



# **Syllabus of B.B.A**

## **101-PRINCIPLE AND PRACTICE OF MANAGEMENT**

### **COURSE CONTENTS:-**

- Definition, functions, process scope and significance of management, managerial roles. Managerial skills and activities, difference between management and administration. Significance of values and ethics in management.
- Evolution of management Theory, approaches of management, Early Evolution of management. Different schools of management thoughts.
- Planning and organizing: nature, scope, objective and significance of planning, elements and steps of planning, decision making organizing-principles, span of control, line and staff relationship, authority, delegation and decentralization, organizational structures, formal and informal organizations, staffing.
- Directing: Effective Directing, supervision, motivation, different theories of motivation- Maslow, Herzberg, Mc Clelland, Vroom , porter and lawler, job satisfaction concept of leadership- Theories and styles. Communication process, channels, barriers of effective communication.
- Controlling and coordination- Elements of managerial control, designing control system, management control techniques, effective control systems, coordination-concept importance, principles and techniques of coordination.

## **102- Computer Application in Business**

Objectives : The objective to acquaint the student with the knowledge and use of computers and simple application of computers in managerial decisions. Also to provide them an orientation about the increasing role of computer in corporate, business world.

Course Contents : (i) Concept of Computer- Brief History of Computer, Generation and Its Evolution, Characteristics of Computers, (Hardware, Software), Criteria of Using The Computers, Organizations and Functions of Computers, Advantages and Disadvantages of Computers, Main Area of Computer and their Applications,

(ii) Types of Computers- Analog, Digital, Hybrid, General purpose and Special Purpose Computers, Micro Computers, Mini-Computers, Main-frame Computer, and Super Computers.

(iii) Operating System and Office Automation: Booting Concept, MS DOS, MS Windows, MS Office, and Introduction to System Management, Overview of Languages, Compilers Interpreters, Assemblers, LAN, MAN, WAN, Communication Channels.

(iv) Information Technology: Fundamentals, Perspectives, Application and Scope, Introduction to Internet, Browsers, Application and Scope.

(v) Computer Application in Different fields- Basics Information, Data Base Management System: Creating, Modification of Data base files, Commands Study, Expression and Functions Set Commands , Sorting indexing.

### **103- BUSINESS COMMUNICATION**

#### **COURSE CONTENTS:-**

- English grammar : proper uses of verbs, noun, adverb, adjectives, punctuation, Para phrasing in business communication, understanding direct and indirect narration, skills of Essay writing, and Precis writing, significance of knowledge of Grammar in Business Communication
- Basic Forms of Communication, Communication Models Communication Process, Barriers in Communication, Corporate Communication, Formal and Informal Communication Networks, Grapevine, Non-Verbal Communication, Important of Communication Business World.
- Business Correspondence: Essential of effective correspondence, Different types of letters, sale letters, goodwill letters, greetings, notice, circulars and orders, Application for employment, Modern Office techniques Used in Business Communication.
- Oral Communication, Public Speaking, Body language, Presentation before the group, Factor Affecting Presentation, Effective Listening, Interviewing Skills, Arranging and Participation in Group Discussion, Seminars and Conferences.
- Reports Writing: writing Skills, Planning, Drafting, Writing, Re-Writing, Editing, Different types of Business Reports , Structure, Steps towards writing of Different Types of Business reports, Style of reports Writings.
- Fundamentals of computer-Basic knowledge of Computer and its operation, application of MS-word, MS-excle, MS-Power Point, Internet and its uses, Advantages of e-commerce.

### **104-Financial Accounting**

**Objectives :** To make the students understand the concepts of Financial Accounting To finilize students with the machenics of preparation and interpretation of Financial Statements.

- Financial Accounting:- Nature,Scope and importance of financial Accounting Basic

Accounting concepts and Convention,Assumption and Limitation of Accounting.Accounting Principals,Doubles entry System,Journal,Ledger,Purchase Book

,Sales book,cash Book,Petty cash book,Trial Balance,Income and expenditure Account Posting of Entries,in Accounts book.

- Financial ,cost and Management Accounting-A Distinction,Preparation of financial Statements,Preparation of Trial Balance,Trading and Profit and Loss Accounts,Balance Sheet,

Rectification Of Errors ,Bank Reconciliation Statements.

- Accounting for Depreciation-significance and Methods Inventory Valuation Methods and choice of Methods,Different types of Reserves.
- Accounting for partnership Firm Introduction,Admission of a New Partner Death and retirement of Partners,Dissolution of Partnership Firm.

Analysis of Financial Statements –Nature and Limitations,Technique of Analysis and interpretation of Financial statements,Ratio Analysis.

### **105- Business Economics**

Objectives : The Objective is to provide the knowledge of Economic Theories and their application for Managerial Decisions

Course Contents

(i)Definition, Nature and Scope of Business Economics Wealth Definition, Scarcity Definition, Growth Definition, Production Possibility Curve, Circular Flow of Economic Activity, Economic As Science And As Art, Application of Economic theory to a Firm's Level Business Problems.

(ii)Demands Analysis and Forecasting: Meaning of Demand, Determinants of Demand, Assumptions of Law of Demand, Exceptions to the Law of Demand, Reason For Change in Demand, Elasticity of demand, Demand forecasting, Law of Supply, Elasticity for Supply.

(iii)Cost and Production Analysis: Different Concepts of Costs, Production Function, Cost-Output Relationship, Law of Variable Proportion and Determining the Level of production cost, Law of Increasing Returns, Law of Decreasing Returns.

(iv)Pricing Under Different Markets Condition: Nature of markets, Pricing Under Perfect, Monopoly and Monopolistic Market Condition, Pricing in Actual Practice, Cost Plus Pricing, Transfer Pricing.

(v)Profit Measurement and Appropriation: Economic vs Accounting Profit, Concept of True Profit, Factors in Profit Measurement, Appropriation of Profit Policy, and Capitalization of Profit, Business Cycle: causes and Effects of Inflation and recession, Measure of economic Stabilization.

