### BHARATHIAR UNIVERSITY, COIMBATORE-641 046

**B.B.M –International Business**  
(For the students admitted during the academic year 2008-2009 and onwards)

**SCHEME OF EXAMINATIONS – CBCS Pattern**

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components</th>
<th>Course Title</th>
<th>Ins. hrs / week</th>
<th>Examinations</th>
<th>Dur.Hrs</th>
<th>CIA</th>
<th>Marks</th>
<th>Total</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SEMESTER –I</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>Language-I</td>
<td></td>
<td>6</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>II</td>
<td>English-I</td>
<td></td>
<td>6</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>Core I – Management Process</td>
<td></td>
<td>5</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>Core II – Financial Accounting</td>
<td></td>
<td>5</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>Allied Paper I - Mathematics for Management-I</td>
<td></td>
<td>6</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>IV</td>
<td>Environmental Studies #</td>
<td></td>
<td>2</td>
<td></td>
<td>3</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td><strong>SEMESTER –II</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>Language-II</td>
<td></td>
<td>6</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>II</td>
<td>English-II</td>
<td></td>
<td>6</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>Core III – Organisational Behaviour</td>
<td></td>
<td>5</td>
<td></td>
<td>3</td>
<td>20</td>
<td>55</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>III</td>
<td>Core IV – Economics for Executives</td>
<td></td>
<td>5</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>Allied Paper II – Mathematics for Management-II</td>
<td></td>
<td>6</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>IV</td>
<td>Value Education – Human Rights #</td>
<td></td>
<td>2</td>
<td></td>
<td>3</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td><strong>SEMESTER –III</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>Core V – Business Communication</td>
<td></td>
<td>4</td>
<td></td>
<td>3</td>
<td>20</td>
<td>55</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>III</td>
<td>Core V – Production and Materials Management</td>
<td></td>
<td>5</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>Core VI –Marketing Management</td>
<td></td>
<td>5</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>Core VII – International Strategic Management</td>
<td></td>
<td>5</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>Allied : III – Taxation Law and Practice</td>
<td></td>
<td>5</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>IV</td>
<td>Skill based Subject-I : Retail Environment</td>
<td></td>
<td>4</td>
<td></td>
<td>3</td>
<td>20</td>
<td>55</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>IV</td>
<td>Tamil @ / Advanced Tamil # (or) Non-Major Elective–I: Yoga for Human Excellence # / Women’s Rights # Constitution of India #</td>
<td>2</td>
<td>3</td>
<td>50</td>
<td>50</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SEMESTER –IV</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>Core VIII – Human Resource Management</td>
<td></td>
<td>5</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>Core IX – Financial Management</td>
<td></td>
<td>5</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>Core X – World Resources</td>
<td></td>
<td>4</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>Core XI – PC Software (MS Office) -Theory</td>
<td></td>
<td>3</td>
<td></td>
<td>3</td>
<td>10</td>
<td>40</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>III</td>
<td>Core XII – PC Software (MS Office) -Practical</td>
<td></td>
<td>3</td>
<td></td>
<td>3</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>2</td>
</tr>
<tr>
<td>III</td>
<td>Allied : IV – Business Law</td>
<td></td>
<td>5</td>
<td></td>
<td>3</td>
<td>25</td>
<td>75</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>IV</td>
<td>Skill based Subject-2 : Consumer Behaviour</td>
<td></td>
<td>3</td>
<td></td>
<td>3</td>
<td>20</td>
<td>55</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>IV</td>
<td>Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #</td>
<td>2</td>
<td>3</td>
<td>50</td>
<td>50</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Semester V

<table>
<thead>
<tr>
<th>Core/ Elective</th>
<th>Credits</th>
<th>Theory</th>
<th>Practical</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>III Core XIII – Cost &amp; Management Accounting</td>
<td>6</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Core XIV – Marketing Research</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Core XV – International Marketing Management</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Core XVI – International Financial Management</td>
<td>6</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Elective I</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>IV Skill based Subject-3 : Merchandising Management</td>
<td>3</td>
<td>3</td>
<td>20</td>
<td>55</td>
</tr>
</tbody>
</table>

### Semester VI

<table>
<thead>
<tr>
<th>Core/ Elective</th>
<th>Credits</th>
<th>Theory</th>
<th>Practical</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>III Core XVII – Entrepreneurship and Project Management</td>
<td>6</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Core XVIII - Foreign Exchange Management</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Core XIX- Foreign Trade Procedure and Documentation</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Elective II</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Elective III</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>IV Skill based Subject -4 : Customer Relationship Mgt.</td>
<td>4</td>
<td>3</td>
<td>20</td>
<td>55</td>
</tr>
<tr>
<td>V Extension Activities @</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.

