their roles and functions.

UNIT – V (19Hrs)

International Promotion Strategies: Communications across countries-complexities and issues; International promotion tools and planning – Advertising, personal selling, publicity and sales promotion: - *Emerging trends in international marketing – *International marketing ethics.

Case study -5Hrs (Internal evaluation only)

*** Self Study.**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business	Prentice Hall of India Private Ltd	2013

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Ajay Kumar	Brand Management	Wisdom Publishing New Delhi	2003
2.	Philip Kotler	Marketing Management	Prentice Hall Of India	2004
3.	R.S.N. Pillai & Bagavathi	Modern Marketing	S.Chand & Company	2005

Systems approach- System Analysis and Design- System Development Life Cycle- End user development-Steps in implementing systems-evaluating hardware - software-testing-conversion-maintenance.

UNIT -IV(17 Hrs)

Decision Support System -Trends-Components-Online Analytical processing-DSS Analysis-EIS-Enterprise portal and Decision support-Artificial Intelligence technologies , Telecommunication network model-Types of Telecommunication network-Telecommunication processors-Tele communication media-wireless technologies.

UNIT -V(17 Hrs)

*Functional Sub Systems- Marketing- Manufacturing- Human Resource- Payroll - Accounting -Finance -Inventory – Account payables –Receivables, Enterprise Resource planning: The business backbone-benefits and challenges-costs-causes of failure- Trends- Managing Global information systems - dimensions – challenges – platforms.

*** Self Study**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	James A O Brien, et al,	Management Information Systems	McGraw Hill Education India Pvt. Ltd	2013

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
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1.	Kenneth.C.Laudon, Jane.P. Laudon	MIS –Managing the digital firm	Pearson Publications	2013
2.	LM .Prasad, Usha Prasad	Management Information System	Sultan Chand & Sons	2005
3.	Saroj Kumar, Ratna Yadav	Management Information System	Thakur Publication	2010

SKILL BASED SUBJECT

Semester IV

**Title : FINANCE AND ACCOUNTING FOR BUSINESS
PROCESS SERVICES– Paper II**

Subject Code : SB14FA02

Credits : 3 Lecture Hours : 41

Objectives: To give an insight into supply chain, F & A control and compliance and Operating model of BPS.

UNIT- I (7 Hrs)

Emerging trends in F&A technology-ERP-ERP software system-XBRL reporting.

UNIT- II (8 Hrs)

Supply chain- Decision process- Activities – e-procurement-SIPOC-SCOR model.

UNIT- III (11 Hrs)

F&A control and compliance-Internal controls-SOX act-2002-corporate governance in India-SAX compliance/ISAE 3402 provision-types of SSAE 16-audit engagements-information security.

UNIT- IV (7Hrs)

Operating model of BPS -Cost effectiveness and process efficiency-Phases before process outsourcing-transaction flows in BPS-SIPOC-ISO standards-CMMI.

UNIT- V (8Hrs)

Role of quality in BPO- Introduction to Lean Management – Introduction to Six Sigma.

TEXT BOOKS: TCS MATERIALS

Semester	V	
Core	12	
Title	: COST AND MANAGEMENT ACCOUNTING	
Subject Code	: ACA1302	
Credits	: 5	Lecture Hours : 71

Objective: To train the students in the application of the various tools of Cost and Management Accounting.

UNIT -I (Theory Questions Only) (11 Hrs)

Meaning - Definition - Scope - objectives - Functions - merits and demerits of Cost and Management Accounting - distinction between cost, management and financial accounting - elements of cost - Cost concepts and cost classification. Preparation of cost sheet and quotations.

UNIT – II (Problems only) (16 Hrs)

Inventory control - EOQ, Maximum, Minimum and reordering levels - pricing of materials issues- FIFO, LIFO, price methods - labour cost – remuneration- Time rate and Piece rate- incentive and bonus plans-Halsey Rowan, Taylor’s plans.

UNIT - III (Problems only) (17 Hrs)

Ratio analysis-Liquidity, Profitability, solvency, capital structure ratios-preparation of balance sheets from ratios.