## **201-Marketing management**

Course content:-

- Definition, nature scope and importance of marketing, modern marketing concept, marketing mix, and marketing environment. Meaning and dimensions of market, market segmentation, role of market in economic development and its applicability in india.
- Consumer behavior, meaning and its importance, consumer buying behaviour, determinants of consumer behaviour, product, meaning role product planning and process of product lifecycle, product market integration, product positioning branding, packaging.
- Pricing advertising and channels of distribution: pricing, meaning role theory and practicing of pricing management. Advertising meaning role profile of advertising in india, management of advertising, channel of distribution: meaning, role classification, factors governing choice of channels and intermediaries.
- Physical distribution market organization, physical distribution, meaning objective role and relevance of physical distribution, physical distribution management, marketing organisation: organizing of marketing, evaluation of marketing organisation, principles of organization design and organisational problems.
- Over view of global marketing, rural marketing, service marketing market challenges in 21 century.

## **202- Human resource management**

- Human resource management: an introduction, personnel functions and organizational goals, personnel management: definition, objective, significance, qualities of personnel managers, human resources planning: meaning and nature of human resources planning, theory and practice.
- Recruitment, selection and placement, induction training, need and purpose of training, methods of training, development and growth, work study: job description, job analysis and evaluation, job enrichment, performance monitoring and appraisal methods, motivation and productivity.
- Wages and salary administration: wages policy, concept and importance, fringe benefits, incentives compensation and remuneration, factors affecting wages and wage fixing machinery.
- Industrial relations: concept and significance of industrial relations, trade unions, concept objectives and functions of trade unions.

- Collective bargaining, dispute resolution and grievance settlement, employee discipline regulatory mechanism, suspension, dismissal, retrenchment, industrial conflicts and resolutions, role of trade unions in collective bargaining.

### **203- Business Environment**

- Business environment and society concept, nature and significance of business environment, social responsibility of business, business ethics, business and culture. Technological development and social changes.
- Business and economy: economic system, capitalism, socialism, mixed economy, features of Indian economy, public sector, private sector, small scale industries: concept, significance, issues and priorities. Role of public sector in Indian economy and its problems.
- Business and government: role of government in economic planning in India, introduction to industrial policy resolution 1948, industrial policy resolution 1956, new industrial policy, new economic policy, privatization, liberalization and globalization and their implications on Indian economy.
- Business and law: provisions under Companies Act, 1956 relating to setting up of a company, provisions under the MRTP Act relating to restrictive trade practices and unfair trade practices, salient features of the Consumer Protection Act relating to consumer protection in India.
- International business environment : an overview, international economic groupings, GATT, WTO, UNCTAD, World Bank, IMF, European Union.

### **204- PRODUCTION MANAGEMENT**

- Nature and scope of production management , production analysis and planning, production functions, responsibilities of the production manager, plant location and layout, factors to be taken care for plant location.
- Production planning and control, procedure, objective and importance of production planning and production control, manufacturing system, materials management- its scope and importance, purchasing functions and procedures, store keeping.
- Inventory control, relevant costs, economic lot size, inventory analysis, sales forecasting techniques.
- Productivity – concept and factors on which productivity depends, measurement of productivity, input output analysis and productivity, product development and designing, stages of new product development, standardization, simplification and specialization.

- Development of efficiency work method, material flow process chart, man flow process chart, principles of motion economy, comparison of alternative work methods, safety and health considerations, maintenance of production facilities, quality control and inspection, sampling inspection, quality control charts, attributes and variables charts.

## **205- BUSINESS FINANCE**

- Business finance- conceptual foundation, finance function in business corporate finance, nature and scope of financial management, objective of financial management, role of financial management and financial manager in business organisation, forms of business organisations, regulatory framework: brief introduction of companies act, partnership act, securities and exchange board of india regulation.
- Cost of capital: meaning and importance of cost of capital, measurement of cost of debt, preference share capital, equity share and retained earnings, overall cost of capital of the firm, capital rationing.
- Cost of debt, cost of preference share, debentures, convertible debentures, relative merits and limitations, financial securities: characteristics of different securities: meaning of capitalization, over and under capitalization- their causes and remedies capitalization and capital structure: meaning of capital structure, operating leverage, financial leverage, capital structure planning, assessment of debt capacity guideline for capital structure planning.
- Short term financial requirement: working capital- its need and importance factors affecting working capital requirements, estimating working capital requirements, working capital financing policy, sources of finance.
- Dividend policy and retained earnings dividend- payout ratio managerial considerations in determining dividend payout, factors affecting dividend policy, dividend stability, dividend policy and share valuation traditional position, Walter model, MM position.

### **301: INTERNATIONAL BUSINESS**

Objective : The objective is to impart knowledge and skill of analysis of operational processes of business between two or more nations.

Course contents

- An overview of international business, framework of international business. Types of international business, approaches, global marketing theory of competitive advantages, neo-classical, modern approach to international business, problems of trade and aid of developing countries.
- International business decision: Mode of entry, marketing mix, factors affecting decision for international business, role of international institutions like GATT, WTO, ECM, IMF, INRD, IDA, IFC, UNCTAD, In international business recent trends in world trade, multi- national corporations and the trade.
- Recent trends in India's foreign trade, export and import policy, trade policy balance of payment, custom and tariff rationalization. Identifying foreign markets and overseas markets, international marketing mix, product development, transfer logistics and distribution channels, role of documentation in international trade, export pricing, and methods of international payments.
- International capital movement, risk in international operations, international investment, financing of foreign trade, factor mobility and direct foreign investment. Export finance, pre and post shipment credit, introduction to FEMA, insurance. Role of ECGC and export promotion councils, Eurocurrency market.
- Regional economic groupings, major trading blocks, globalization with social responsibility, Introduction to international monetary and financial system.

### **302- Organisational Behaviour**

Course Contents:

- Organisation and its Analysis, Nature of organisation, Nature, Scope and Significance of organisational Behaviour, Relevance O.B in To-days Business Environment.
- Individual Dimensions of Organisational Behaviour, Nature of Human Behaviour, Perception, Learning and Behaviour Modification, Personality, Attitude, Motivation, Socio-cultural factors and Behaviour Dynamics of Groups.
- Interactive Dimensions of Organisational Behaviour: Interpersonal Behaviour, Group Dynamics and Behaviour, power, Authority, and politics, Leadership, Communication, Organisational conflicts, Organisational Climates,
- Structural Dimensions of Organisational Behaviour: Organisation Theory, Determinants of Organisation structure, Designing of Organisation structure, Forms of Organisation Structure, Bureaucratic Organisation.



