



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
(RETAIL MANAGEMENT)

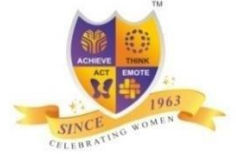
CHOICE BASED CREDIT SYSTEM

BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL MANAGEMENT)

2015-2018



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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	3	25	75	100	3		
I	II	ENG1301/ ENG13F1	Language through Literature-level 1 /Language through Literature-I Functional	86	4	3	25	75	100	3		
I	III	APB1201	Principles of Management and Business Organization	71	4	3	25	75	100	4		
I	III	AOB1402	Organisational Behaviour	71	4	3	25	75	100	4		
I	III	TH09A02A/ TH09A02B	Allied 1: Mathematics for Management- Level II /Level I	86	4	3	25	75	100	5		
I	III	NME14B1/ NME14A1/ NME12WS/ NME12GS/ NME12AS/	Basic Tamil /Advance Tamil/ Women studies/ Gandhian Studies/ Ambedhkar studies	28 28 26	2 2 4	3 3 -	50 25 100	50 75 -	100 100 100	2		
		II	I	TAM1402/ HIN1402/ FRE1402	Tamil Paper II / Hindi Paper II / French Paper II	86	4	3	25	75	100	3
		II	II	ENG1302/	Language through Literature-level							

		ENG14F2	II/Language through Literature-II Functional	86	4	3	25	75	100	3
II	III	RM13C02	Core – 3 Retail Environment	71	4	3	25	75	100	4
II	III	ABC1503	Core – 4 Business Communication	71	4	3	25	75	100	4
II	III	TH14A24A/ TH14A24B	Allied - 2 Mathematics for Management - Level II /Level I	86	4	3	25	75	100	5
II	III	OPS1218/ NME14B2/ NME14A2/	Basic Tamil/ Advance Tamil/ Open Course -Principles of Retailing	28 28 29	2 2 1	3 3 2	50 25 25	50 75 75	100 100 100	2
II	III	NM12GAW	Foundation course- II (General Awareness)	-	-	3	-	-	100	Grade
III	III	AFA1104	Financial Accounting	86	4	3	25	75	100	4
III	III	RM13C03	Retail Operations	101	4	3	25	75	100	5
III	III	AHR1406	Human Resource Management	86	4	3	25	75	100	4
III	III	BP12A01/ BP14A02/ EC12A01/ AM12A01/ RM14A01/ IB14A01	Allied-3 Principles of taxation/ Indian banking/ Industrial relations/ Principles of insurance/ Human resource management/ Organisational behaviour	86	4	3	25	75	100	5
III	IV	SB14FA01	Skill Based Subject– Finance and Accounting for Business Process Services – Paper I (Theory)	41	4	2	25	75	100	3
III	III	NM12VED	Foundation Course Value Education	26	4	-	100	-	100	2
III	III	NM14EVS	Foundation Course Environmental Studies	Self Study	-	-	-	-	-	-
IV	III	AMM1207	Marketing Management	86	4	3	25	75	100	4
IV	III	AFM1208	Financial Management							

				86	4	3	25	75	100	4
IV	III	RM12C10	Core 10: Business Economics	101	4	3	25	75	100	5
IV	III	BP14A03/ BP14A04/ EC12A02/ AM12A02/ IB14A05/ RM12A05	Allied-4Enterprise resource planning/ Financial markets and institutions/ Security analysis and portfolio management/ Customer relationship management/ Management information system/ Business ethics	86	4	3	25	75	100	5
IV	IV	SB14FA02	Skill Based Subject – Finance and Accounting for Business Process Services – Paper II (Theory)	41	4	2	25	75	100	3
IV	III	NM14EVS	Foundation Course Environmental Studies	26	4	-	100	-	100	2
IV	IV		NCC/NSS/YRC	-	-	-	-	-	-	1
V	III	RM13C11	Core 11: Merchandise Management	71	4	3	25	75	100	4
V	III	RM13C12	Core 12: Services Marketing	71	4	3	25	75	100	4
V	III	RM14C13	Core 13: Customer Relationship Management	71	4	3	25	75	100	5
V	III	ARM1311 / RM13E05	AOS 1: Research Methods for Management / Sales Management	71	4	3	25	75	100	5
V	III	RM12E02/ RM12E06	AOS 2: Business Ethics / Brand Management	71	4	3	25	75	100	4
V	IV	SB13FAP1	Skill Based Subject– Computational Finance – Paper- I (Practical)	43	2	2	40	60	100	3
V		NM13IS1	Information Security (Level I)	26	4	-	100	-	-	Grade
V	III	RM12AC1	ALC 1: Corporate Finance**	-	-	3	25	75	100	5
V	III	RM12AC2	ALC 2: Financial services**	-	-	3	25	75	100	5
V			Personality Development	-	-	-	-	-	100	-
V			Field Work	-	-	-	-	-	100	2

V	III		Comprehensive Examination	-	-	-	-	-	100	Grade
VI	III	RM12C16	Core 16: Business Laws	71	4	3	25	75	100	4
VI	III	RM13C17	Core 17: Retail Supply Chain Management	71	4	3	25	75	100	4
VI	III	UED1201/ RM12E07	AOS 3: Entrepreneurial Development / Merchant Banking	86	4	3	25	75	100	4
VI	III	ASP1413/ RM12E08	AOS 4: Advertising and Sales Promotion / Rural Marketing	71	4	3	25	75	100	4
VI	III	RM08PROJ	Project Work and Viva Voce	6	-	-	-	-	-	5
VI	IV	SB13FAP2	Skill Based Subject– Computational Finance – Paper- II (Practical)	43	2	2	40	60	100	3
VI	III	RM12AC3	ALC 3: Total quality management**	-	-	3	25	75	100	5
VI	III	RM12AC4	ALC 4: Insurance principles and practice**	-	-	3	25	75	100	5

* 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 +
Quiz-10+ assignment -10)

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.

