

CMS COLLEGE OF SCIENCE & COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

(For the students admitted during the academic year 2012-2013 and onwards)

SCHEME OF EXAMINATION - CBCS Pattern

Part	SUBJECT	Ins.Hrs/Week	Examinations				Credits
			Dur.Hrs	CIA	ESE	TOTAL	
	SEMESTER – I						
I	IIT/M/H/F Language – I	6	3	25	75	100	4
II	English – I	6	3	25	75	100	4
III	Core I – Management Process	5	3	25	75	100	4
III	Core II – Economics for Executives *	5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management – I	6	3	25	75	100	4
IV	Environmental Studies #	2			50	50	2
	SEMESTER – II						
I	Language – II	6	3	25	75	100	4
II	English – II	6	3	25	75	100	4
III	Core III – Organisational Behaviour	5	3	20	55	75	3
III	Core IV – Financial Accounting	6	3	25	75	100	4
III	Allied Paper II – Mathematics for Management – II *	5	3	25	75	100	4
IV	Value Education - Ethics & Cultural #	2	-	-	50	50	2
	SEMESTER – III						
III	Core V – Business Communication	5	3	20	55	75	3
III	Core VI – Production and Material Management	5	3	25	75	100	4
III	Core VII – Marketing Management *	5	3	25	75	100	4
III	Core VIII – Management information System	5	3	25	75	100	4
III	Allied : III – Taxation Law and Practice	5	3	25	75	100	4
IV	Skill Based Subject – 1 : Retail Environment	3	3	20	55	75	3
IV	Non – major elective – I : Basic Tamil / Women’s rights #	2	-		50	50	2
	SEMESTER – IV						
III	Core IX – Human Resource Management *	5	3	25	75	100	4
III	Core X – Financial Management	5	3	25	75	100	4
III	Core XI – Advertising and Sales Promotion	5	3	25	75	100	4
III	Core XII – PC Software (Ms Office) – Practical	5	3	40	60	100	4
III	Allied : IV – Business Law	5	3	25	75	100	4
IV	Skill based subject – 2 : Consumer Behaviour	3	3	20	55	75	3
IV	Non-major elective – II : Basic Tamil /General Awareness #	2	-		50	50	2

SEMESTER – V							
III	Core XIII – Cost & Management Accounting *	6	3	25	75	100	4
III	Core XIV – Marketing Research	5	3	25	75	100	4
III	Core XV – Insurance Principles and Practice	5	3	25	75	100	4
III	Core XVI – Tally – Practical	6	3	40	60	100	4
III	Elective – I : Modern Office Management	5	3	25	75	100	4
IV	Skill based subject – 3 : Merchandising Management	3	3	20	55	75	3
SEMESTER – VI							
III	Core XVII – Entrepreneurship and Project Management *	6	3	25	75	100	4
III	Core XVIII – Investment Management	6	3	25	75	100	4
III	Core XIX – Global Business Management	5	3	25	75	100	4
III	Elective – II : Project	5	3	25	75	100	4
III	Elective III : E - Commerce	5	3	25	75	100	4
IV	Skill based subject – 4: Customer Relationship Management	3	3	20	55	75	3
V	Extension Activities	-	-	-	-	50	2
TOTAL		-	-	-	-	3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

* Online examination will be conducted for Section A

No Continuous Internal Assessment (CIA). Only End Semester Examinations.

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective - I	A	Strategic Management
	B	Modern Office Management
	C	Company Law and Secretarial Practice
Elective - II	A	Project
	B	Industrial Relations and Labour Laws
	C	Portfolio Analysis and Management
Elective – III	A	Financial Services
	B	Human Resource Development
	C	E - Commerce

SEMESTER – I

MANAGEMENT PROCESS

Goal: To enable the students to learn principles, concepts and functions of management.

Objective: On successful completion of this course, the students should have understood

- ✂ The nature and types of business organizations
- ✂ Principles & functions of Management
- ✂ Process of decision making
- ✂ Modern trends in management process.

UNIT -I

Business - meaning of business and profession, requirements of a successful business Organization meaning - importance of business organization. Forms of business Organization - Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organizations - Public Utilities and Public Enterprises.

UNIT -II

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

UNIT -III

Planning: Meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

UNIT -IV

Organizing: Types of organization - Organizational structure - span of control – use of staff units and committees. Delegation: Delegation and centralization - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

UNIT - V

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

REFERENCE BOOKS

1. Business Organization - Bhushan Y.K.-S.Chand & Sons, Vol: I,1968
2. Principles of Management – L.M. Prasad-Sulthan Chand & Sons, 1987,1st edition.
3. Business Management – Dinkar Pagare- S.Chand & Sons, 2003
4. Principles of Business organization and Management – P.N. REDDY-Tata Mc Graw Hill Publishing Co. Ltd,1991, 10th edition.