- Organisational Effectiveness and change: Organisational Effectiveness, Organisational Change and Development. Major forces of change, Types of change, Resistance to Change, Developing Support for change.

### **303: BUSINESS LAW**

- Meaning and importance of business law and business managers, government and business relationship in India.
- Indian contract act 1872, proposal, acceptance, promise, consideration, capacity to contract, performance of contract, discharge of contract, breach of contract, remedies against breach of contract, indemnity and guarantee, bailment and pledge, contract of agency.
- Sale of goods act 1930: contract of sale, essential of contract of sale, sales agreement of agreement to sale. Conditions and warranties , passing of properties in goods, transfer of title by non owners , performance of contract of sale, duties and rights of parties, breach of contract of sale, auction sale.
- Indian partnership Act, 1932: Definition of partnership, partner, firm, kinds of partnership. Duties and tights of partners, dissolution of a firm, minor as a partner.
- Negotiable instrument Act, 1881: definition and essential features of negotiable instruments. Types of instruments and endorsement, parties to negotiable instrument.
- Consumer protection Act- provisions related to consumer protection and redressel of consumer of consumer grievances.

### **304 – Accounting for management**

Course contents-

- Introduction to management accounting- Nature, Scope, Significance and Functions of accounting, Management accounting VS Financial accounting, Management accounting VS Cost accounting.
- Break-even analysis- Break-even point on the P/V graph, Break-even point formula and Uses of Break-even analysis, Cost-volume-profit relationship- The relationship of costs and profits with volume, Uses and Limitations.
- Cost analysis for decision making- Decisions facing management, The role of costs, Relevant cost, Contribution approach, Relevance and cost behaviour, Short-term and Long-term indications, Opportunity cost, Decision involving alternative choices- Nature of managerial decision making, Concept of Differential costs, Decision to make or buy, Decision to accept a special order, Decision to continue or drop a product line.

- Budgeting and Budgetary control- Budgeting as a tool, Uses and organisation of budgeting, Limiting budget factors, The budgeting process, Steps in budget preparation, Types of budgets.
- Standard costing and Variance analysis- Standard costing VS Historical costing, Types of standards, Concept of variance analysis, Computation of Material variance and Labour variance.

### **305: QUANTITATIVE ANALYSIS**

Objective: The objective is to provide basic knowledge of the concept of quantitative techniques having their application in the field of business.

#### Course contents

- Introduction, importance uses of statistics and quantitative techniques, methods of presenting statistical information's and collection of data, frequency distribution, measures of central tendency, mean, median, measures of dispersion, range, qua deviation, mean deviation, standard deviation and variance: measures of variation and skew ness.
- Probability theory: Definition of probability, events, counting rules and computation of probabilities. Addition, multiplication rules, conditional probability, rules of bays and permutation and combination. Probability distribution: introduction, binomial model, the poisson model and normal distribution.
- Sampling need and method of sampling, sampling and non –sampling errors, sampling techniques, forecasting: meaning, nature and techniques, qualitative and quantitative techniques, curve fitting and method of least squares.
- Forecasting methods: Business forecasting, nature and significance of correlation, correlation and regression analysis, time series analysis, types of correlation, methods of studying correlation.

## **401 – Company Law**

Objective : The object is to impart Knowledge of the India Companies Act to the Students so that it is easy for them to understand the functioning of the Corporate World.

### Course Contents

- Introduction : Evolution of India Companies Act, 1956, Meaning and Characteristics of Company, Definition of a Company Under the Company Act, 1956, Type of Company difference a Company and Other Associations of Person. Promotion of a Company : Availability of Names, Duties and Liabilities of Promoters.
- Formation of Company : Incorporation, Documents to be Filed with Register, Memorandum of Association, Articles of Association, Preparation and Filing of Memorandum and Articles of Associations. Alteration of Memorandum of Association and Articles of Associations. Procedure for Conversations of Private Company into Public Company and vice versa. Doctrine of Indoor Management, Doctrine of Vires.
- Share capital and Debentures : Types of Shares and Debentures, issue of share and debenture prospectus, Transfer and Transmission of Shares and Debentures.
- Company Administration : Directors, Managing Directors, Appointment, Qualification and disqualification of Directors, Different Type of Directors, Appointment, Re-appointment, retirement, Resignation, removal of Directors, Powers and duties of Directors. Different Types of Meeting: Annual General Meeting, Extra Ordinary General Meeting, and Procedure for holding General Meetings.
- Winding up of Companies : Types of Winding Up, Circumstances under which the Company can be Wind Up by the Court, Appointment of Official Liquidator. Rights and Duties of official Liquidators, Role of Contributories in Company Liquidation.

## **402 – Research Methodology**

Objectives: The objective is to teach the students basic techniques of the Research which is useful for developing analytical ability.

### Course Contents

- Introduction, Definition, Importance, Scope and Limitation of Research, Objective, Types of Research. Planning and Designing Research.
- Secondary and Primary Data Collection - Introduction to secondary Data Source and their Type ,Methods of Data collection, Data Preparation – Validation, Editing, Coding, Tabulation and Cross Tabulation of Data, Data Analysis and Interpretation, Hypothesis Testing, University and Vicariate Data Analysis. Multivariate Data Analysis.
- Sampling and Questionnaire Design and Construction – Introduction to Sampling, Sampling Process, Sampling design, Sample size, application of sampling, steps involved

in questionnaire construction, Questionnaire design, attitude measurement, types of scales for attitude measurement.

- Application of research – an overview of market research, product research, advertising and sales promotion research, sales control research, research in financial matters and matters related to human resource management.
- Presentation and follow-through- role of the report, type of reports, contents of the report, personal presentation of report, follow-through.