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

S. No	Author	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

S. No	Author	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

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

REFERENCE BOOKS

S. No	Author	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

Semester	II	
Core	3	
Title	: RETAIL ENVIRONMENT	
Subject Code	: RM13C02	
Credits	: 4	Lecture Hours : 71

Objective:

To familiarize the students about the concepts related to the environment existing in retail trade.

UNIT- I (14 Hrs)

Retail : Meaning – Characteristics of retailing – Concepts – Functions - Reasons for studying retailing – Types of retailing – Retail as a career – Trends in retailing – Typical day to day life cycle of retail store operations and merchandising.

UNIT- II (15 Hrs)

Retail Formats – Functions of retail formats- Retail value stream – Business models in retail – Rural retailing – Consumerism of ethics in retailing – Corporate social responsibility in retailing - Multichannel retailing – Collaboration of multi channel retail with Brick and Mortar Stores.

UNIT- III (15 Hrs)

Retail market strategy – Strategic retail planning and process in retailing – New marketing strategies to address multi channel needs - Marketing – Social media strategy - Situation analysis – Objectives – Need for identifying consumer needs.

UNIT- IV (15 Hrs)

Retail in India: Evolution and size of retail in India – Drivers of retail change in India – Shopping trends in Indian retail market – Challenges in retail developments in India – Environment and legislation for retailing face of ecommerce in India.

UNIT- V**(12 Hrs)**

International retail environment – Socio – Cultural, Economic, Political, Legal, Technological environment - Global retail markets: Strategic planning process for global retailing – Challenges and threats of global retailing – U.S retailers and foreign market- Difference between retailing in US vs. India – *FDI in retailing – *Potential gains vs. loss, threats of FDI to unorganized retail, Role of BPO and IT in retail.

Self Study*TEXT BOOK**

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Swapna Pradhan	Retailing Management, Text and Cases	Tata Mc Grawhill	2009

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Barry Berman and Joel R Evans	Retail Management- A Strategic Approach	Prentice Hall of India, 12 th Edition	2011
2.	James R Ogden, Denise Ogden	Integrated, Retail Management	Biztantra	2005
3.	Gibson G Vedamani	Retail Management - Functional Principles and Practice	Jaico Publishing House, 4 th Edition	2012

Semester	II	
Core	4	
Title	: BUSINESS COMMUNICATION	
Subject Code	: ABC1503	
Credits	: 4	Lecture Hours : 71

Objective:

To familiarize students with various forms of communication that exists in business and to train them in practical applications of communication.

UNIT – I (15 Hrs)

Communication: Meaning – Objectives – Importance – Channels – Media – Barriers to communication – Essentials of Effective Communication. Communication through letters – Layout of letter – Business letter format.

UNIT – II (15 Hrs)

Business Letters-Enquiries and Reply – Offers and Quotations – Orders and Execution – Claims and Adjustments – Collection – Status Enquiries – Application for jobs.

UNIT – III (15 Hrs)

Non-verbal communication – Body Language – Making Presentation – Use of Charts, Diagrams and Tables – Preparing Agenda & Minutes.

UNIT – IV (13 Hrs)

Reports: Types, Preparation, structure and organization of reports – Reports by individuals and committees- Press Releases

UNIT – V (13 Hrs)

Interpersonal communication- corporate culture- Inter cultural communication– Communication devices – Use of internet and email.

Business etiquette and email etiquette** **Self study**

TEXT BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Rajendra Pal & Korlahalli	Essentials of Business Communication	Sultan Chand & Sons.	2008

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Rajkumar	Basic Business Communication	Excel Books publishing house	2010
2.	M.V. Rodriques	Effective Business Communication	Concept Publishing Company	2003

OPEN COURSE

Semester **II**

Title **: PRINCIPLES OF RETAILING**

Subject Code **: OPS1218**

Credits **: 2**

Lecture Hours : 29

Objective:

To Familiarize the students about the concepts related to the environment existing in retail trade.

UNIT - I **(6 Hrs)**

Retail- Meaning, Functions of a Retailer- Challenges faced by retailers – Future of retail- Drivers of retail.

UNIT - II **(5 Hrs)**

Theories of retail - Life cycle in retail - Business models in retail.

UNIT - III **(7 Hrs)**

Factors influencing retail shopping – Customer decision making process – Research before and after setting up a retail store.

UNIT - IV **(6 Hrs)**

Retail brand – Retail value chain – Types of retail locations – Choosing a retail location.

UNIT - V **(5 Hrs)**

Merchandising – Meaning – Factors influencing merchandising – Roles and responsibilities of merchandiser – Life cycle merchandising.