UNIT - IV (Problems only) (15 Hrs)

Fund Flow analysis: Preparation of fund flow statements.

UNIT – V (Problems and theory questions) (12 Hrs)

CVP analysis – Budgets and Budgetary control – types of budget*- cash budget and flexible budget.

Question paper comprises of 80% problems and 20% theory questions.

*** Self study.**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	R.K, Sharma and Gupta	Cost and Management Accounting	Kalyani Publishers	2004

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jain and Narang	Cost Accounting	S.Chand & company	2003
2.	Maheswari.S.N	Management Accounting	Sultan Chand & Sons	2004
3.	T.S.Reddy & Y. Hari Prasad Reddy	Cost and Management Accounting	Margham Publications	2006

Semester **V**
Core **13**
Title **: RESEARCH METHODS FOR MANAGEMENT**
Subject Code **: ARM1311**
Credits **: 5** **Lecture Hours : 71**
Objective: To provide basic knowledge, understanding and skills as a researcher and in particular, awareness of the realities of research.

UNIT – I (15 Hrs)

Research – Definition –Importance – Advantages and Limitations – Research Process- Problem Identification – Hypothesis: Advantages of Hypothesis – Criteria of a good Hypothesis – Types of Research Hypothesis.

UNIT - II (16 Hrs)

Research Design: Exploratory Research Design – Descriptive Research Design. Sampling – Sampling Process and Selection – Determination of Sample Size and Sampling errors.

UNIT – III (15 Hrs)

Data Collection: Types and Sources of Data – Techniques of Data Collection: Questionnaire – Interview – Observation. Attitude Measurement and Scaling Techniques – Reliability and Validity concepts. Data Processing (Editing, Classification and Tabulation).

UNIT – IV (16 Hrs)

Statistical Measures for Data Analysis: Formulation and Testing of Hypothesis – t-test and Chi-square Test. (**Simple Problems**).

UNIT – V (9 Hrs)

Interpretation and Report Writing – Steps in Report Writing – *Layout and Types of Report.

* **Self study**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.R. Kothari	Research Methodology	Wishwa Prakashan	2008

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	P.P. Arya and Yesh Pal	Research Methodology in Management	Theory & Case studies	2011
2.	P. Saravanavel	Research Methodology	Kitab Mahal	2004
3.	Boyd and Westfall	Marketing Research	AITBS	2001

Semester	V	
Core	14	
Title	: LOGISTICS AND SUPPLY CHAIN MANAGEMENT	
Subject Code	: IB13C13	
Credits	: 4	Lecture Hours : 71

Objective: To familiarize the students with concepts of supply chain and logistics.

UNIT- I (15 Hrs)

Supply Chain Management (SCM) – Meaning and Definition- Objectives – Importance of SCM- Scope of SCM- Types of SCM- Major drivers of SCM- Supply chain as a profession- Need for SCM in market today-Supply chain strategy - Supply chain metrics.

UNIT- II (14Hrs)

Demand Management-Basic concepts-supplier Management-Basic concepts-Operation Management in SCM- Basic principles- Lean Manufacturing and SCM--Benefits of Lean Manufacturing-Elements. Mass Customization-Levels- characteristics-Outsourcing-Core competencies-working models.

UNIT- III (14 Hrs)

Procurement Management in SCM- Introduction-Purchasing cycle- types – Inventory models-EOQ model-Inventory terminology- Inventory Management- Inventory counting system. JIT- Elements- Benefits-Vendor Management.

UNIT- IV (16Hrs)

Logistics Management- History and Evolution- Elements-Functions-Logistics in India-Integrated Logistics Systems. Transportation Management- Participants in transportation-modes of Transportation- Multi modal transportation- Fleet management- process-factors- Inter model transportation- containerization-Role of ICD's- Warehousing-Types-Warehouse Management System (WMS)-Packaging-3PL-4PL-Reverse Logistics.