### List of Elective Papers (Colleges can choose any one of the paper as electives)

<table>
<thead>
<tr>
<th>Elective – I</th>
<th>A</th>
<th>International Business Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Logistics and Supply chain Management</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>Insurance Principles and Practice</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Elective – II</th>
<th>A</th>
<th>Foreign Trade Laws</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Industrial Relations and Labour Laws</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>Financial Services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Elective - III</th>
<th>A</th>
<th>Shipping and Port Management</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>HRD (Human Resource Development)</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>E - Commerce</td>
</tr>
</tbody>
</table>
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

UNIT –II

UNIT –III

UNIT -IV

UNIT - V

REFERENCE BOOKS

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY
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


UNIT - II


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 - 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)

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy
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 Kurtoses Lorenx 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

REFERENCE BOOKS
1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics
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, Counselling 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 – Co-
operation - 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, Fiedder’s contingency -
Organisational climate - organisational effectiveness – organisational development -
counselling and guidance - Importance of counsellor - types of counselling - merits of
counselling.

REFERENCE BOOKS
1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour
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 Maximisation - 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 - Keyne's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

UNIT - V


REFERENCE BOOKS
1. Sankaran - Business Economics
2. Markar Et al - Business Economics
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

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 – mx2 and 2xn type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that detoriates gradually (value of money does not change with time)

UNIT - IV


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.

REFERENCE BOOKS
2. P.R. Vittal - Operations Research
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

UNIT – II

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

UNIT – IV

UNIT - V

Books for Reference:
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 for Production Planning and control - Principles - Information flow - Routing - Scheduling - Despatching - Control.

**UNIT-II**

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

**UNIT-III**


**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**


**TEXT BOOKS:**

1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management
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


UNIT - III


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


REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
INTERNATIONAL STRATEGIC MANAGEMENT

UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Strategy implementation – Concept of strategy implementation – steps in strategy implementation – Factors causing unsuccessful implementation of Strategy – Organization structure for strategy implementation – Forms of organization structure - relating structure to strategy.

UNIT – V

BOOKS RECOMMENDED
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


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.(problems be included).

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 advalorum and specific duties – exemption

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

BOOKS RECOMMENDED
1. Bhagavathi Prasad - Income Tax Law & Practice
2. Meherothra - Income Tax Law & Practice
3. Gour & Narang - Income Tax Law & Practice
4. Dingare Pagare - Income Tax Law & Practice
5. Dingare Pagare - Business Taxation
6. Balasubramanian - Business Taxation
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

Contents:

UNIT I

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

REFERENCE BOOKS:
James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005
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

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.

REFERENCE BOOKS:
1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations
3. Memoria - Personnel Management and Industrial Relations
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)


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)


UNIT - IV (Theory only)


UNIT - V (Problems& theory questions)
Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

(Theory carries 80 Marks, Problems carry 20 Marks)

REFERENCE BOOKS
1. P.V. Kulkarni - Financial Management
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting
WORLD RESOURCES

UNIT – I


UNIT – II

Climatic zones – Time zones – Resources – Conservation of resources – Interlink between Resources and Trade.

UNIT – III

Agricultural resources: types of agriculture – Geographical distribution of rice, Wheat, Tea, Coffee, Cotton & Sugarcane, animal resources, dairy farming, fishing world fishing grounds.

UNIT – IV

Mineral resources: Types, distribution of iron ore, bauxite, copper, Gold and manganese – Power resources: Production of coal, petroleum, natural gas, hydal and nuclear power.

UNIT – V

Industrial resources: Locational factors – Distribution of Iron and Steel, Engineering, Ship building, Automobile, Textile & Clothing, paper and pulp industries, leather, major industrial regions of the world – Aircraft and Electronic Industries.