### **403 – Logistics Management**

Objective : the objective is to develop an understanding of the basic concept of logistic which is upcoming field in India

- Introduction to logistics. Logistic in interface with production and marketing. Measures of logistic
- Physical distribution and logistics, logistic system analysis and design warehousing and distribution centers, location
- Transportation system: Facilities and Services, Dispatch and Routing Decision and models.
- Inventory management Decision, Packaging and materials handling.
- Over view of International Logistic Management

### **404 - Marketing of Services**

Objective: The Objective of the course is to familiarize the students with concepts ,Theories and techniques in the field of services marketing.

Course content

- The Nature of services marketing – introduction , definition and characteristics of services, classification of services ,evolution of services of marketing, important of services of marketing in Indian economy. The service market mix- Importance of 7 p's in services marketing.
- The services marketing- The people component, Services and the importance of the people component, using people to differentiate services. Internal marketing, employee motivation and implication of services delivery.
- Market segmentation, selection of market and positioning of services, quality and quantity of services, determinants of quality and quantity .

- The application of the component of marketing of services in financial services with special reference to banking, mutual fund, portfolio management services. Hospital, consultancy services, education and training service.
- Application of components of marketing of services in marketing of tourism, travel and transport services.

#### **405 - Consumer Behaviour**

Objectives: the objective is to make students aware about the behavior of the consumers which is an important in marketing.

##### Course Contents

- Introduction – nature and scope of consumer behaviour, importance of study of consumer behaviour , types of buying behaviour, needs and buyer motivation, personality, self-concept and consumer behaviour, consumer perception, consumer attitude, consumer as a learner.
- Consumer psychographics, psychographics vs. demographic, group dynamic and consumer reference group, family as a consuming unit, social factor –social and cultural environment consumers – economic, demographic, cultural, sub-cultural and cross cultural influences, social class and social stratification.
- Consumer decision process, pre and post behaviour, purchase process, rationality in buying, models of consumer’s decision making.
- Models of buying behaviour –Nicosia, Howardsheth, Engel Blackwell and Kollat model, Organisational buying behaviour .
- Consumer satisfaction –need and importance, mechanism of consumer satisfaction and dis-satisfaction, repeated buying, Brand and shifting loyalty, opinion leadership, Complaint behaviour.

## **501- Business Policy and Strategy**

### Course Contents

- Introduction to Business policy and strategic management, Nature , Meaning and scope, importance of business policy and strategic management. Corporate strategy, business strategy, Functional Strategy.
- Corporate planning, concept of planning, planning process, types of planning, strategic planning, strategic decision making, mission, objectives and goals.
- Major strategic options-stability strategy, growth or expansion strategy, diversification strategy, retrenchment strategy and its variations. Combination strategy, turnaround strategy, external growth strategy, factors influencing choice of strategy.
- Implementation of strategy-strategy and organisational structure, different types of organisational structure, organisational allocation, developing functional strategies.

Strategy evaluation and strategic controls, an overview of strategic evaluation and control, strategic control.

## **502-Entrepreneurship and Small Business**

### Course Contents:

- Definition of Entrepreneurship, Characteristics of Entrepreneur, Concept of Entrepreneurship- conceptual model, Views of Schumpeter, Walkers and Drucker, Entrepreneurship Culture, Traits of a True entrepreneur, Difference Between Entrepreneur and Manager, Entrepreneurial Motivation-Motivating Factors, Compelling factors, Motivation Theory.
- Definition of small Business, The Benefits and opportunities of small business Ownership, Ownership Structure and Organisational Frame Work, Sole Proprietorship, Partnership, Corporations, Advantages and Disadvantages. Evaluating the Existing Business. The Potential Drawbacks of Entrepreneurship. Forms of Ownership.
- Problems Related To Financial Management, Operational Management and Marketing Management in Small Scale Enterprises.
- Role of Government and Financial Institutions, IFCI, ICICI, IDBI, EXIM Bank, UTI, LIC, GIC, SIDBI, NSSIC, SFCs, Commercial Bank in Entrepreneurial Development in India.
- Policy of the Government Regarding Small Scale Industries and Entrepreneurial Development. Different Governmental Agencies providing Guidance, Assistance of small scale Industries, General Problems of small scale Industries In India.

### **503- Project and Project Presentation in class room Seminar**

Course contents:

Objective: The objective of Seminars is to help the students in Developing their writing as well as oral communication skills, especially to learn and understand as to what to present and how to present when there is occasion for presentation before the group. Each student is expected to present a seminar (as elaborated in the ordinance) on a topic approved by the Teacher In-charge of the seminars. At least one seminar for each student is compulsory during the semester.

Each student is required to undertake a short project relating to the issues concerning trade, commerce, industry, corporate governance and corporate affairs as the case may be. The topic of the project shall be allotted by the designated teacher under whose guidance the project shall be completed, during fourth semester so that the students get enough time during summer vacation and the fifth semester to get the project completed. On completion of the project the project report shall be submitted by the students to the department/affiliated institution and each students shall present a seminar on his/her project. The project report shall be evaluated by the internal experts appointed by the head of the department/Director of the Institute along with the seminar. The criteria of evaluation shall be decided by the Teacher In charge with the approval of the head of the department/Director of the affiliated Institutions as the case may be.

- **Marketing Management Group**

### **504-M-1-Customer Relations Management**

Course Contents :

- Conceptual frame work of customer Relationship and its management, Evaluation Customer Relationship Management, Relationship Marketing, Types of CRM-Win back, Prospecting Loyalty, and cross sell and up sell. Significance and importance of CRM in Modern Business Environment.
- Introduction CRM-planning, strategy for CRM, process of Segmentation, Choice of technology, Choice of organisational structure for CRM, understanding market intelligent enterprises.
- Implementation of CRM: Business Oriented Solutions, Project Management, Channel Management, CRM in Services, CRM in Financial Services, Use of E-Commerce in CRM, CRM and Data Mining, information required for effective CRM.
- Concept of Loyalty in CRM: Definition Of Loyalty, Customer Loyalty and customer Dependency, Process of Developing Customer Loyalty.
- Status of CRM in India.