SEMESTER – I
ECONOMICS FOR EXECUTIVES

Goal: To enable the students to learn principles and concepts of Business Economics

Objective: On successful completion of this course, the students should have understood

- ⌘ The objectives of business firms
- ⌘ Factors of production and BEP Analysis
- ⌘ Types of competitions and price administration
- ⌘ Government measures to control monopoly

UNIT - I

Objectives of business firms - Profit Maximization - Social responsibilities – Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even- point analysis.

UNIT - III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

UNIT - IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit – Risk Theory - Uncertainty theory.

UNIT - V

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India – GDP and National Income

REFERENCE BOOKS:

1. Sankaran - Business Economics- Margham publications 7TH -1991
2. Sundaram K.P & Sundaram E - Business Economics-S.S.Chand& Sons, 1983
3. Markar Et al - Business Economics

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SEMESTER – I
MATHEMATICS FOR MANAGEMENT- I

Goal: To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

Objective: On successful completion of this course, the students should have understood

- ∞ Set operations, matrix and Mathematics of Finance
- ∞ Statistical tools and their applications

UNIT - I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order - solving system of simultaneous linear equations.

UNIT-II

Mathematics of Finance and series simple and compound interest – Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtosis Lorenz curve, Simple Correlation - Scatter diagram – Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

* Questions in theory and problems carry 30% and 70% marks respectively

TEXT BOOKS:

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods-S.S.chand & Sons, 1992, 3rd edition.
2. Gupta S.P. - Statistical Methods-S.S.chand & Sons,1970.
3. Navaneethan P. - Business Mathematics-S.S.chand & Sons,2008.

REFERENCE BOOKS

- 1 Statistics - R.S.N. Pillai, Mrs. Bhagavathi
- 2 P.R. Vittal - Business Mathematics and Statistics

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SEMESTER - II ORGANISATIONAL BEHAVIOUR

Goal: To enable the students to acquire knowledge of organisational behaviour

Objective: On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counseling and guidance, etc.

UNIT - I

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

UNIT - II

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis – Brain storming.

UNIT - III

Job satisfaction - meaning - factors - theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.

UNIT – IV

Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Cooperation - competition - conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms - Role - Status – supervision style - Training for supervisions.

UNIT - V

Leadership - types – theories – Trait, Managerial Grid, Fiedler’s contingency - Organizational climate - organisational effectiveness – organisational development - counseling and guidance - Importance of counselor - types of counseling - merits of counseling.

TEXT BOOKS:

- 1 L.M. Prasad - Organisational Behaviour-Sulthan Chand & Sons, New Delhi,2008.
2. Ghos - Industrial Psychology

REFERENCE BOOKS:

1. Keith Davis - Human Behaviour at Work
2. Fred Luthans - Organisational Behaviour-Mc,Graw hil,2010, 12th edition.
3. Hippo - Organisational Behaviour
4. Dr.K.Aswathappa- Organisational Behaviour-Himalaya Publishing house, Mumbai,2008 8th edition.

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SEMESTER – II
FINANCIAL ACCOUNTING

Goal: To enable the students to acquire knowledge of Accounting principles and practice

Objective: On successful completion of this course, the students should have understood

- ∞ The basic accounting concepts
- ∞ Double entry book keeping system and various books of accounts
- ∞ Preparation of final accounts, etc.

UNIT - I

Basic Accounting concepts - Kinds of Accounts - Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting - Double Entry Book Keeping - Rules of Double Entry System - Preparation of Journal and Ledger Accounts - problems - Subsidiary books - cash book - types of cash book - problems - purchase book

UNIT-II

Trial Balance - Errors and Types of Errors - Rectification of errors - Problems

UNIT - III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. - Problems with simple adjustments.

UNIT - IV

Accounting for non - trading institutions - Income & Expenditure Account - Receipts and Payment Accounts and Balance sheet -Bank reconciliation statement - Accounting for depreciation - methods of depreciation - problems (straight line method and written down value method only)

UNIT - V

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

TEXT BOOKS:

1. Grewal, T.S. : Double Entry Book Keeping-Sulthan Chand-1998.
2. Jain and Narang : Advanced Accountancy-Kalyani Publications-2003.

REFERENCE BOOKS:

1. Shukla and Grewal : Advanced Accountancy-Sulthan chand & Co, 2010.
2. Gupta and Radhaswamy : Advanced Accountancy, Sulthan chand & Co,Vol:I, 2008.
3. Gupta R.L. : Advanced Accountancy, Sulthan chand & Co,2005.