BOOKS RECOMMENDED

1. Economic and commercial geography - K.K.Khana & V.K. Gupta
2. An appraisal of resources - S.K. Sadhukhan
3. Economic geography - J.W. Alexander
4. Geography of resources - Dr.B.S. Negikedanath & Ramnath
IV-Semester

PC SOFTWARE (MS OFFICE) - Theory

Unit-I


Unit-II


Unit-III


Unit-IV

Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.

Unit-V

Access Basics- Creating a table- entering and adding records- Changing a structure- working with records – Creating forms – establishable relationship using queries to extract information.

Text Books

3. Quick Course in Micro soft Office Joyce Cox, Polly urban –Galgottia Publications.
4. PC Software for Office- Automation by T.Karthikeyan and Dr. C. Muthu-Sultan Chand and Company.
IV – SEMESTER
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 to left, right justify and centre.
2. Prepare a job application letter enclosing your Bio-Data
4. Prepare the document in newspaper column layout.

MS – EXCEL

5. Worksheet Using Formulas.
7. Drawing graphs to illustrate class performance
8. An excel worksheet contains monthly sales details of five companies.

MS ACCESS

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

MS POWER POINT

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

UNIT II

UNIT - III  LAW OF SALE OF GOODS

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

REFERENCE
1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile Law
5. K.P.Kandasami - Banking Law & Practice
IV – SEMESTER

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

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

UNIT – III
Consumer Learning — Behavioural 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

REFERENCE BOOKS:


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- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

UNIT III (Problems only)

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.

(Theory carries 20 marks and problems carry 80 marks)

REFERENCE BOOKS:
1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharma & K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting
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 estimation, 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:

2. Sharma S.S., Marketing Research.
INTERNATIONAL MARKETING MANAGEMENT

UNIT - I

International Marketing – Basic concepts – orientation- importance – Problems – Internationalo Vs domestic marketing global marketing – evolution of global marketing..

UNIT - II


UNIT - III

Dealing with the competition – competitive forces – identifying competitors – analyzing competitors - designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations.

UNIT - IV

Developing new market offering – Challenging in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy – the product and the product mix-product line decisions – brand decisions – packaging and labeling.

UNIT - V

Developing price strategies and programs – setting the price – adapting the price. Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.

REFERENCE BOOKS:

1. Marketing Management – Philip Kotler (Eleventh edition)
5. International Marketing – Philio R Cateora
INTERNATIONAL FINANCIAL MANAGEMENT

UNIT-I

UNIT- II

UNIT - III

UNIT-IV

UNIT - V

BOOKS RECOMMENDED :

1. International Finance - Prakash G. Apte
2. International Financial management - V. Sharan
3. Foreign Exchange & Risk Management - C. Jeevanandam
5. Global Financial markets - Ian H. Giddy.
V –SEMESTER :
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 —
Ww4iyand interior display — space management — planning lay out

REFERENCE BOOKS:
Chetan Bajaj and Ranjith — Retail Management — Oxford University Press, Second
Edition, 2005
Gillespie Hecht and Lebowitz — Retail Business Management, Mc Graw Hill Book
James ROgden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005
Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico
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**


**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
2. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan
3. Project Management: S.Choudhury
4. Project Management: Denis Lock
FOREIGN EXCHANGE MANAGEMENT

UNIT - I

Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates- Foreign Exchange Management Act- Administration of foreign exchange.

UNIT – II

Foreign exchange transactions-spot, forward and swap transactions- exchange quotations-foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.

UNIT – III

Forward exchange contracts - features -forward margin - factors determining forward margin-calculations - Inter bank deals - cover deals- trading.

UNIT – IV

Foreign exchange risk and exposure - types of exchange risk and exposure-internal techniques of exposure-external techniques of exposure.

UNIT – V

Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency - post-shipment credit finance features -categories.