UNIT-V (12Hrs)

Information Technology for SCM- RFID – GPS – GIS -concepts- Role of internet in logistics and SCM- Emerging trends in SCM-Green Logistics-*Data Mining and Data Warehouse - *Logistics Administration.

***Self Study**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	D.K. Agarwal	Logistics and Supply Chain Management	Macmillan India Ltd	2003

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Krishnaveni Muthaya	Logistics Management	Prentice hall of India , New Delhi	2008
2.	G. Raghuram, N. Rangaraj	Logistics and Supply Chain Management	Macmillan India Ltd	2010
3.	Donald Bowersox, David Closs, M. Bixby Cooper	Supply Chain Logistics Management	Mc Graw Hill	2012

Semester	V	
Core	16	
Title	: INTERNATIONAL ECONOMICS	
Subject Code	: RM13C12	
Credits	: 4	Lecture Hours : 71

Objective: To enable students to know the existing international economic environment in the era of globalization.

UNIT - I (14 Hrs)

International trade equilibrium – The production possibility curve, the community indifference curve – The offer curve – Smith's theory of absolute difference in costs – Ricardo's theory of comparative difference in costs – Mill's theory of reciprocal demand.

UNIT - II (16 Hrs)

Heckscher – Ohlin theory- Haberler's theory of opportunity cost – Kravis's theory of availability – Linder's theory of trade and demand – Posner's imitation or technological gap theory – Vernon's product cycle theory – Kenon's theory of Human capital – Emmanuel's theory of unequal exchange.

UNIT - III (15 Hrs)

Terms of trade – types of terms of trade, determination of TOT – Factors affecting TOT – Gains from trade – Potential and actual gains from trade – Measurement of gains from trade – Factors affecting gains from trade – static and dynamic gains from trade.

UNIT - IV (14 Hrs)

Free trade vs. protection – Tariff and Non-tariff barriers, import quotas – Dumping – International Cartels – Custom's union.

UNIT - V (12 Hrs)

International economic relations- WTO, UNCTAD, *ADB, SAARC, *NIEO, *OPEC and oil crisis.

***Self Study**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	M.L.Jingan	International Economics	Vrinda Publishing	2006

REFERENCE BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C. Jeevanandam	International Economics	Sultan Chand & Sons	2007

Semester	V	
Title	: TOTAL QUALITY MANAGEMENT	
Subject Code	: IB12E05	
Credits	: 4	Lecture Hours : 71

Objective: To impart the students with the latest techniques followed in maintaining quality in the competitive environment.

UNIT - I (15 Hrs)

Introduction to quality-Meaning of quality- Dimensions of quality- introduction to Total quality Management- Meaning – Objectives and Importance of TQM in Business.

UNIT - II (15 Hrs)

TQM principles-customer satisfaction-need and importance-Employee involvement-Benefits-Supplier partnership and selection-Performance measuring-Strategies followed.

UNIT - III (14 Hrs)

Statistical quality control-Total quality control-Benefits-Role of Senior management in maintaining quality-Quality statements-TQM implementation- Barriers.

UNIT - IV (15 Hrs)

Statistical quality control-tools of quality control-process charts-types and benefits-flow diagram-control charts- objectives-types-advantages-six sigma concepts-Advantages.

UNIT - V (12 Hrs)

Bench marking – Introduction-Definition-*Reasons to bench marking-Process. *Quality need for quality system – ISO 9000 quality standards- introduction –benefits-quality auditing-techniques and procedures - ISO 14000- Benefits.

***Self Study**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.Bhaskar	Total Quality Management	Anuradha Agencies	2005

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	G.R.Basotia	Total Quality Management	Mangal Deep Publication	2002
2.	Dale H Baserfield	Total Quality Management	Pearson Education	2002
3.	Geln H Baserfield	Total Quality Management	Pearson Education	2002

Semester	V	
Core	17	
Title	: MANAGEMENT INFORMATION SYSTEM	
Subject Code	: AMS1410	
Credits	: 4	Lecture Hours : 71

Objective: To provide knowledge on concepts and application of information systems in business.