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SEMESTER –II
MATHEMATICS FOR MANAGEMENT- II

Goal: To enable the students to learn the techniques of Operation Research and their applications in business management.

Objective: On successful completion of this course, the students should have understood

- ⌘ Operations Research models
- ⌘ Game theory, Queuing theory, PERT, CPM, etc.

UNIT - I

Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only)

UNIT - II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems Only

UNIT - III

Game Theory:- Queuing theory - Graphical Solution – $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time)

UNIT - IV

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT - V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

TEXT BOOKS:

1. Resource Management Technique-V.Sundaresan,K.S.Ganapati Subramanian,K.Ganesan-A.R.Publications- 2007, 4th edition.
2. Kanti Swarup, Gupta R.K. - Operations Research

REFERENCE BOOKS

1. Gupta S.P. - Statistical Methods-S.Chand,2003, 31st edition.
2. P.R. Vittal - Operations Research-Marghan publications.

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SEMESTER - III

BUSINESS COMMUNICATION

Goal: To enable the students to learn the nuances of good communication.

Objective: on successful completion of this course, the students should have understood

- ⌘ Methods of communication
- ⌘ Types of communication and Barriers of communication.

UNIT-I

Essential and Importance of Business Communication. Methods of Communication – Types – Barriers.

UNIT – II

Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters – Status enquiries – Bank correspondence – Tenders – Letter to the editor.

UNIT – III

Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

UNIT – IV

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

UNIT - V

Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Precise writing – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

TEXT BOOKS:

1. **Rajendra Pal Korahill**, “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi, 2006.

REFERENCE BOOKS

1. **Ramesh, MS, & C. C Pattanshetti**, “Business Communication”, R.Chand&Co, New Delhi, 2003.
2. **Rodriquez M V**, “Effective Business Communication Concept” Vikas Publishing Company ,2003.

SEMESTER - III

PRODUCTION AND MATERIALS MANAGEMENT

Goal: To enable the students to acquire knowledge of production processes and Materials Management

Objective: On successful completion of this course, the students should have understood

- ⌘ Principles, functions and process of Production Management
- ⌘ Effective management of materials

UNIT-I

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout - Production Planning and Control - Principles – Material flow System- Routing - Scheduling - Dispatching - Control.

UNIT-II

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments- Maintenance – Types: Breakdown - Preventive - Routine - Methods study - Time study - Motion study - Work measurement.

UNIT-III

Organisation of Materials Management - Fundamental Principles - Structure – Integrated materials management - Purchasing – principles - procedure - Import substitution and import purchase procedure - Vendor rating - Vendor development .

UNIT-IV

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ – Reorder point - Safety Stock - Lead time Analysis Store keeping - Objectives - Functions – Store keeper: Duties - Responsibilities - Location of store - Stores Ledger - Bin card.

UNIT-V

Quality control - Types of Inspection: Centralised and Decentralised. TQM: Meaning - Objectives - elements - Benefits - Bench marking: Meaning - objectives - advantages -ISO: Features - Procedure for obtaining ISO – Advantages.

REFERENCE BOOKS:

1. Chunawala & Patel- Productions & Operations Management.
2. Banga and Sharma : Production Management
3. O.P. Khanna : Industrial Engineering and Management-Dhanpat Rai & Sons, 1985.
4. M.V. Varma : Materials Management

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SEMESTER - III MARKETING MANAGEMENT

Goal: To enable the students to acquire knowledge of principles of marketing Management

Objective: On successful completion of this course, the students should have understood

- ⌘ Principles of marketing management, market segmentation
- ⌘ Product life cycle, pricing, branding,.....

UNIT - I

Definition of Marketing - Marketing Management- Marketing concept – meaning Importance of marketing in developing countries - Functions of Marketing – Marketing environment: various environmental factors affecting the marketing function.

UNIT - II

Buyer Behaviour - Buying motives - explanation of motivation – Market Segmentation of different bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

UNIT - III

The Product-Marketing characteristics -consumer goods - industrial goods - Product policy - Product Life Cycle (PLC) - Product mix - modification & elimination – package - Developing new Products- strategies.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct pricing. Physical Distribution - Management of physical distribution - marketing risks.

UNIT - V

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality –Positioning and leveraging the brands-Brands Equity.

TEXT BOOKS:

- 1.Rajan Nair - Marketing Management-S.Chand & Co9, 2000, 3rd edition
- 2.Sherlekar - Marketing Management-Himalaya publishing house,1985.

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management-Prentice hall of India 2000, 10th edition.
2. Cundiff and Still - Fundamentals of modern marketing- Prentice hall of India,1985.