TEXT BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Swapna Pradhan	Retailing Management, Text and cases	Tata Mc Grawhill, 2 nd Edition	2004

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Barry Berman and Joel R Evans	Retail Management- A strategic Approach	Prentice Hall of India, Tenth Edition	2006
2.	James R Ogden, Denise Ogden	Integrated, Retail Management	Biztantra	2005
3.	Gibson G Vedamani	Retail Management - Functional Principles and Practice	Jaico Publishing House, Second Edition	2004

Semester	III	
Core	5	
Title	: FINANCIAL ACCOUNTING	
Subject Code	: AFA1104	
Credits	: 4	Lecture Hours : 86

Objective:

To equip the students with the basic tools of accounting followed by various firms.

UNIT – I (17 Hrs)

Accounting Concepts – Principles – Kinds of Accounts – Journal, Ledger, Subsidiary Books: Purchase Book, Sales Book, Returns Book, Cash Book.

UNIT – II (16 Hrs)

Trial Balance.-objectives and methods of preparing Trial Balance-Rectification of Errors -types of errors- preparation of suspense account - effect of errors on profit– preparation of Bank Reconciliation Statement.

UNIT – III (19 Hrs)

Capital and Revenue expenditure- Preparation of Manufacturing – Trading and Profit and Loss Account – Balance Sheet- Treatment of adjustments.

UNIT – IV (16 Hrs)

Depreciation – Meaning, Need for depreciation* - Methods: Straight line and Diminishing balance methods – Bills of Exchange – entries in the books of drawer and acceptor.

UNIT - V (18 Hrs)

Final accounts of a company- Horizontal and vertical forms of income statement and 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

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

REFERENCE BOOKS

S. No	Author	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	: RETAIL OPERATIONS	
Subject Code	: RM13C03	
Credits	: 5	Lecture Hours : 101

Objective:

To equip the students with knowledge relating to retail operations and inventory management.

UNIT –I (21 Hrs)

Choosing a Store Location: Importance of location to a retailer - Trading Area Analysis – Regional Analysis – Characteristics of the trading areas.

UNIT –II (21Hrs)

Site selection : Actual site analysis and selection - Choice of a general location - characteristics of the available site - Retail store layout - The circulation plan - Space mix and effective retail space management - Floor space management.

UNIT- III (21Hrs)

Operations Management : Operating a retail business - operations Blueprint-Store maintenance , Energy management and renovations - Inventory management - Store security – insurance - Credit management- Computerisation – Outsourcing – Crisis Management- Evaluating a retail operation: Store Operating parameters – Using the Strategic resources model in retailing- Designing a performance programme.

UNIT –IV (21Hrs)

Storekeeping : Objectives, Functions, Importance of Storekeeping – *Duties and Responsibilities of a storekeeper – Location of store – Factors underlying successful storekeeping – Stores ledger – Bin card.

UNIT –V**(17Hrs)**

Retail Inventory : Inventory Planning - Return on inventory investments and stock turnover - Inventory Management - Physical and perpetual inventory systems - Retail method of inventory valuation.

* **Self Study**

TEXT BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Barry Berman and Joel R Evans	Retail Management, A strategic Approach	Prentice Hall of India, 12 th Edition	2011

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Swapna Pradhan	Retailing Management, Text and cases	Tata Mcgraw Hill	2009
2.	Gibson G Vedamani	Retail Management ,Functional Principles and Practice	Jaico Publishing House, 4 th Edition	2012
3.	James R Ogden and Denise T Ogden	Integrated Retail Management	Biztantra	2005

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

S.No	Author	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

S.No	Author	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-HUMAN RESOURCE MANAGEMENT	
Subject Code	: RM14A01	
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**

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1.	Subba Rao. P,	Personnel and Human Resource Management (Text and cases)	Himalaya Publishing House	2010
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REFERENCE BOOKS

S.No	Author	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

SKILL BASED SUBJECT

Semester : III

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

Subject Code : SB14FA01

Credits : 3 Lecture Hours : 41

Objective:

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	: MARKETING MANAGEMENT	
Subject Code	: AMM1207	
Credits	: 4	Lecture Hours : 86

Objective:

To have an insight into the importance and role of marketing in business world and to have an understanding of the characteristics of marketing mix and the various marketing decisions.

UNIT - I **(17 Hrs)**

Introduction to Marketing: Meaning and Nature of Marketing - Market – Objectives and Characteristics- Marketing Functions- Factors influencing Marketing functions- Marketing Management- Role of Marketing in Economic Development- Analyzing Consumer Markets- Consumer Behavior- Factors influencing Buyer Behavior.

UNIT - II **(17 Hrs)**

Market segmentation: Bases- Effective Segmentation criteria- Marketing Segmentation Strategy.

Product: Definition, Characteristics and Product Policy- Product Classification-Product Positioning-Product Life Cycle and its implications- New Product Development.

UNIT - III **(17 Hrs)**

Branding and Packaging: Brand Identity- Brand Image-Brand Equity- Types of Brand- Objectives and Functions of Packaging- Purpose of Labeling.

Pricing: Pricing Objectives- Factors affecting Pricing Decisions- Pricing Methods.

UNIT - IV **(17 Hrs)**

Channel of Distribution: Channel Objectives-Channel Functions- Types of Channel- Channel Selection- Factors affecting Selections of Marketing Channel- Marketing

Research- Objectives and Elements of Marketing Research- Importance and Limitations of Marketing Research.