UNIT- I (14 Hrs)

MIS- objectives foundations- levels-features - real world systems - roles-trends-types- managerial challenges-components-information system resources- competitive advantage, business process re-engineering - creating agile and virtual company - knowledge management systems.

UNIT- II(15 Hrs)

Data Base Management System – concept - Database Structures - Data resources -Types - Database warehouse- Mining - Database Management approach, Software - Application software- End user applications- Groupware-Software Alternatives-Cloud computing - Software Licensing - Application Service Providers.

UNIT – III (14 Hrs)

Systems approach- System Analysis and Design- System Development Life Cycle- End user development-Steps in implementing systems-evaluating hardware - software- testing-conversion-maintenance.

UNIT - IV(14 Hrs)

Decision Support System -Trends-Components-Online Analytical processing-DSS Analysis-EIS-Enterprise portal and Decision support-Artificial Intelligence technologies , Telecommunication network model-Types of Telecommunication network-Telecommunication processors-Tele communication media-wireless technologies.

UNIT - V(14 Hrs)

*Functional Sub Systems- Marketing- Manufacturing- Human Resource- Payroll - Accounting -Finance -Inventory – Account payables –Receivables, Enterprise Resource planning: The business backbone-benefits and challenges-costs-causes of failure- Trends- Managing Global information systems - dimensions – challenges – platforms.

* **Self study**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	James A O Brien, et al,	Management Information Systems	McGraw Hill Education (India) Pvt Ltd	2013

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Kenneth.C.Laudon, Jane.P. Laudon	MIS –Managing the digital firm	Pearson Publications	2013
2.	LM .Prasad, Usha Prasad	Management Information System	Sultan Chand & Sons	2005
3.	Saroj Kumar, Ratna Yadav	Management Information System	Thakur Publication	2010

***Self Study**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Asha Kaul	Personality Development	Sulthan and Sons	1999

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rajendra paul	Business communication	Kalyani Publications	2004
2.	Urmila Rai and M.Rai,	Business communication	Kalyani publishers	1999
3.	Weikch n John	Time Management	Himalaya Publication	2004

Calculation of Risk Adjusted Rate

Input: Share Prices

Functions to be used: CAPM Functions

Expected Output: Beta value and Trend line

UNIT - V (8 Hrs)

Capital Rationing

Input: Cash Flows

Functions to be used: Solver Parameters

Expected Output: Ranking based on Pay-back period

Note: Practical Classes to be arranged in Computer lab.

Software essential: MS Office Excel

Text Book:

- ❖ Bodhanwala.R.J, Financial Management using Excel Spreadsheet, Taxmann Publication, New Delhi. 3rd Edition, (2010).

Semester : V of UG programme / III of PG programme
Title : Information Security (Level I)* NM13IS1
Credits : 2 **Lecture Hours: 26**

Objective

This course aims on introducing the theory and practice of designing and building secure computer systems that protect information and resist attacks. It covers all aspects of cyber security including network security, computer security and information security.

UNIT - I (5 Hrs)

Information security: History of IS-What is security?-characteristic of IS-components of I system –security system life cycle model.

UNIT – II (6 Hrs)

Cryptography: Concepts and techniques-Plain text and cipher text- Encryption principles- Cryptanalysis. Authentication methods-passwords-keys versus passwords-Attacking Systems via passwords-Password verification.

UNIT - III (5 Hrs)

Fire walls: Viruses and worms- Digital rights management-What is firewalls- Types of Fire wall-Design Principles of Firewall.

UNIT- IV (5 Hrs)

Hacking: Hacker hierarchy-password cracking-Phishing- Network Hacking- Wireless hacking.

UNIT – V (5 Hrs)

Case studies: DNS,IP SEC- Social media.

Applicable to

*** BA(all Branches), B. Sc Advanced Zoology & Biotechnology, B. Sc Plant Biology & Plant Biotechnology, B. Sc Chemistry, B. Com Aided & SF , BBA Aided & SF**

MA & M. Sc all branches except Mathematics & Physics.