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SEMESTER - III

MANAGEMENT INFORMATION SYSTEM

Goal: To enable the students to acquire knowledge of MIS

Objective: On successful completion of this course, the students should have understood

- ⌘ Computer based information system
- ⌘ MIS support for the functions of management

UNIT I

Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information-information system for decision making - MIS as competitive advantages – MIS structures.

UNIT II

MIS - Strategic information system - MIS support for planning - organizing – controlling - MIS for specific functions - personnel, finance, marketing inventory production Data Base Management System Models - hierarchical - network - relational - modular.

UNIT III

Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers – Super computers - personal computers. Computer Software - types of software – data representation in computers - Introduction to client - server.

UNIT IV

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers – non impact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage – CDROM

UNIT V

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce, models B_B, B_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

TEXT BOOKS:

1. Management Information System - Murdick and Ross-W4estpublication.Co,1975,9th edition.
2. Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon- Prentice hall of India 2010.

REFERENCE BOOKS:

1. Management Information System - Gordon B Davis, Tata Mc Graw- hill 2nd edition.
2. Management Information System - James O brien- Mc Graw- hill 2007, 7th edition.
3. Computer applications in business - Subramanian K

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SEMESTER - III

TAXATION – LAW AND PRACTICE

Goal: To enable the students to acquire knowledge of principles of Taxation

Objective: On successful completion of this course, the students should have understood

- ⌘ Principles of Direct and Indirect Taxes
- ⌘ Calculation of Tax, Tax Authorities, Procedures,...

UNIT – I

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion – avoidance – causes - remedies.

UNIT – II

Direct Taxes : Income Tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – Heads of income – computations of income under salary and house property .(simple problems only).

UNIT – III

Computation of income under profits and gains of business - profession – capital gains – income from other sources - Deductions in the computation of total income .Income tax Authorities and their power.(simple problems only).

UNIT – IV

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration -mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V

Role of Excise duties in the total revenue – objectives of excise duty in the total revenue – objectives of excise duty – exempted form duty – customs duties – Levy of import and export duty – distinction between advalorem and specific duties – exemption

Note: Theory and problems shall be distributed at 60% & 40% respectively.

TEXT BOOKS:

1. Bhagavathi Prasad - Income Tax Law & Practice-Wishwa Prakasan publication
2. Mehrothra - Income Tax Law & Practice
3. Gour & Narang - Income Tax Law & Practice-Federation of Indian Publishers 1976, 4ht revised edition.

REFERENCE BOOKS:

1. Dingare pagare - Income Tax Law & Practice
2. Dingare Pagare - Business Taxation- sultan chand
3. Balasubramanian - Business Taxation

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SEMESTER - III

Skill Based Subject-1 : RETAIL ENVIRONMENT

Subject Description : This course presents the basics of retailing, trends in retailing, evolution of retailing and global retail markets.

Goals: To enable the students to learn the basics in retailing, evolution and trends in retailing.

Objectives: On successful completion of the course the students should have: understood the features of retailing learnt the theories of retail development learnt retail development in India and global retail markets

UNIT I

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing - Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.

UNIT II

Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

UNIT III

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

UNIT IV

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT V

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

TEXT BOOKS:

- 1.Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004
- 2.Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.

REFERENCE BOOKS:

- 1.James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005
- 2.Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

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SEMESTER – IV

HUMAN RESOURCE MANAGEMENT

Goal: To enable the students to acquire knowledge of Human Resource Management

Objective: On successful completion of this course, the students should have understood

- ∞ Functions of HR/Personnel Department
- ∞ Manpower planning, performance appraisal,...
- ∞ Salary administration, Labour Welfare, Industrial Relations,...

UNIT - I

Personnel Management - meaning, nature, scope and objective – Functions of Personnel Department - The Role of Personnel manager - Organisation of personnel department - Personnel Policies and Procedures.

UNIT - II

Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

UNIT - III

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment.

UNIT - IV

Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.

UNIT - V

Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management.

TEXT BOOKS:

1. Human Resource Management- C.B.Gupta-S.Chand & Sons
2. Tripathy - Personnel Management and Industrial Relations-S.Chand & Sons
3. Memoria - Personnel Management and Industrial Relations-Himalaya publications

REFERENCE BOOKS:

1. Bhagoiwal - Personnel Management and Industrial Relations-S.Chand & Sons
2. VSP. Rao - Human Resource Management- Himalaya publications

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SEMESTER – IV FINANCIAL MANAGEMENT

Goal: To enable the students to acquire knowledge of Financial Management

Objective: On successful completion of this course, the students should have understood

- ∞ Finance Functions, Cost of capital, Capital structure,...
- ∞ Capital Budgeting, Working capital management,...