UNIT - V*

(18 Hrs)

International Marketing: Definition of International Marketing- International Market Entry Strategies- Significance of International Marketing- *Risks in International Marketing.

*** Self study**

TEXT BOOKS

S.No	Author	Title of the Book	Publisher	Year of Publication
1.	C.N.Sontaki	Marketing Management	Kalyani Publishers	2006
2.	Ramasamy and S. Namakumari	Marketing Management	Mc Million Ltd	2006

REFERENCE BOOKS

S.No	Author	Title of the Book	Publisher	Year of Publication
1.	S.H.H Kazmi	Marketing Management Text and Cases	Excel books, First Edition, New Delhi	2007
2.	Philip Kotler and Kevin Lane Keller	A Framework for Marketing Management	Third Edition, Pearson Education, New Delhi	2007

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

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

REFERENCE BOOKS

S. No	Author	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
3.	S.N.Maheswari	Management Accounting	Sultan Chand & Sons	2008

Semester	IV	
Core	: 11	
Title	: BUSINESS ECONOMICS	
Subject Code	: RM12C10	
Credits	: 5	Lecture Hours : 101

Objective:

To enable the students to have a thorough understanding of the concepts of business economics.

UNIT - I (21 Hrs)

Firm- Industry- Objectives of firm-Profit Maximization-Social responsibilities of firm- Demand- Meaning- Types-Law of demand- Elasticity of Demand- Measurement of Elasticity of Demand – Advertising Elasticity of Demand – Demand Forecasting : Types and Methods.

UNIT - II (20 Hrs)

Production- Factors of Production- Production function- Least cost combination- Laws of Returns- Law of Variable Proportions- Returns to scale- Economies of Scale- Law of Supply- Elasticity of Supply - Cost and Revenue- Concepts and curves.

UNIT - III (20 Hrs)

Market- Meaning- Types- Equilibrium of the firm- Industry- Pricing under perfect competitions- Monopoly- Price Discrimination- Pricing under Monopolistic Complementmentation- Pricing under Oligopoly – Pricing under Duopoly.

UNIT – IV (20 Hrs)

Distribution- Factor Pricing- Marginal Productivity theory- Wages- Demand and supply theory- Causes for wage difference- Trade Union in wages- Rent- Ricardian theory rent- Quasi – Rent- Modern theory of rent- Interest Profit – Theories of Profit.

UNIT - V**(20 Hrs)**

National Incomes- Concepts- measurement – Problems- Uses- Inflation- Types- Causes and Control – *Trade Cycle – *Balance of Payments.

***Self Study**

TEXT BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Sankaran S	Business Economics	Marghan Publications	2000

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Varshney & Maheshwari	Managerial Economics	Sultan Chand & Sons	2003
2.	PL Mehta	Managerial Economics	Tata Mc Graw Hill	2000
3.	Kaveri,SudhaN ayak,Girija&M eenakashi	Business Economics	Sultan Chand & Sons	2002

Semester	IV	
Title	: ALLIED - BUSINESS ETHICS	
Subject Code	: RM12A05	
Credits	: 5	Lecture Hours :86

Objective:

The paper aims to provide an insight into the ethical aspects in all areas of business, including global business.

UNIT - I **(17 Hrs)**

Ethics – Meaning, Definition, Objectives, Sources, Types – Ethics and Business– Need, Importance, Nature, Scope and Objectives – Myths about Business Ethics - Ethics and the Organisation -Running an ethical business.

UNIT - II **(18 Hrs)**

Ethics in Marketing: Ethics in area of advertising, new product pricing, product packaging and labeling, personal selling, International marketing, Supply Chain Management - Criticism of ethics in marketing – Establishing ethical standards – Ethics in Retail Business.

UNIT - III **(18 Hrs)**

Ethics in HRM: Privacy issues – Psychological expectation model – Restructing and layoffs – wages empowerment of the weakest and unquest – advancement of women in the workforce- Human Quality Development – Sexual harassment – Discrimination – Whistle Blowing Vs. Organizational loyalty – Employer rights and responsibilities.

UNIT - IV **(17 Hrs)**

Ethics in Production and Operations Management – Ethics in Finance Specific laws that affect retailers.

UNIT - V**(16 Hrs)**

Ethics in global business – Ethical International decision-making methods – *Corporate Responsibility and the environment.

*** Self Study**

TEXT BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	C S V Murthy	Business Ethics, Text and Cases	Himalaya Publishing House, Second Edition	2006

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Joseph W Weiss	Business Ethics, A Stakeholder and Issues Management Approach	Thomson(South-Western), Third Edition	2003
2.	Swapna Pradhan	Retailing Management ,Text and Cases	Tata McGraw Hill, Second Edition	2004

SKILL BASED SUBJECT

Semester : IV

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

Subject Code : SB14FA02

Credits : 3 Lecture Hours : 41

Objective:

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 (7 Hrs)

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

UNIT- V (8 Hrs)

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

TEXT BOOKS: TCS MATERIALS

Semester	V	
Core	12	
Title	: MERCHANDISE MANAGEMENT	
Subject Code	: RM13C11	
Credits	: 4	Lecture Hours : 71

Objective:

To create Knowledge about the concepts of merchandising and its practical applications.