TEXT BOOK:

S.No	Author	Title of book	Publisher	Year of publication
1.	Dr.Michael E. Whitman, Herbert J. Mattord	Principles and Practices of Information Security	Course Technology Cengage Learning	4 th edition, 2012
2.	Atul Kahato	Cryptography and Network Security	McGraw Hill Education	3 rd Edition 2012
3.	William Stallings	Network Security Essential Applications and standard	Prentice Hall	2 nd Edition 2009
4.	Devan N. Shah	Information Security Principles and Practice	Wiley India	2009

Semester	V
Title	: FINANCIAL SERVICES
Subject Code	: IB12AC1
Credits	5

Objectives: To enrich the students with the basics of Indian financial system

UNIT - I

Financial system-introduction-components of the formal financial system-functions financial system designs-nature and role of financial institutions (intermediaries) and financial markets-relationship with financial system & economic growth.

UNIT - II

Banking and non banking institutions: development of banking in India-categories of banks, reforms in banking sector-phase I and phase II-merger and acquisition in banking-risk management in Indian banks-non performing assets.

Non-banking financial companies-definition-types-growth-overview of regulation of NBFCs since 1997(brief).

UNIT - III

Negotiable instrument-crossing-types-endowment –types-payment and collections of cheque . Principles of sound lending. Banker customer relationship-opening and closing A/c-special type of customer- types of deposit, secrecy of customers A/c.

UNIT - IV

Debt market-characteristics-dematerialization-government securities market objectives STRIPS retailing of government securities-WMA-primary and secondary market

segments-credit rating, meaning and agencies.

UNIT -V

Mutual Funds-introduction-definition-benefits-growth of mutual funds in India-types-net asset value-organisation-SEBI regulations relating to mutual funds-association of mutual funds in India.

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Bharati V.Pathak	Indian financial system	Pearson Education	2003

REFERENCE BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sundaram and Varshney	Banking Law and Practices	Margham Publishers	2010

Semester	V
Title	: INSURANCE PRINCIPLES AND PRACTICE**
Subject Code	: IB12AC2
Credits	5

Objective: To impart the students with knowledge about insurance.

UNIT - I

Definition 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; assignments and nomination; title and claims; concept of trusts 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; emerging 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 BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	M.N. Mishra	Insurance Principles and Practice	S. Chand Limited	2008

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S Panda	Principles and Practices of Insurance	Kalyani Publishers	2008
2.	N.D Kapoor	Elements of Business Law	New Age International Publishers, New Delhi	2008
3.	P.Periyasamy	Principles and Practices of Insurance	Himalaya Publishing House	2006

Semester **VI**

Core **18**

Title **: ADVERTISING AND SALES PROMOTION**

Subject Code **: ASP1413**

Credits: 4

Hours: 71

Objective: To impart the skill of constructing an advertisement and the essentials of advertisement programs and various sales promotion activities.

UNIT – I (13 Hrs)

Advertising: Meaning – Importance – Objectives – Media: Print Media, Electronic Media, Outdoor Media & Transportation Advertising -e-advertising, Cinema - Exhibitions, Trade fair.

UNIT – II (13 Hrs)

Advertising Agencies: Features and Functions of Advertising Agencies – Selection of an Advertising Agency. Advertising Budget - Advertising Appeal: Essentials of Good Appeal – Classifications of Advertising Appeals. Ethics in Advertising.

UNIT –III (13 Hrs)

Advertising Layout – Functions –Types Layout – Advertising Campaign – Steps in Campaign Planning – Measurement of Advertising Effectiveness: Pre – Concurrent and Post testing.

UNIT – IV (13 Hrs)

Sales Promotion: Meaning – Methods – Promotional Strategy –Advertising Technique of Sales Promotion – Consumer and Dealer Promotion – After Sales service – Warranty –

Guarantee – Personal selling – Objectives – Process of Personal Selling – Salesmanship – Types of Salesmen *.