UNIT - I (Theory only)

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

UNIT - II (Problem & Theory questions)

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

UNIT - III (Theory only)

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

UNIT - IV (Theory only)

Working capital management: Working capital management - 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 - V (Problems & theory questions)

Capital budgeting – meaning – objectives - preparation of various types capital budgeting.

(Theory carries 80 Marks, Problems carry 20 Marks)

TEXT BOOKS:

1. P.V. Kulkarni - Financial Management- Himalaya publications, 1981.
2. Khan and Jain - Financial Management - A Conceptual Approach-Tata Mc Graw hil, 2007, 5th edition.

REFERENCE BOOKS

1. I. M. Pandey - Financial Management-Vikas publishing house pvt ltd 2009, 9th edition
2. S.N. Maheswari - Management Accounting-S.Chand & sons

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SEMESTER – IV
ADVERTISING AND SALES PROMOTION

Goal: To enable the students to acquire knowledge of sales promotional measures

Objective: On successful completion of this course, the students should have understood

- ∞ Advertising, Advertising media, Advertising agencies,
- ∞ Sales force management, promotional strategies...

UNIT - I

Advertising: Meaning-importance – objectives – media - forms of media - press Newspaper trade journal – Magazines - out door advertising – poster - banners - neon signs, publicity literature booklets, folders, house organs - direct mail advertising - cinema and theatre programme - radio and television advertising – exhibition - trade fair - transportation advertising.

UNIT II

Advertising agencies - advertising budget - advertising appeals – advertising organizational social effects of advertising-advertising copy – objectives - essentials – types - elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans - identification marks.

UNIT III

Advertising layout – functions - design of layout - typography printing process - lithography printing plates and reproduction paper, and cloth - size of advertising - repeat advertising campaign - steps in campaign planning.

UNIT IV

Sales force Management – Importance - sales force decision - sales force size-recruitment & selection – training – methods - motivating salesman & Controlling - compensation & incentives - fixing sales territories - quota - Evaluation.

UNIT V

Sales promotion: Meaning – methods - promotional strategy - marketing communication and persuasion - promotional instruments: advertising - techniques of sale promotion - consumer and dealers promotion. After sales service - packing – guarantee - Personal selling- Objectives – Salesmanship - Process of personal selling - types of salesman.

TEXT BOOKS:

1. Sales Management and Sales Promotion Miji Mathew, RBSA Publishers, Jaipur 2006.
2. Davar S.K. Salesmanship and advertising – Kalyan publishers-2005
3. Sontakk C.N. Advertising and Sales Management- Tata mc Grawhill publishing-2003

REFERENCE BOOKS

1. Bolen J.H. Advertising
2. Neelamegam, Sales Forecasting key to Integrated Management-Vikas publishing house pvt ltd,2000,5th edition.

SEMESTER – IV
PC Software (MS Office)
PROGRAMMING LABORATORY
List of Practicals

MS-Word

1. Type the text, check spelling and grammar bullets and numbering list items, align the text
2. to left, right justify and centre.
3. Prepare a job application letter enclosing your Bio-Data
4. Perform Mail Merger Operation and Preparing labels.
5. Prepare the document in newspaper column layout.

MS – EXCEL

6. Worksheet Using Formulas.
7. Working Manipulation for electricity bill preparation.
8. Drawing graphs to illustrate class performance
9. An excel worksheet contains monthly sales details of five companies.

MS ACCESS

10. Simple commands perform sorting on name, place and pin code of students database and address printing using label format.
11. Pay rolls processing and prepare report
12. Inventory control.
13. Screen designing for data entry.

MS POWER POINT

14. Prepare a PowerPoint presentation with at least three slides for department Inaugural function.
15. Draw an organization chart with minimum three hierarchical levels.
16. Design an advertisement campaign with minimum three slides.
17. Insert an excel chart into a power point slide.

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SEMESTER – IV
BUSINESS LAW

Goal: To enable the students to acquire knowledge of legal aspects of business

Objective: On successful completion of this course, the students should have understood

⌘ Law of contract, Law of sale of goods

⌘ Law of Agency, Negotiable Instruments Act,....

UNIT – I LAW OF CONTRACT

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract - Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact.

UNIT- II

Legality of Object - Unlawful and illegal agreements - Effects of illegality – Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract.

UNIT – III LAW OF SALE OF GOODS

Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale – Effect of destruction of goods - Documents of title to goods - conditions and warranties – Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT - IV

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

UNIT V

Negotiable Instruments Act 1881- Negotiable Instruments - Characteristics – cheque - Essentials requirements – Endorsements – kinds – crossing – types - Demand draft - Bills of Exchange.