UNIT - I (14 Hrs)

Merchandising – Meaning – Concept – Factors affecting merchandising -Merchandising Merchandising function – Merchandise hierarchy – Merchandise Mix – Components of merchandise management – Merchandise strategies.

UNIT - II (14 Hrs)

Merchandise planning – Steps involved – Merchandise control – The open –to buy – Assortment planning – Steps involved –Merchandise budgets.

UNIT - III (15 Hrs)

Merchandise buying – Types of buying – Sources of Supply – Identifying and Contracting – Evaluating Sources – Branding Strategies – Category Management – Components of Category Management – Role of Category Captain.

UNIT - IV (14 Hrs)

Meaning of Marketing Channels – Functions – Structure of Channels–Customer, Competitive, Internal, Environmental analysis- Analytical tools for evaluating alternative structure.

UNIT - V (14 Hrs)

Channel institutions – Retailing – Non-store retailing – Wholesaling – International distribution channels – Independent retailers – Chain retailers – leased departments – *Franchises – *Integrated and Consumer Co-operatives.

***Self Study**

TEXT BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Donald J. Bower sox	Strategic Marketing Channel management	Mc Graw Hill	2002
2.	Swapna Pradhan	Retailing Management	Mc Graw Hill, Second Edition	2009

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Barry Berman & Joel R Evans	Retail Management	Mc Graw Hill	2002
2.	Chetan Bajaj and Ranjith	Retail Management	Oxford university press, Second Edition	2005

Semester	V	
Core	13	
Title	: SERVICES MARKETING	
Subject Code	: RM13C12	
Credits	: 4	Lecture Hours : 71

Objective:

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

UNIT –I (14 Hrs)

Introduction to Services - Service Marketing - Meaning and Definition- Nature and Scope- Characteristics - Challenges and issues of service marketing- Service marketing in India – Introduction to Service Tax.

UNIT- II (15 Hrs)

Consumer behavior in services - Consumer Experience – Post experience evaluation- Understanding difference among the consumers - Consumer expectations of services - Factors influencing consumer expectation of services.

UNIT- III (14 Hrs)

Market segmentation - Barriers of market segmentation in services - Customization – service positioning.

UNIT -IV (14 Hrs)

Promotion – tools, mix and campaign planning distribution- Channel for services, Role of intermediaries franchising.

UNIT- V**(14 Hrs)**

Service quality management - *Determination – *Managerial process of service quality -
Sequel-Service excellence - Pricing of services – Objectives - Approaches and strategies -
Services on retail sector – Service Level Agreements (SLA)

.* **Self Study**

TEXT BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	K Rama Mohana Rao	Services Marketing	Pearson Education	2011

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Valarie A. Zeithaml	Services Marketing	Tata Mc Grawhill	2008
2.	Payne	Essence of Service Marketing	Prentice Hall of India	2001
3.	R.S.N.Pillai & Bagavathi	Modern Marketing- Principles & Practices	S.Chand & Sons	2011
4.	Philip Kotler	Marketing Management	Prentice Hall, 13 th Edition	2010

Semester	V	
Core	14	
Title	: CUSTOMER RELATIONSHIP MANAGEMENT	
Subject Code	: RM14C13	
Credits	: 5	Lecture Hours : 71

Objective:

To provide for a thorough understanding the customer-retailer relationship and the ways to manage it.

UNIT- I **(15 Hrs)**

Relationship Marketing- Overview, Meaning- Basis of Building Relationships- Customer Lifetime Value- Conflict Management, Customer Acquisition and Customer Retention.

UNIT- II **(15 Hrs)**

CRM- Evolution, Meaning, Definition, Objectives, and Benefits- Relationship between CRM & Technology- Creating a CRM culture- Building blocks of CRM- CRM Strategies- Types of CRM.

UNIT- III **(15 Hrs)**

Planning CRM Project- General Business Goals and Objectives- Framework of Successful CRM- CRM: Implementation Steps- Role of CRM and Employees, the HCRM Model, Way Forward.

UNIT- IV **(14 Hrs)**

Sales Force Automation (SFA)- Sales Territory Management , Lead, Contact and Knowledge Management, Strategic Advantages, Disadvantages, SFA at Inception and Today- Call center- Objectives, Classification, Functionality, Developments- CRM & Data Warehousing- Steps, Information Processing- Data Mining Technology and Process.

UNIT- V**(12 Hrs)**

CRM Marketing Initiatives- What is ECRM? - Levels, ECRM Tools- Difference between CRM and ECRM- *CRM: Opportunities, *Challenges and Ways to avoid Pitfalls.

*** Self study**

TEXT BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Dr. K. Govinda Bhat	Customer Relationship Management	Himalaya Publishing House	2010

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	S. Shajahan	Relationship Marketing	McGraw Hill	2006
2.	Paul Green Berg	CRM	Tata McGraw Hill	2010
3.	Barry Berman and Joel R Evans	Retail Management , A strategic Approach,	Prentice Hall of India	2011
4.	Philip Kotler	Marketing Management	Prentice Hall	2010
5.	Jill Dyche	The CRM Handbook	Pearson Education	2004

Semester	V	
Elective	1	
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

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	C.R. Kothari	Research Methodology	Wishwa Prakashan	2008

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	P.P. Arya and Yesh Pal	Research Methodology in Management	Theory & Case Studies	2000
2.	P. Saravanel	Research Methodology	Kitab Mahal	2004
3.	Boyd and Westfall	Marketing Research	AITBS	2001

Semester	V	
Elective	5	
Title	: SALES MANAGEMENT	
Subject Code	: RM13E05	
Credits	: 5	Lecture Hours : 71

Objective:

To provide basic knowledge, understanding and skills as a seller and in particular, awareness of the sales techniques.