## **504-M-2 Marketing communication and advertising**

Course contents-

- Communication process- Nature and its different elements, Obstacles in communication process, Role of communication process in perception, learning & attitude change, Communication process in marketing- Importance and applications of communication process in marketing, Different elements of Promotional mix and communication process relevant to them, Communication process in Corporate image building, Advertising and Consumer psychology.
- Advertising- Definition, Objectives, Functions, Classification of advertising, Advertising as a tool of communication, Social and economic aspects of advertising, Advertising departments and agencies.
- Setting advertising objectives, DAGMAR approach, Continuous advertising planning programme, Message and copy, Message strategy and Message design, Elements of advertisement, Copy, Developing effective advertising copy, Creativity and Visualisation in advertising.
- Media planning- Role of media in advertising, Comparative study of different advertising media, Media choice, Allocation of budget for advertising, Approaches and Procedures for determining the size of the budget.
- Social and Economic aspects of advertising, Productivity of advertising, Its contribution to Economic development and standard of living, Ethics and advertising.

## **504-M-3-Sales and Distribution Management**

Course Contents:

- Basic Concepts – Types of selling and Emerging Dimensions, Direct sellings, Institutional selling, Tele Marketing, Sampling, follow the customers and other concepts.
- Theory of Selling- Canned Approach, AIDA Model, Right set of circumstances Theory, buying formula theories, Behavioural Equation Theory.
- Process of Effecting selling- prospecting, Preapproach Presentation and Demonstration, Handling objections, Closing the Sale, Post sale activities, Quality of successful sales person.
- Sales Management- Importance, Scope and functions of sales management. Organisations for Sales, Sales Planning-Market Potential analysis, Sales Forecasting, Fixing sales objectives, Territory Allocation, Sales Quota, Participative Sales planning and Behavioural Considerations.



- Sales force Management- Sales Force Planning, Recruitment and Selection, Training and Development, Placement of Sales Personnel, compensation and incentive to Sales persons, Motivation and Leadership for sales, Evaluation of Sales Performance.

## **B. HRM Group**

### **505-H-1-H-Industrial relations**

course contents

- 1) Meaning , scope & importance of industrial relations ; major participants in industrial Relations  
Role of states ; characteristics of industrial relations system in India
- 2) Trade union Movement in India-Growth , problems, resents trends & future of trade unionism in India.
- 3) Trade unions in India-Concept , objectives , structure & functions. Trade unions Act 1926 .Major problems & issues. Employers Organizations in India.
- 4) Workers participation in management-Meaning & objectives of WPM & Factors influencing the WPM. workers participation in management in India-An overview.
- 5) Industrial disputes- Nature & causes , machinery provided for investigation, Prevention & settlement of industrial disputes . Industrial disputes Act, 1947. Review & Appraisal.

### **505-H-2-H-Training and Development**

course contents

- 1) Importance of training , Education , Training-Employment-Development Cycle. Systems Approach to training.
- 2) Psychology of learning & Learned Motivation. Assessment of Training Needs.
- 3) Setting of Training objectives. Training methods & aids, Design of training Programmes, Training & trainers.
- 4) Training for Special groups, Executive Development Programmes, Careers Planning.
- 5) Education of Training, Training & Organization.

### **505-H-3-Wage & Salary Administration**

Course Contents

- 1) Meaning of the Wages, Minimum Wage, Need Based Minimum Wage Fair Wage, Living Wage, Money Wage, Take Home Pay, Theories of Wage Determination, Difference between Wage & pay.

2) Meaning of Wage & salary administration , objectives , principles , factors Influencing Wage & salary , structure & administration , Wage level , job evaluation , Wage differentials.

3) System of wage payments-Time system , Piece System, incentive system Balance or Debt System , Wage Structure-Basic wage, Dearness Allowance , over time concept of bonus, profit sharing , Fringe Benefits, Executive Compensation.

4) Cost of living & dearness Allowance Consumer price index number. Machinery For Wage Fixation, Tribunals, Wage board, Bipartite Negotiations, Wage Policy in India.

5) Wage Legislation-Introduction & basic Knowledge of the payment of Wages Act, 1936 the minimum wage act , 1948 ,The payment of bonus act 1965.

### **C. Financial Management Group**

#### **506F-1-Banking & Insurance**

course contents

1) Banks & Banking system-evaluation of Banking system, definition of banking , types of banks , functions of different types of banks , Central banking, Functions of central bank, Reserve bank of India, Introduction to Indian finance system & An over view of Indian banking system.

2) Financial Institutions & financial instruments: Debt market Equity Market , financial services, depository institutions , non depository institutions , money market instruments , International Financial instruments.

3) Corporate Banking , Retail Banking , investment banking , venture capital.

4) Insurance definition , nature , evolution . Role of importance of insurance , insurance contract Life insurance contract , annuities , selection of risk , calculation of premium

5) Reserves Investment of Funds, surrender value , progress of life insurance , business in india. tax benefit & insurance , rural insurance in india .

#### **506-F-2-Working Capital Management**

course contents

1) Working capital-Nature Components , types , functions , determinants & significance. Factors affecting composition of working capital.

2) Working capital policies: Estimation of Firm's working capital needs . operating cycle approach , working capital ratios, Behaviours of Current assets & pattern of Financing , Quick sources of finance . commercial papers , factoring , bank credit .

3)Management of cash. Motives for holding cash , significance , cash planning & budgeting , management of cash collection, Disbursement of cash , cash management models.

4)management of marketable securities , purpose of holding securities , determinants .

5)Receivables management-Nature, significance , credit standards , Evaluating the credit Worthiness of a customer.

### **506-F-3 Financial institutions & markets**

Course contents-

- Financial system- Introduction, Components, Structure, Features of Indian financial system, Deficiencies and Recent developments.
- Financial markets- Concept, Nature, Features, Functions, Structure types, Role of Financial markets in Economic development.
- Major Indian financial institutions- IDBI, IFCI, ICICI, IRCI, SGC and SIDC's Management, Working, Operations, Performance and Recent developments.
- Investment bankers- UTI, LIC, GIC and Mutual funds and their role, Investment policy, Performance and Recent developments.
- Non banking financial institutions- Objectives, Functioning, Regulations and Recent developments.

### **D. Insurance Management Group**

#### **507-IM-1-Principles & practice of Life Insurance**

course contents

1) Nature of life insurance , History of life insurance business , objectives of nationalisation of life insurance : Economic principles, Actuarial principles , Mortality Tables , Risk premium , adverse selection, important elements of premium-selection & classification-single premium, annual premium.