TEST BOOKS:

1. N.D. Kapoor - Elements of Mercantile Law-S.Chand, 2002.
2. Shukla M.C. - A Manual of Mercantile Law-S.Chand,1985.

REFERENCE BOOKS:

1. Venkatesan - Hand Book of Mercantile Law-universal book traders, 1969, 6th edition.
2. Pandia R. H. - Mercantile La-Tripaathi private 1976, 6th edition.
3. K.P.Kandasami - Banking Law & Practice

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SEMESTER - IV

Skill Based Subject-2 : CONSUMER BEHAVIOUR

Subject Description: This course presents the basics of consumer behaviour

Goals: To enable the students to learn the basics of consumer behaviour

Objectives: On successful completion of the course the students should have:

Understood consumer motivation and perception

Learnt consumer learning and attitude

Learnt consumer decision making

UNIT-I

Introduction - Consumer Behaviour — definition - scope of consumer behaviour - Discipline of consumer behaviour — Customer Value Satisfaction - Retention - Marketing ethics.

UNIT –II

Consumer research — Paradigms — The process of consumer research – consumer motivation — dynamics — types — measurement of motives — consumer perception

UNIT – III

Consumer Learning — Behavioral learning theories — Measures of consumer learning
Consumer attitude — formation — Strategies for attitude change

UNIT – IV

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

UNIT-V

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

TEXT BOOKS:

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of India, Sixth Edition, 1998.
2. Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill , 2002

REFERENCE BOOKS:

1. Barry Berman and Joel R Evans — Retail Management — A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006
2. Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

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SEMESTER – V

COST AND MANAGEMENT ACCOUNTING

Goal: To enable the students to acquire knowledge of Accounting for managerial decisions

Objective: On successful completion of this course, the students should have understood

- ⌘ Cost sheet, Material issues, Labour cost...
- ⌘ Financial statement analysis, Budgeting,...

UNIT I (Theory questions only)

Meaning – definition – scope – objectives – function - merits and demerits of Cost and Management Accounting - distinction between cost, management and financial accounting
Elements of cost-cost concepts and costs classification.

UNIT II (Problems and theory questions)

Preparation of cost sheet - stores control- EOQ-maximum, minimum, reordering level - pricing of materials issues - FIFO,LIFO,AVERAGE COST, STANDARD PRICE methods - labour cost - remuneration and incentives.

UNIT III (Problems only)

Financial statement Analysis - preparation of comparative and common size statements - analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

UNIT IV (Problems only)

Fund flow analysis - cash flow analysis (problems only)

UNIT V (Problems and theory questions)

Standard costing-variance analysis - material and labour variances Marginal Costing-cost volume profit analysis. Budgeting and preparation of various budgets – problems Sales budget, Production budget, flexible budget and cash budget.

(Theory carries 20 marks and problems carry 80 marks)

TEXT BOOKS:

1. Jain and Narang – Costing- Kalyani publishers, 1991, 7th edition.
2. Nigam and Sharma - Cost accounting,Himalaya publishers,1992, 5th edition.

REFERENCE BOOKS:

1. RK Sharna & K. Gupta - Management Accounting- Kalyani publishers, 1992, 2nd edition.
2. S.N.Maheswari - Management Accounting-S.Chand & Sons, 1992.

SEMESTER – V
MARKETING RESEARCH

UNIT -I

Marketing Research: Meaning, nature and role of marketing research; Organization of marketing research; Marketing research process: Problem identification and definition; Determination of information needs; Developing research proposal.

UNIT -II

Research Design: Types of research Design – Exploratory, descriptive and conclusive researches; Secondary and primary data: Sources of secondary data; Primary data collection instruments – Questionnaire designing and testing; Schedule; Observation methods; Scaling techniques and attitude measurement; Online data sources and research.

UNIT -III

Sample Design: Defining the universe and sampling unit; Sampling frame; Probability and non-probability sampling methods; Sample size determination, Data collection and survey errors.

UNIT -IV

Data Analysis and Interpretation: Data editing and coding; Tabulation and graphic representation; Statistical data analysis including simulation, hypothesis testing, advanced data analysis techniques; Report preparation and presentation.

UNIT -V

Application of Marketing Research : Product research; Advertising research; Market and sales analysis; Marketing research in India; Ethical issues related to marketing research.

TEXT BOOKS:

1. Research Methodology – C.R.Kothari.
2. Statistical Methods – S.P.Gupta

REFERENCE BOOKS:

1. Boyd, Harper W. Jr., Westfall, Ralph and Stasch, Stanley, Marketing Research: Text and Cases, Richard D.Irwin Inc., Homewood, Illinois.
2. Sharma S.S., Marketing Research- Himalaya publishers,1993.