UNIT - I (14 Hrs)

Conceptual understanding of Sales Management, Importance of sales force management in the Indian context, Personal selling process- prospecting, pre approach, approach presentation, convincing the prospect, handling the objection and closing.

UNIT - II (15 Hrs)

Forecasting Sales and Developing Sales Budgets, Designing and organizing Sales Territories.

UNIT - III (14 Hrs)

Sales organisations, Relations with other departments, Profiling and recruiting sales people, Selecting and hiring applicants.

UNIT - IV (14 Hrs)

Planning, executing and evaluation of sales training programs. Motivating a sales force and Sales force compensation, Sales force expenses and transportation, Sales meeting and Sales contest.

UNIT - V (14 Hrs)

Analysis of Sales Volume, Marketing Cost and Profitability Analysis, *Evaluating Sales persons performance.

*** Self study**

TEXT BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Spiro, Stanton, Rich	Management of Sales Force	Tata – Mcgraw Hill, 7 th Edition, New Delhi	2003

REFERENCE BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Still,R.R. & Cundiff, et al	Sales Management Decision Strategies & Cases	Prentice Hall, 4 th Edition., NewDelhi	1996

Semester	V	
Elective	2	
Title	: BUSINESS ETHICS	
Subject Code	: RM12E02	
Credits	: 4	Lecture Hours : 71

Objective:

The paper aims to provide an insight into the ethical aspects in all areas of business, including global business.

UNIT - I (14 Hrs)

Ethics – Meaning, Definition, Objectives, Sources, Types – Ethics and Business– Need, Importance, Nature, Scope and Objectives – Myths about Business Ethics - Ethics and the Organisation -Running an ethical business.

UNIT - II (15 Hrs)

Ethics in Marketing: Ethics in area of advertising, new product pricing, product packaging and labeling, personal selling, International marketing, Supply Chain Management - Criticism of ethics in marketing – Establishing ethical standards – Ethics in Retail Business.

UNIT - III (14 Hrs)

Ethics in HRM: Privacy issues – Psychological expectation model – Restructuring and layoffs – wages empowerment of the weakest and unique – advancement of women in the workforce- Human Quality Development – Sexual harassment – Discrimination – Whistle Blowing Vs. Organizational loyalty – Employer rights and responsibilities.

UNIT - IV (14 Hrs)

Ethics in Production and Operations Management – Ethics in Finance Specific laws that affect retailers.

UNIT - V**(14 Hrs)**

Ethics in global business – Ethical International decision-making methods – *Corporate Responsibility and the environment.

*** Self study****TEXT BOOK**

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	C S V Murthy	Business Ethics, Text and Cases	Himalaya Publishing House, Second Edition	2006

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Joseph W Weiss	Business Ethics , A Stakeholder and Issues Management Approach	Thomson(South-Western), Third Edition	2003
2.	Swapna Pradhan	Retailing Management ,Text and Cases	Tata McGraw Hill, Second Edition	2004

Semester	V	
Elective	6	
Title	: BRAND MANAGEMENT	
Subject Code	: RM12E06	
Credits	: 4	Lecture Hours : 71

Objective:

To provide an insight into the branding aspects in all strategic brand management process.

UNIT - I (14 Hrs)

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

UNIT -II (15 Hrs)

Brand positioning-brand equity-sources-building a strong brand-brand building Implications-identifying brand positioning-positioning guidelines-defining brand values internal branding.

UNIT - III (14 Hrs)

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

UNIT - IV (14 Hrs)

Measuring and interpreting brand performance-brand value chain-brand tracking studies establishing effective brand equity management systems-capturing market performance comparative methods.

UNIT - V**(14 Hrs)**

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

*** Self study****TEXT BOOK**

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Kelvin Lane Keller	Strategic Brand Management	Prentice Hall India	2003

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Jean Noel Kapferer	Strategic Brand Management	Prentice Hall	2004
2.	Micheal Moon And DovaMillison	Building Brand Loyalty In the Internet Age	Tata McGraw Hill	2000
3.	Ajay Kumar	Brand Management Text and Cases	India Book Distributors	2000

SKILL BASED SUBJECT

Semester **V**

Title **: COMPUTATIONAL FINANCE – Paper –I**

Subject Code **: SB13FAP1**

Credits **: 3** **Lecture Hours : 43**

Objective:

To enable the students to construct spread sheet for basic financial applications using financial functions available in spread sheet.

UNIT- I **(9 Hrs)**

Preparation of Income Statement

Input: Receipts & Payments

Functions to be used: Data validation, Audit Toolbar, 'fx' – functions, Conditional Formatting, Combo Boxes, Controls, Scenarios, Goal Seek, Auto Correct.

Expected Output: Income Statement.

UNIT – II **(9 Hrs)**

Time Value of money

Input: Cash Flows

Functions to be used: FV, NPER, PMT, PV, TYPE,

Expected Output: NPV, IRR, ROI.