2)Hazards-Physical hazards , occupational hazards , moral hazards : methods of rating . Insurance of male & female lives legal principles involved insurance business , insurable interests , Utmost good faith indisputability.

3)Tax relief in insurance , key man , investments , mortality , interests, medical insurance scheme , non medical insurance scheme, group insurance , other group schemes, like group gratuity. Mass insurance salary saving scheme .

4) LIC's functional setup , Duties & Responsibilities of Development officers & the Agents . Life Insurance & its structure in India.

5) Calculation of premium , commission & different plans of insurance , their uses , benefits , conditions & privileges, Policy conditions , revival schemes , Double accident benefits , Disability benefits , Assignments & Nominations .

6) Surrender values of the policy , Investigation of claims , settlements of claims , calculation of bonus & Maturity value , Privatization of life insurance business , Regulatory Framework for life Insurance business.

### **507-IM-2-Principles & Practice of general Insurance**

course contents

1) History of development of general insurance Business in India, Nature , scope & significance & functions of general insurance business, The concept of risks . Characteristics of insurable Risk . Risk management techniques . Concept & principles of premium rating , Tariff & Market Agreements

2) Scope of fire , Marine & accident Insurance Action , engineering & agricultural insurance . Nature of insurance contracts , basic principles-Insurable interest , utmost good faith indemnity, subrogation , contribution, Proximate cause , Meaning & process of reinsurance , Methods of reinsurance .

3) General insurance of functional set up in India. Organizational structure of general insurance companies , Duties & responsibilities of the development officers & agents. The general insurance business market in India in the present Business Environment.

4) Procedural Matters related to general insurance business , insurance forms , cover notes , certificates of insurance , policies & Endorsement , renewal receipts , coinsurance etc.

5) Methods of premium calculation , short period scales , return of premium, advance payment of premium , Accounting & statistical Returns , Rating practices , Tariffs & Market agreements , physical & moral Hazards. Processing & settlement of claims & Recovery Procedures.

### **507-in-3 INSURANCE FUND MANAGEMENT**

Course contents

- Nature and objectives of funds management in insurance business, sources of funds in insurance companies, Investment policies and employment of funds. An overview of Indian Financial system.
- Investment policies and process, security analysis and its objectives, types of securities, risk in holding securities, overview of securities markets in India, risk return analysis,

- analysis of different types of bonds- different features, valuation, term structure, interest rates, risk immunization.
- Common stock analysis : its features, different approaches of stock valuation company analysis, industry analysis and general economic situation analysis, technical analysis : its features and assumptions , DOW theory, charts, technical trading rules, efficient market theory.
  - Introduction of portfolio management, analysis of risk and return on a portfolio. The mean-variance criterion , tracing the efficient frontier constructing optimum portfolio.
  - Theory of capital market, capital asset pricing model, arbitrage pricing theory, techniques of portfolio revision, performance evaluation of portfolio, over view of portfolio management in India.

### **E. Retail Marketing Group**

#### **508-RM-FUNDAMENTALS OF RETAILING**

##### **COURSE CONTENT**

- Definition concept and scope and characteristics of retailing , evolution of retailing, growth of retailing in India and the global scenario, store format –super market, departmental store, malls, hyper market, discount store, convenience store, specialty store, kiosks. Neighborhood store, non format store direct selling, teleshopping, e-marketing, vending machine retailing.
- Retail store location planning. Location selection decision process, analysis of location decision, factors affecting site selection and location decision, retail store, shopping centre. Mall location, store design and layout, interior and exterior design components, space planning, visual merchandising.
- Merchandise decision- merchandise mix variety, assortment, branding , quality, pricing , display. Factors affecting merchandise mix-budget constraints, space limitations, product turnover rates, stock replenishment, vendor identification, selection of vendors, finalization of vendors.
- Retail pricing factors affecting pricing. Retail pricing strategy. Pricing adjustments. Retail marketing communication and advertising. Choice of media and media selection decision, retail sales promotion, retail publicity.
- Retail information system- nature, scope and characteristics of retail information system role of MIS in retail marketing, data warehousing and mining, electronic data interchange, universal product code, point of sales terminals, radio frequency identification, self regulatory check out system, familiarity with software packages like MS office, MS windows, LAN, UNIX ETC.

#### **508-RM-2-Retail Environment**

##### **Course Contents:**

- Nature , Scope and Significance of Environment, Economic, Socio-cultural, Political, Legal, Regulatory, Technological and other Forces affecting Retail Marketing Business and its Growth, Emerging Indian and Global Retail Business Environment, Demographic and Social Order Changes and Organised Retailing, Branding, Segmentation and Target Marketing in Retail Business.

- International Environmental Forces driving globalization of retailing, Impact of WTO on retailing, Impact of Emerging economies in new world economic order, Impact of service sector on retailing.
- Strategy for Domestic and Global retail Business, Emerging Business Alliance, Franchising, Licensing, FDI in Retail Business, Cross Border Transaction in Retail Business.
- Contribution of retail Business in Major economies, Employment generation, popular International Retail Formats, Study of Major International Retailers, European and US Experience in Retailing.
- Institutional and Legal aspect of Business Environment with special reference to Retail Business, International Sourcing, Multinational corporation and Indian Business World. Prospects of Retailing in Indian Rural Areas.

### **508-RM-3-Retail Technology and CRM**

#### Course Contents:

- Retail Business- Its Diversity and Complexity, Need for Application of Retail Marketing Technology, Information Sharing and Information Exchanges, Data Warehousing and Data Mining in retail Business, Use and application of Internet in Retail Business, Retail Information System With special Reference to rapid response delivery system.
- Use of Technology in Procurement and supply, vendor identification, vendor selection, Different channels of sourcing, Techniques of Procurement.
- Technology and store operations and management, warehousing management, Display Techniques, POS terminals, Retail Business Promotion, Customer Relationship management with specific reference to Retail Business, Security of Retail stores, Accidents and crimes with reference to retail Business.
- Nature concept and Significance of E-Retailing, Tele shopping, Operations and management of E-store, Strategies for E-Retailing, Branding on the web, Cross selling, referral services, Permission marketing online payment processing, Internet payment gateways, Internet security issues.