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SEMESTER – V
INSURANCE PRINCIPLES AND PRACTICE

Goal: To enable the students to acquire knowledge of Insurance Business

Objective: On successful completion of this course, the students should have understood

- ∞ Principles of Insurance
- ∞ Life Insurance and General Insurance business in India

UNIT-I

Defining 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; assignment and nomination; title and claims; concept of trust 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; emergency 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 BOOKS:

1. M.N.Mishra : Insurance Principles and Practices-S.Chand & Sons, 2006.
2. P.Periyasamy : Principles and Practices of Insurance-Tata Mc graw hill, 2009, 2nd edition.

REFERENCE BOOKS:

1. G.S.Panda : Principles and Practices of Insurance
2. N.D.Kapoor : Elements of Business Law- S.Chand & Sons, 1989, 1st edition.
3. Kothari & Bahl : Principles and Practices of Insurance- Kalyani publishers-2005

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SEMESTER – V
COMPUTER PRACTICAL - TALLY – I

Programme List

1. Company creation
2. Creation of ledgers
3. Creation of vouchers
4. Preparation of Day Books
5. Preparation of Trial Balance
6. Preparation of Final Accounts without adjustments
7. Preparation of Final Accounts with adjustments
8. Preparation of stock Groups, Items and Units of Measure.
9. Preparation of Voucher relating to purchases and sales
10. Calculation of stock value using different valuation methods. (FIFO, LIFO, Average Cost, Standards Cost, Last Sale Price)
11. Preparation of Inventory Reports
12. Preparation of Accounting Reports
13. Ratio analysis
14. Preparation of cash flow statement.
15. Preparation of funds flow statement

TEXT BOOK

1. TALLY – S.PALANIVEL Margham publication 2007

REFERENCE BOOKS

1. Financing accounting on computers using Tally –Namrata Agarwal Dream tech press India pvt ltd 1999
2. Using TALLY – Sathyadpal Khanna publishers 1998
3. Accounting With Tally – Nandhani Bpb, 1999
4. Tally More Simple And Flexible – Nellai Kannan. General 2004

Elective – I B
Modern Office Management

Unit –I Office Management and organization

Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.

Unit- II Office Environment & Communication

Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

Unit –III : office correspondence & Record management

Centralized Vs Departmental correspondence – depart mental typing and typing pools – classification of records – principles of record keeping – filling – methods.

Unit –IV : Office systems & Procedures

Systems – procedure – Advantages – Characteristics of sound office system& procedures – work simplification – principles – kinds of reports.

Unit –V Office Personnel relations

Personnel management – definitions – functions –office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.

Reference Books:

1. Modern office management – Dr. I.M.SAHAI –Sathiya Bhawan Agra
2. Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd.

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SEMESTER - V
Skill Based Subject-3 : MERCHANDISING MANAGEMENT

Subject Description: This course presents the basics of merchandising

Goals: To enable the students to learn the basics of merchandising management

Objectives: On successful completion of the course the students should have:

Understood merchandising planning

Learnt merchandise buying

Learnt visual merchandising

UNIT-I

Merchandising — meaning — concept — factors affecting merchandising function — merchandise manager functions — merchandise mix — components of merchandise management — merchandise strategies

UNIT –II

Merchandise Planning — steps involved — merchandise control — assortment planning
merchandising stages

UNIT – III

Merchandise buying — types — sources of supply — identifying and contracting -
evaluating sources- branding strategies — category management

UNIT –IV

Merchandise performance — retail pricing — merchandise allocation — analyzing
merchandise performance — methods.

UNIT-V

Visual Merchandising — types of display — display planning — methods of display —
exterior, interior display — space management — planning lay out

TEXT BOOKS:

Chetan Bajaj and Ranjith — Retail Management — Oxford University Press, Second
Edition, 2005

Gillespie Hecht and Lebowitz — Retail Business Management, Mc Graw Hill Book
Company, Third Edition, 2002

REFERENCE BOOKS:

1. James ROgden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005

2. Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico
Publishing House, Second Edition, 2004

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SEMESTER – VI

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Goal: To enable the students to acquire knowledge of Entrepreneurship

Objective: On successful completion of this course, the students should have understood

- ∞ EDP, Project management
- ∞ Institutional support to entrepreneurial development

UNIT I

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

UNIT II

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

UNIT III

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager.

UNIT IV

Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.

UNIT V

Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

TEXT BOOK:

1. Entrepreneurial Development: S.S.Khanka-S.Chand & Sons,2000,5th edition.
2. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan -S.Chand & Sons, 1992.

REFERENCE BOOK:

1. Project Management : S.Choudhury-Tata Mc Graw hill publishers, 2008.
2. Project Management : Denis Lock-Gowri publishers,2007, 9th edition.