UNIT – V (14 Hrs)

Sales Force Management – Importance – Sales Force decision* – Sales Force size – Training, Methods and Motivating Salesmen* – Fixing sales territories – Quota – Evaluation.*.

* Self study

Case study -5Hrs (Internal evaluation only)

TEXT BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.N. Sontakki	Advertising	Kalyani Publishers	2012
2.	P. Saravanavel & S. Sumathi,	Advertising & Salesmanship	Margham Publications	2006

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Chunawalla, Kumar, Sethia Subramanian & Suchak	Advertising – Theory & Practice	Himalaya Publishing House.	2008
2.	George E. Belch & Michael A Belch	Advertising & Promotion	Tata Mc Graw Hill Publishing Company	2009

Semester VI

Core 19

Title : **INTERNATIONAL FINANCIAL MANAGEMENT**

Subject Code : **IB12C17**

Credits :4

Hours:71

Objective: To impart the students with the concepts and techniques in international financial markets.

UNIT - I (15 Hrs)

International Financial Management- An Overview-Nature and scope – Importance – International financial Management Vs. Domestic Financial Management - Balance of Payments - Presentation of BOP – Importance – Limitations of BOP– International Monetary Systems.

UNIT - II (15 Hrs)

Foreign Exchange Management – Exchange Rate Mechanism – Determination of Exchange Rate – Administration of Foreign Exchange – Functions of Forex department – Foreign Currency Accounts.

UNIT - III (15 Hrs)

Foreign Exchange Market – Functions –Exchange Quotation- Foreign Exchange Transactions – SPOT – Forward – Options – Future contracts Inter Bank Deals.

UNIT - IV (14 Hrs)

Foreign Direct Investment – Benefits of FDI - Strategy for FDI- Foreign Exchange Risk Management – Translation Exposure – Transaction and Economic Exposure.

UNIT – V (12 Hrs)

International Financial Decisions –*International Financial Institutions- International Monetary Fund-World Bank – IBRD –IDA-IFC-MIGA.

*** Self Study**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C. Jeevanandam	Foreign Exchange Management	Sultan and Sons	2009

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	V.Sharan	International Financial Management	Prentice hall of India , NewDelhi	2008
2.	P.K.Jain Josette Peyard	International Financial Management	Macmillan Publication	2006
3.	P.G. Apte	International Financial Management	Mc Graw Hill Publishing Co. Ltd	2006

Semester **VI**
Title **: TAXATION**
Subject Code **: IB12E03**

Credits : 4

Hours : 71

Objective: To acquire familiarity with and awareness on the nature and scope of main provisions of taxation.

UNIT - I (14 Hrs)

Scope of Income Tax Act- Varied Categories of income- Basis of Charge- Residential status - Incidence of Tax- Exempted Income (Theory only).

UNIT - II (18 Hrs)

Income from Salary- Computation of Taxable & Non- Taxable (Simple Problems).

UNIT - III (16 Hrs)

Income from House Property- Let out and Self Occupied house- Deductions u/s 24 (Simple Problems) - Income from Business (Simple Problems).

UNIT - IV (13 Hrs)

Capital Gains- Exemptions u/s 54 (Simple Problems) - Income from other Sources & Set off and Carry forward of Losses (Theory only).

UNIT - V (10 Hrs)

VAT- Scope and Need of VAT- VAT in India- Interest rates under VAT- Method in calculation of VAT- Significance and Limitations of VAT- *MODVAT- Advantages, Limitations -Service Tax- *Features.

(Theory and Problems in the ratio of 60% & 40% respectively.)

*** Self Study**

TEXT BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	V.P.Gaur and D.B.Narang	Income Tax law and Practice	Kalyani Publishers	2013
2.	R.K.Lekhi	Principles of Taxation	Kalyani Publishers	2005

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dinkar Pagare	Business Taxation	Sultan Chand & Sons	2006
2.	Dr. Vinod, K. Singhanian & Kapil Singhanian	Direct Taxes- Law & Practice	Taxmann Publications (P) Limited	2013
3.	N. Hariharan	Income Tax Law and Practice	Tata McGraw Hill Education (P) Limited	2013

IMPLEMENTATION OF STRATEGIES :Implementing Multinational Strategies – Strategic Implementation and Corporate Culture – *Corporate Strategy and Leadership – Organizing Off-Shore Operations – Controlling Multinational Strategy – *Controlling Off – Shore Operations.