UNIT - III **(8 Hrs)**

Estimating the share price

Input: Share Prices

Functions to be used: Graph, Trend Setting

Expected Output: Trend.

UNIT – IV**(9 Hrs)**

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**

Title **: Information Security**

Subject Code **: NM13IS2**

Credits **: Grade**

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 BOOKS

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
Advance Level Course	: 1
Paper	: 1
Title	: CORPORATE FINANCE **
Sub code	: RM12AC1
Credits	: 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

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

REFERENCE BOOKS

S. No	Author	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	: V
Advance Level Course	: 1
Paper	: 2
Title	: FINANCIAL SERVICES **
Sub code	: RM12AC2
Credits	: 5

Objective:

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- nonperforming 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-organization-SEBI regulations relating to mutual funds-association of mutual funds in India.

TEXT BOOK

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

REFERENCE BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Sundaram and Varsheney	Banking Law and Practices.	Margham Publishers	2010

Semester	VI	
Core	15	
Title	: BUSINESS LAWS	
Subject Code	: RM12C16	
Credits	: 4	Lecture Hours : 71

Objective:

To impart knowledge on the various provisions relating to the Indian Contract Act.

UNIT - I (16 Hrs)

Law of contract – Contracts – Essentials of contract – Nature of contract – Offer – Acceptance – Consideration – Capacities of parties - Free consent – Coercion – Undue influence – Misrepresentation – Fraud – Mistake of law and Mistake of fact.

UNIT - II (14 Hrs)

Discharge of Contracts – Breach of Contract – Remedies of Breach of Contract – Quasi Contract – Contracts of Bailment : Essentials of Bailment , Duties of Bailor and Bailee, Rights of Bailor and Bailee - Finders of lost goods.

UNIT - III (14 Hrs)

Sale of goods Act 1930 – Contracts of Sale – Essentials – Duties of Buyer and Sellers – Conditions and Warranties – Transfer of Property– Rights of an unpaid seller.

UNIT - IV (14 Hrs)

Negotiable Instrument Act 1881 – Negotiable Instruments – Parties to a Negotiable Instrument – Material Alteration – The Minimum Wages Act 1948 : Objects, Fixation and Revision of Wages, Offences and Penalties.

UNIT - V (13 Hrs)

The Workmen’s Compensation Act 1923 : Scope and Coverage – *Rules regarding Workmen’s Compensation, Amount of Compensation, Distribution of Compensation.

*** Self Study**

TEXT BOOKS

S. No.	Author	Title of the Book	Publisher	Year of Publication
1.	P.C.Tulsian	Business Law	Tata McGraw-Hill Publishing Company Limited, New Delhi	2008
2.	Kapoor, N.D	Elements of Mercantile Law	Sultan Chand and Sons, New Delhi	2008

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	S.K.Bhatia	Constructive Industrial Relations and Labour Laws	Deep and Deep Publications, New Delhi	2003
2.	Arun Kumar	Industrial Law	Atlantic Publishers and Distributors	2003
3.	B.S. Moshal	Mercantile Law	Ane books India	2008

Semester	VI	
Core	16	
Title	: RETAIL SUPPLY CHAIN MANAGEMENT	
Subject Code	: RM13C17	
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

UNIT-II (14 Hrs)

Demand Management - Basic concepts - supplier Management-Basic concepts-Operation Management in SCM- Basic principles- Lean Manufacturing and SCM- Concepts-Benefits of Lean Manufacturing-Elements- Mass Customization-Characteristics-Methods- -Outsourcing-Core competencies-Working models.

UNIT-III (14 Hrs)

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

UNIT-IV (14 Hrs)

Logistics Management- History and Evolution- Elements-Distribution of Management-Distribution strategies-Transportation Management- Participants in transportation- Modes of Transportation-Decision factors and transport documentation- Fleet management- Inter

modal transportation-Warehousing-Types- Warehouse Management System (WMS)-
Packaging-3PL-4PL-Reverse Logistics-Retail Logistics.

UNIT-V

(14 Hrs)

Information Technology for SCM- concepts- IT applications in SCM- GPS, GIS, RFID
and other technologies- Benefits of Integrated SCM tools- *Role of Internet in SCM-
Green Logistics-*Data Mining and Data Warehouse.

*** Self Study**

TEXT BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Rahul V Altekar	Supply chain management – Concepts and Cases	Prentice hall of India	2005

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	David Simchi Levi, Philip Kaminsky and Edith Simchi Levi	Managing the supply chain ,The Definite guide	Tata Mcgraw Hill	2004
2.	Burt, Dobler and Starling	World Class Supply Management , The Key to SCM	Tata McGraw Hill, 11 th Edition	2003

Semester	VI	
Elective	3	
Title	: ENTREPRENEURIAL DEVELOPMENT	
Subject Code	: UED1201	
Credits	: 4	Lecture Hours : 86

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

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

REFERENCE BOOKS

S. No	Author	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. New Delhi	2007
3.	Prasanna Chandra	Projects- Planning, Analysis, Financing, Implementation & Review	Tata McGraw-Hill publishing company Ltd. New Delhi	2006

Semester	VI	
Elective	7	
Title	: MERCHANT BANKING	
Subject Code	: RM12E07	
Credits	: 4	Lecture Hours : 86

Objective:

To enable the students to gain knowledge about the management of financial services, which emphasize on equity markets, international diversification etc.