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SEMESTER – VI INVESTMENT MANAGEMENT

Goal: To enable the students to acquire knowledge of Investment management

Objective: On successful completion of this course, the students should have understood

- ∞ Investment avenues
- ∞ Security analysis,...

UNIT I

Concept of investment-important - alternate forms of investment-LIC schemes - bank deposits - government securities - mutual fund schemes - post office schemes - provident fund - company deposits - real estate - gold & silver.

UNIT II

Investment in shares and debentures - comparison with other forms of investment-primary market: role of NIM mechanics of floating new issues secondary market: function mechanics of security trading-OTCEI - NSE futures & options.

UNIT III

Risk – kinds - measures of risk-returns. Valuation of securities - valuation of bonds valuation preference and equality shares.

UNIT IV

Security analysis - fundamental analysis: economic, industry and company analysis technical analysis: Dow theory - types of shares - important share patterns.

UNIT V

Efficient Market theory. Random Walk Theory - weak form-semi strong form .Portfolio Analysis: Markowitz theory - optimum portfolio.

TEXT BOOKS:

1. Preethi Singh Investment Management-Himalaya publishing house,2006.
2. Bhalla V.K Investment Management- S Chand-1st edition.

REFERENCE BOOK:

1. Francis Investment Management
2. Dr.Avadhani Stock Market Analysis.- Himalaya publishing house,1995

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SEMESTER – VI
Global Business Management

UNIT -I

Need and relevance - international trade – current pattern of India’s foreign trade and world trade - India’s trade – trends - composition-volume and direction - traditional and non traditional products - brief background of import trade - future.

UNIT -II

Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – export promotion council – commodity boards – board of trade – trade development authority – FIFO, IIFT (Indian Institute of Foreign Trade), Export inspection council, STC, Export houses.

UNIT -III

Export procedures - offer and receipt of confirmed orders – production – shipping and banking procedure – negotiation - documents for export trade – export incentives.

UNIT -IV

Export financing – procedure for pre-shipment finance - post shipment finance - terms of payment in international trade - letter of credit - features and types - medium and long term loans – export control regulations - ECGC.

UNIT -V

International agencies and agreement – IMF-World Bank – functions and features – WTO features - import policy features.

TEXT BOOKS:

1. TAS Balagopal Export Management- Himalaya publishing house,,1986. 1st edition.
2. Francis Cherunilam International Trade and Export Management- Himalaya publishing house,1996, 5th edition.

REFERENCE BOOK:

1. S K Varghese Foreign Exchange and Financing of Foreign Trade-Vikas publishing house pvt ltd, 1986.
2. Y R Ullal Export Management

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SEMESTER - VI
Elective - II A
Project Work & Viva – Voce

A Project Work for an identified Business Management problem should be undertaken and a detailed report should be submitted for the End Semester Viva – Voce Examination in their VI Semester

TASK 1:

Provide an overview for the students to understand the Meaning Features – Types and Importance of Projects Study. Explain the Need For the Project.

TASK 2:

Explain the procedure to develop a project proposal along with various steps to be taken in that process and also the ‘checks’ to be effected while submitting the proposal.

TASK 3:

Data collection guidelines, data analysis, selection of tools of analysis and tools of representation.

TASK 4:

Guidelines for reporting the findings- Interpreting the results of analysis and presenting the suggestions.

TASK 5:

Guidelines for report preparation , view points on printing, binding, submission as well as presentation and project viva- voce.

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Elective – III C E-Commerce

UNIT – I

Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC - Impact of Ec – Managerial Issues - Benefits and Limitations of EC Retailing in EC :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT – II

Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.

UNIT – III

Advertisement in EC :- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet

UNIT – IV

Business – to – Business Electronic Commerce : Characteristics of B2B EC - Model– Procurement Management Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System - The Role of S/W Agents in B2B – Electronic Marketing in B2B.

UNIT –V

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

Reference Books :-

EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG
- “ELECTRONIC COMMERCE – A MANAGERIAL
- PERSPECTIVE - Pearson Education Asis – 2000.

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SEMESTER – VI

Skill Based Subject-4 : CUSTOMER RELATIONSHIP MANAGEMENT

Subject Description: This course presents the basics of Customer Relationship Management

Goals: To enable the students to learn the basics of Customer Relationship Management

Objectives: On successful completion of the course the students should have:

Understood Relationship Marketing

Learnt Sales Force Automation

Learnt Database Marketing

UNIT – I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III

Sales Force Automation – contact management – concept - Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

TEXT BOOKS:

- 1.S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997
- 2.Paul Green Berg – CRM – Tata Mc Graw Hill, 2002

REFERENCE BOOKS:

- 1.Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006
- 2.Philip Kotler, Marketing Management, Prentice Hall, 2005

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