***Self Study**

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sri Vastava	International Strategic Management	Himalaya Publishing House	2011

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Ramasamy And Namakumari	Strategic Management And Theory	Himalaya Publishing	2005
2.	Sarika Kulkarni	Business Process Outsourcing	Jaico Books	2005

Semester **VI**

Title **: ENTREPRENEURIAL DEVELOPMENT**

Subject Code **: UED1201**

Credits: 4 (for B.com & BBM)

Hours: 86

Credits: 5 (for B.Sc (ISM))

Objectives:

- 1) To impart knowledge and skills needed to become a successful entrepreneur
- 2) To motivate young minds to set up own venture and contribute to national economic development.

UNIT - I (17 Hrs)

Entrepreneurship-Meaning-Characteristics-Functions-Traits-Types-Intrapreneur-Women entrepreneurship-Rural entrepreneurship-Role of entrepreneurship in economic development- Entrepreneurship development programme- Need- Objective- Course contents-Phases-evaluation.

UNIT - II (18 Hrs)

Factors affecting entrepreneurial growth- Institutional support to entrepreneurs - DIC, NSIC, SIDO, KVIC, SIDC, THIC, Industrial Estates, SIDBI, EDII, SIPCOT- Angel investors-Incubators- STEP- Venture capital- Clusters- SPECIAL ECONOMICZONES.

UNIT - III (17 Hrs)

Starting a venture- Registration formalities-Incentives and subsidies- Need for incentives and subsidies-Tax benefits for SSI units- Sickness in Small Industries-Causes and Remedies and Revival.

UNIT - IV (17 Hrs)

Project- Idea generation- Project identification- Project Formulation- Feasibility Analysis- Development of Business plan- Project appraisal- Project Report Presentation- Planning Commission Guidelines for Formulating a Project.

UNIT - V (17 Hrs)

Financial Analysis- Capital Cost Estimation- Operating Cost- Revenue estimates- Working capital- cash Flow- errors in estimation – ***case study analysis- Field visit and Business plan submission.**

Note:* For Internals only

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Gupta. C.B and Srinivasan. N.P	Entrepreneurial Development	Sultan Chand	2005

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Khanka SS	Entrepreneurial development	S. Chand and Co ltd	2010
2.	Robert D. Hisrich et al	Entrepreneurship Development	Tata Mcgraw Hill Publishing Company Ltd	2007
3.	Prasanna Chandra	Projects- Planning , Analysis , Financing ,Implementation and review	Tata Mcgraw Hill Publishing CompanyLtd, New Delhi	2006

Semester **VI**
Title **: CONSUMER BEHAVIOUR**
Subject Code **: IB12E08**

Credits : 4

Hours : 86

Objective: To enable the students to gain knowledge about the consumer and his/her behavior.

UNIT - I (18 Hrs)

Introduction – Consumer Behaviour – Definition – Scope of Consumer Behaviour – Discipline of Consumer Behaviour – Customer Value Satisfaction – Retention-Marketing Ethics.

UNIT - II (18 Hrs)

Consumer Research – Paradigms – The Process of Consumer Research- Consumer Motivation – Dynamics – Types- Measurement of Motives- Consumer Perception- Element Dynamics.

UNIT - III (18 Hrs)

Consumer Learning- Elements - Behavioural Learning Theories- Measures of Consumer Learning - Consumer Attitude Formation- Models- Strategies For Attitude Change.

UNIT -IV (18 Hrs)

Social Class And Consumer Behaviour - Lifestyles Profiles Of Consumer Classes - Cross Cultural Consumers Behaviour Strategies.