Customer care services, managing service quality, tools for achieving service quality, customer perception of service quality, strategic advantages and service quality, improving retail service quality pre shopping and after shopping.

## **601-Management Information System**

### **Course contents**

- Definition of information systems; Management levels as a framework for information systems; Information systems Planning strategies and Methods; Business Systems Planning(BSP); Critical Success Factors(CSF);Ends/Means(E/M) Analysis.
- Systems concepts; Systems concepts in Business; Information System as a System.
- Definition of Management Information System-Its Elements, Objectives, Structure; Making MIS Efficient & Effective,Limitations of MIS
- System development life cycle- Problem definition, Feasibility study, System analysis, System design, Implementation and maintenance.
- Overview of i)Computer hardware ii)Computer software iii)File and database management system iv)Computer communication v)Internet and Intranet. Actual use and practical of application of various programmes in computer lab.

## **602- Project Management**

1)Project management –nature ,scope ,process element,significance and emergence of projects,project planning,developing projects models through simulation.Benefits of project management.

2)Location of project site, Working conditions development, Plans and policies of the government and the local bodies, Elements and factors affecting locational decisions, Analysis of infrastructure, labour, raw material, transport and other factors.

3)Capital expenditure, Importance and difficulties, Market demand and situational analysis, Technical analysis, Financial analysis.

4)Project implementation and management- Project monitoring and cost control system, Network analysis, Resource scheduling, Levelling crashing of project cost, Firm risk and market risk, Social cost benefit analysis, Multiple projects and constraints, Network technique for project management.

5)Different criteria for project appraisal, Project review and administrative aspects, Environmental appraisal of projects.

## **603 – Viva Voce**

### **A. Marketing Management Group**

#### **604-M-1 – International marketing management**

- Introduction to international market- Basic concepts and the environment, difference between domestic marketing and international marketing, scanning of international marketing environment, scope and size of international marketing.
- International marketing selection and segmentation, Entry options and strategies, international marketing planning, coordination and control.
- International product policy and planning, product development, product life cycle.
- International pricing policy, pricing objectives, determining pricing policy and pricing strategies.
- International distribution channels, selection and management of distribution channels, international promotions, marketing communication, developing promotional mix for foreign market.

#### **604-M-2 – Industrial marketing**

- Industrial marketing concept- Nature of industrial marketing, Industrial marketing environment and industrial markets.
- Demand of industrial goods, demand and product characteristics, derived demand for industrial goods, nature of industrial buying, buying behaviour, value analysis and vendor selection.
- Industrial marketing strategy- product strategy, channel distribution strategy, logistics, pricing decisions, promotion mix and strategy, advertising, personal selling, sales promotion, public relation, publicity.
- Industrial marketing intelligence, information needs system design and applications.
- Industrial marketing control- strategic goals, performance standards, evaluation of performance.

#### **604-M-3- Rural marketing**

##### Course Contents

- Nature Concepts & scope of rural marketing , the people , the purchasing power, buying pattern , socio-culture, economic & other environmental factors affecting rural marketing.
- Attitude & behaviour pattern of rural consumers. Overview of rural marketing



- Marketing of consumer durables & non durable goods & services in rural markets with special reference to product planning & media planning.
- Planning of distribution channels, organizing personnel sellings in rural markets, marketing of agricultural inputs with special reference to fertilizers, seeds, agricultural implements & tractors.
- Rural Marketing behaviour & space, variations in levels of intersection, variants of distant travelled, type & role of marketing centres , special manifestation of rural marketing.

## **B. HRM GROUP**

### **605-H-1 HUMAN RESOURCE PLANNING AND DEVELOPMENT**

#### **COURSE CONTENTS**

- Human resource planning: definition, objectives and components of human resource planning, manpower forecasting, necessity, problems, approaches, and benefits of forecasting.
- Job analysis, job description, job specification: concept, needs and importance, job enrichment, job satisfaction, career planning, significance, needs and its components, career counseling, career pathing.
- Recruitment and selection of human resource, factors influencing recruitment and selection, different method of selection and recruitment.
- Employee development: work, role and importance of employees and executives, managers ,factors responsible for employee behavior, different approaches to employee development. Executive development, impact of training on development of employees and executives.
- Performance appraisal: definition, nature and its importance, different types of appraisal systems, monitoring and review of appraisal system.

### **605-H-2 BUSINESS ETHICS**

#### **COURSE CONTENTS**

- Definition, role, significance and importance of business ethics. An overview of business ethics. Ethical issues in business. Business ethics and organizational performance.
- Application of values and moral philosophies to business ethics. Organizational values, shared values and business ethics.
- Corporate governance and business social responsibility, frame work for understanding ethical decision making, emotional intelligent leadership, organizational culture and ethical decision making.
- Organizational relationship and conflicts in ethical decision making. Business ethics and organization performance.
- Business ethics in global economy.

## **605-H-3 SOCIAL SECURITY AND LABOUR WELFARE**

### COURSE CONTENTS

- Social security- concept and philosophy, abolition of bonded and child labour, government policy for social security and social insurance, ILO, its role. Functioning and contributions.
- Workmen's compensation act, 1923
- Employees state insurance act, 1848
- Payment of Gratuity act, 1972
- Minimum wages act
- Payment of bonus act
- Payment of wages act.

### **C. Financial Management Group**

#### **606-f-1-International Financial Management**

course contents

1)International financial environment,finance function of international business,Multi National Financial Management: An over view , Evolution of the international monetary & Financial system, International Economic issues & Dimensions , International financial flows , The balance of payment framework, component, Valuation & timing of balance of payments.

2)International financial system:Managing short terms assets & Liabilities , long run investment Decisions.

3)International working Capital management: financing foreign trade:International cash management , International Receivable , & inventory management .

4)Foreign investment decisions: Political risk management , Foreign exchange market & instruments , foreign exchange risk , management , exchange rate determination & forecasting, Measuring & managing Translation & transactions Exposures.Measuring & managing economic Exposures.

5)International financing regulations & strategies, Forex regulations & control.

#### **606-F-2-Management of Financial Services**

Course contents

1)introduction , features , scope & types of financial services, institutions providing financial services, Merchant banking: Nature , function & organization , SEBI guidelines relating to merchant bankers.