UNIT - I **(17 Hrs)**

Services management - an Overview - Contemporary Developments in the Field- Mutual Funds: Meaning- History- Types of mutual funds - Mutual Funds Industry in India - and SEBI Regulations.

UNIT - II **(17 Hrs)**

LEASING: Concept - types of leasing, - calculations of leasing- Accounting and Funding. Lease Financing in India.

UNIT - III **(18 Hrs)**

MERCHANT BANKING : Managing of issues - Shares and Bonds, Mobilising of Fixed Deposits - inter-corporate Loans. International Finance Sectoral Financing

UNIT - IV **(17 Hrs)**

OTHER FINANCIAL SERVICES: Mutual Funds - Hire Purchase- Consumer Finance- Factoring- Venture Capital- Commercial Paper -Credit Cards - Credit Rating- Insurance

UNIT - V**(17 Hrs)**

MERGERS AND ACQUISITIONS: Fundamentals of Business Combinations - Motives for Business Combinations – Forms of Business combinations. Rationale for mergers -

***Types of mergers - *Merger Analysis.**

*** Self Study**

TEXT BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Khan M.Y	Financial Services	Tata McGraw Hill	2006
2.	Machiraju, H.R.	Indian Financial System	Vikes Publishing Company	2007

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Grinblatt, Marb Titman, Shridn	Financial Markets & Corporate Strategy	Tata McGrawHill, 2 nd Edition, New Delhi	2003
2.	Sahadevan &Thiripdaraju	Mutual Funds, Data, Interpretation & Analysis	Prentice-Hall of India private Limited, New Delhi	2004

Semester VI

Elective 4

Title : ADVERTISING AND SALES PROMOTION

Subject Code : ASP1413

Credits : 4 Lecture 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 -5 Hrs (Internal evaluation only)

TEXT BOOKS

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

REFERENCE BOOKS

S. No	Author	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

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Semester VI

Elective 8

Title : RURAL MARKETING

Subject Code : RM12E08

Credits : 4

Lecture Hours : 71

Objective:

To enable the students to gain knowledge about the rural marketing in India, their problems and Challenges.

UNIT - I (15 Hrs)

Agriculture marketing Definition, Scope-Importance of Agricultural sector for the National economy. Impact of Green revolution and upcoming of industries in rural and backward areas and the resultant impact on rural marketing.

UNIT - II (14 Hrs)

Characteristics of Rural Marketing in India: Influencing factors like population, etc. Rural Vs Urban Marketing: Nature - Intricacies - Prospects – Issues

UNIT - III (14 Hrs)

Marketing Surplus, estimation, Factors affecting Marketable surplus, Regulated Markets, Co-op. Marketing, role of Government and Statutory mechanisms, Socio -economic and political environment and its impact on Rural Marketing.

UNIT - IV (14 Hrs)

Problems and Challenges of Rural marketing -Communications, Transportation and Purchasing Power. Marketing of Consumer Products and Consumer Durable in rural set up.

UNIT - V**(14 Hrs)**

Agribusiness - *A systems Approach, Cases.

*** Self Study****TEXT BOOK**

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Gopalsamy, T.P	Environment, Problems and Strategies	Wheeler Publishing Education	1998

REFERENCE BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	Krishnamacharyulu, C.S.G. and Ramakrishnan, Lalitha	Rural Marketing ,Text and Cases	Pearson Education (Singapore) Pvt Ltd., Indian Branch, Delhi, 1 st Edition	2002

SKILL BASED SUBJECT

Semester : VI

Title : COMPUTATIONAL FINANCE – Paper –II

Subject Code : SB13FAP2

Credits : 3

Lecture Hours : 43

Objective:

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

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).

Semester	VI
Advance Level Course	2
Paper	3
Title	: TOTAL QUALITY MANAGEMENT **
Sub code	: RM12AC3
Credits	5

Objective:

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

UNIT - I

Introduction to quality-meaning of quality-dimensions of quality-introduction to total quality management-meaning-the four P's of TQM.

UNIT - II

TQM principles-customer satisfaction-need and importance-employee involvement-benefits-supplier partnership and selection-performance measuring-strategies followed.

UNIT - III

Statistical quality control-total quality control-benefits-role of senior management in maintaining quality-quality statements- TQM implementation-barriers.

UNIT - IV

Statistical quality control-total quality control-process charts-types and benefits-flow diagrams-control charts-objectives-types-advantages-six sigma concepts-implementation-advantages.

UNIT - V

Bench marking-introduction-definition-reasons to bench marking- bench marking process-need for quality systems-ISO 9000 quality standards-introduction-benefits-implementation-qualityauditing-techniques-procedure- ISO 14000-benefits.

TEXT BOOK

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	S.Basker	Total Quality Management	Anuradha Agencies	2005

REFERENCE BOOKS

S. No	Author	Title of the Book	Publisher	Year of Publication
1.	G.R Basotia	Total Quality Management	Mangal Deep Publications	2002
2.	Dale H Basterfield	Total Quality Management	Pearson Education	2002
3.	Geln H Besterfield	Total Quality Management	Prentice Hall India	2003

Semester	VI
Advance Level Course	2
Paper	4
Title	: INSURANCE PRINCIPLES AND PRACTICE **
Sub code	: RM12AC4
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

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

REFERENCE BOOKS

S. No	Author	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