UNIT - V (14 Hrs)

Consumer Decision Making Process – *Opinion Leadership – *Dynamics – Types of Consumer Decision Making – A Model of Consumer Decision Making.

Self Study

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.Shahjahan	Relationship Marketing	McGraw Hill	1997

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Paul Green Berg	CRM	Tata McGraw Hill	2002
2.	Barry Berman and Joel R Evans	Retail Management- A strategic Approach	Prentice Hall of India, Tenth Edition	2006
3.	Gibson G Vedamani	Retail Management ,Functional Principles and Practice	Jaico Publishing House, Second Edition	2004

**Title : SKILL BASED SUBJECT -PART IV-COMPUTATIONAL
FINANCE PART II**

Subject Code : SB13FAP2

Credits: 2

Hours: 43

Objective:

- ❖ To enable the students to construct spreadsheet for basic financial applications using financial functions available in spreadsheet.

UNIT - I (8 Hrs)

Leverage

Input: Various Cost

Functions to be used: Goal Seek

Expected Output: DOL, DFL and DCL; BEP graph.

UNIT - II(8 Hrs)

Designing Capital Structure

Input: Summarized Income Statement

Functions to be used: Goal Seek

Expected Output:EPS, EPS growth rate.

UNIT - III(9 Hrs)

Inventory Management

Input: Inventory data

Functions to be used: Scenarios

Expected Output: EOQ, Max level, Min level, Graph.

UNIT - IV(9 Hrs)

Credit Policy

Input: Opening and Closing Receivables.

Functions to be used: Min, Max

Expected Output: Aging Schedule.

UNIT - V (9 Hrs)

Cash flow Estimation

Input: Cash flows

Functions to be used: Auto correct

Expected Output: Cash Budget

Note: Practical Classes to be arranged in Computer lab.

Software essential: MS Office Excel.

Text Book:

- ❖ Bodhanwala.R.J, Financial Management using Excel Spreadsheet, Taxmann Publication, New Delhi. 3rd Edition, (2010).

Title : CORPORATE FINANCE**

Subject Code : IB12AC3

Credit 5

Objective: To impart the students with the trends of corporate finance.

UNIT - I

Introduction to Corporate Finance - Objectives - Time Value of money.

UNIT - II

Capital Budgeting-Methods-Analysis of Risk and Capital Rationing.

UNIT - III

Source of finance -Leverage - Cost of Capital.

UNIT - IV

Capital Structure-Dividend policy- Management of working capital .

UNIT - V

Mergers and Acquisition - restructuring-introduction to financial derivatives.

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Brealey and Myers	Principals of Corporate Finance	McGraw Hill	2003

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	N C Gupta & M N Kaura	Corporate Finance	Anmol Publication	2000
2.	Ross, Westerfield and Jaffee	Corporate Finance	McGraw Hill	2002
3.	Shapiro and Balbirer	Modern Corporate Finance	Prentice Hall	2000

Semester**VI**

Title : **SERVICES MARKETING ****
Subject Code : **IB12AC4**
Credits : **5**

Objective: To introduce the basic services concept and impart knowledge about different service sectors.

UNIT - I

Characteristics of Services – Service classification – Service Marketing – Service Design and Blue printing.

UNIT - II

Segmentation and Target market for services – Positioning of services-Services Quality and measurement.

UNIT - III

Concept of the service product, developing service product, pricing-techniques and strategies.

UNIT - IV

Promotion-tools, mix and campaign planning Distribution-Channel for services, Role of intermediaries Franchising.

UNIT -V

Customer care and services, Evaluation of customer dissatisfaction and retention, services strategies.

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Helen Woodruffe	Services Marketing	Mc Milan	2005

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Payne	Essence of Service Marketing	PHI	2006
2.	R.S.N.Pillai & Bagavathi	Modern Marketing- Principles & Practices	S.Chand & Sons	2005
3.	K Ramamohana Rao	Services Marketing	Pearson Education	2000
4.	Philip Kotler	Marketing Management	Prentice Hall	2005