2)Leasing: Nature , features , types , tax , legal & accounting aspects of leasing , lease structuring , lease , agreement, funding of lease , Hire purchase:Financial & legal evaluation .

3)Bills discounting scheme , meaning , mechanism , features , types , legal & financial aspects of factoring & forfeiting, venture capital funds.

4)Corporate Advisory services: Capital structure Decision, corporate Re-structuring project counseling & finance.

5)Issue management & Underwriting , Management of Public Equity issue .Debenture issue , Underwriting arrangements , portfolios Management services, SEBI guidelines Regarding Public issues . Credit rating services .

### **606-F-3-Corporates Tax planning & Tax Management.**

course contents

1)Law relating to income Tax , principles underlying certain concepts as regards to Determination of taxable income, concept & definition of income , receipts which r not income . Exemption from charge to income Tax , capital & revenue gains & expenditures.

2)Provision of income tax law relating to various Heads of income with special emphasis on profits & gains from business & profession , capital gains , income from other sources , Deductions .Techniques of calculation of income tax .

3)Concept of tax planning , tax ploanning with referance to setting up of new business locational aspects, natures of business , planning for tax holiday benifits , tax planning with referance to specific management decissions , tax planning with referance to financial management decissions, tax palnning & cash management.

4)Tax planning with referance to non-resident company assessee, tax planning with referance to corporate recoganzation , i.e. Amalgamation , merger , demerger & slump sale.

5)Problems of tax planning , administrative , legislative & organizational problems.

### **D. Insurance Marketing Group**

#### **6047- IN-1-Economic Environment of Insurance Business**

Course Contents:

- Business Environment : Internal and External Environment, Social Responsibility of Business Economic Planning and Insurance Business. Status of Insurance Business in India.
- Liberalization of Insurance Business Sector in India. Need for Liberalization, Opportunities of Insurance Business in India after liberalization policy of the government of India. Government policy towards insurance business in India.

- International Economic Environment. GATT, WTO, and insurance business sector. Prospectus of Insurance Business Sector in India. Comparative Environment of Insurance Business Score in India with reference to Japan, U.K, and U.S.A.
- National Income and Social Accounting. Theory of income output and employment. Classical and Keynesian models. Trade cycles. Theory of inflation. Monetary and Fiscal Policies.

### **607-IN-2- Fire and Automobile Insurance**

- Concept of Fire and Standard Fire Policy. Characteristics of fire, introduction of fire insurance. Scope of cover. Tariff and insurance condition
- Special Policies. Fire consequential policy. Floater policy. Reinstatement value policy.
- Basis of profit insurance. Measure of indemnity. Indemnity period. Rate basis and related terms and condition of the fire. Consequential loss. Fire claim. Management claim.
- Legal and procedure aspects of claim. Loss claim procedure. Loss prevention techniques. Fire hazards and fire prevention.
- Basic principles of motor insurance. Different types of vehicles'. Types of policies. Motor vehicle's act provisions related to insurance. Motor insurance tariff rules and regulations. Proposals, forms, procedures for underwriting. Endorsement, Renewals, claim procedure and settlement of claims.

### **607-IN-3-Legal and regulatory aspects of insurance business**

- Needs for regulations of insurance business. Brief historical background of insurance. Regulatory measurement in India. Insurance act 1939 as amended from time to time. The life insurance Corporation of India Act, 1956 as amended from time to time. The general insurance business(Notification) Act 1972 as amended from time to time.
- Constitution of insurance regulatory authority IIRA. IRDA act 1999.
- Relevant provisions of consumer protection act 1986- Indian contract act, 1872- Employees state insurance act, 1940, Law relating to agency, Workmen compensation act, 1932, law relating to bailment, law relating to insurance contracts.
- Law relating to Arbitration. Insurance grievances redressal mechanism.

## **E. Retail Marketing Group**

### **608-RM-1 – Retail supply chain management**

- Retail supply chain management- nature, concept and significance of supply chain management, supply chain management in case of retail business, features and components of retail supply chain, customer focus.
- Nature and concept of value chain and value delivery system, concept and significance of transportation, process of transportation decision, direct logistics, third party logistics providers, multi model transportation, Reverse logistics, warehousing and transportation, warehousing operation and cross docking.
- Nature and significance of information technology, enabled supply chain management, ERP application, just in time concept, response deliver system, optimization of supply chain, outsourcing nature, significance and benefits of outsourcing, retailing and outsourcing, key considerations in outsourcing, global volatility of outsourcing.
- Distribution network- different distribution channels, channel design decision, channel management, distribution channel strategy.
- Inventory management- meaning, nature, significance of inventory management, inventory management and retail business, optimization and minimization of inventory, inventory cost and economy order quantity.

### **608-RM-2 – Mall management**

- Nature and concept of mall, genesis and growth of malls globally, concept and growth of malls in India, advantages and disadvantages of malls, future trends and projections of malls, malls and other retail formals, Indian malls and western countries malls.
- Concept and components of malls, mall architecture and its components, Façade, atrium, entrance, circulation, amenities and utilities and path and parking.
- Location, situation and location discussion, catchments are identifications, process of tenant decision, tenant mix, process of retail zoning and discussion, suitability of retail formats, hyper markets, departments, multiplexes, eating joints.
- Components of mall management, tenants mix planning, space selling, facilities and utilities management, security and information planning and management, mall promotions and event management.
- Field visit of students for on the spot assessment and study of mall management.

### **608-RM-3 – Retail store operations and management**

- Nature, concept and significance of store operations, process of stores management, management of retail productivity and profitability.
- Product and merchandise management, brand management and retailing, models stock plan, types of supplies, process of selections of suppliers, category management, process of merchandise management.
- Store space management, store design planning and process, atmospheric components, colors, texture, lighting, temperature, music, goods presentation. Retail image.
- Retail selling environment, store design, store management, retail business human resource management, recruitment, selection, training, placement and performance appraisal, motivation. Allocation and retention of human resource in retail business.
- Retail salesmanship, nature, concept and importance of retail salesmanship, theories of selling with special relationship of retailing, retail sales management, customer care and service quality, multi task and flexibility, synchronization.