BOOKS RECOMMENDED

1. Foreign exchange & Risk Management : C. Jeevanandam
2. International Financial : Prakash G.Apte
3. International Financial Management : V.K. Bhalla
4. International Financial Management : V. Sharan
5. International Financial Management : Eun / Resnick
FOREIGN TRADE PROCEDURE & DOCUMENTATION

UNIT - I

UNIT – II
EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones (SEZ) scheme – Eligibility Approval – conditions – fiscal Incentives for developer of SEZ’s – New status Holder Categorization – one to five star Export Houses – Free trade and Warehousing Zones.

UNIT – III
Procedure for Registration of Importers- Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.

UNIT – IV

UNIT – V
Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.

BOOKS RECOMMENDED:
1. Foreign trade policy procedures and documents – M.I. Mahajan
2. 100% Export oriented unites special economic zones award procedure – S.M. Bhat Nagar
3. Import – M.I. Mahajan
4. Import Management – Nand Kishore sharmas
5. Import do it yourself – M.L. Mahajan
6. Export Management - Dr. Verma and Aggerwal
7. A guide on Export policy procedures and documentation – M.L. Mahajan
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.

REFERENCE BOOKS:
- Philip Kotler, Marketing Management, Prentice Hall, 2005
Elective – I

A

INTERNATIONAL BUSINESS ENVIRONMENT

UNIT – I
Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

BOOKS FOR REFERENCE:
1. International Marketing : Onkvist & Shaw
2. International Marketing : Philip R. Careora
3. Environmental Economics : M. Karpagam
4. Environmental Pollution : Katyal, Timmy & Satake.
Elective – I  B  Logistics and Supply chain Management

UNIT- I


UNIT - II


UNIT – III


UNIT – IV

Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT – V


BOOKS RECOMMENDED

1. Physical Distribution - K.K. Khanna
2. Sales and Distribution Management - S.L. Gupta
3. Logistics management - Vinod V. Sople
4. Logistical management - Bowersox Closs
Elective – I  C  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
3. G.S.Panda : Principles and Practices of Insurance
4. N.D.Kapoor : Elements of Business Law
### Elective – II

| A | Foreign Trade Laws |

#### UNIT - I


#### UNIT – II


#### UNIT – III


#### UNIT – IV

Technology import contracts – Technology policy and environment – selection and transfer issues – law for protection of intellectual property rights, copyright, patents, trademarks etc. FEMA- objectives, transactions.

#### UNIT – V


### BOOKS RECOMMENDED

1. Mercantile Law, N.D. Kapoor
2. Mercantile Law, M.C. Kuchal
Elective – II B Industrial Relations and Labour Laws

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

• Legislations relating to Industrial Disputes and Labour welfare

UNIT I
Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

UNIT II

UNIT III

UNIT IV
The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

UNIT V
The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948

REFERENCES:
1. Personnel Management & Industrial Relation -P.C.Tripathi
2. Dynamics of Personnel Management - C.B.Mamoria
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
Elective – II | C Financial Services

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

- To learn the various financial services provided by NBFCs.
- To understand the modes of raising capital from domestic and foreign market.
- To evaluate feasibility of projects on hire purchase and leasing.
- To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

UNIT I
Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds -Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

UNIT II

UNIT III
Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV
Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

UNIT V
Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

REFERENCES:
4. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
5. T.Sundar Rajan, Merchant Banking.
6. L.M.Bhole, Financial Institution & Markets.
8. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.

Elective – III

A

Shipping and Port Management

UNIT – I

Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport

UNIT – II


UNIT – III


UNIT – IV


UNIT – V

India’s maritime trade – development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector.

BOOKS RECOMMENDED
1. Physical Distribution – K.K. Khanna
2. Shipping Management (Cases and Concepts), Raghuram Ashopa, Batnagar Dixit, Ramani Rao, Sinha.
3. The state and market in India’s shipping, Nayar.
Elective – III  B H R D (Human Resource Development)

Course Number:

AIM: To enable the students to learn the principles and practices of developing human resources.

UNIT I:
HRD - Meaning, scope, importance, difference between traditional personnel management and HRD. Role Analysis and HRD-Key performance areas, Critical Attributes, Role Effectiveness, Role analysis methods.

UNIT II:
Performance appraisals and performance development - objectives of performance appraisal - The past and the future; Basic considerations in performance appraisal; Development oriented appraisal system. Interpersonal Feedback and performance counseling

UNIT III:
Potential Appraisal and Development. Career planning and Development.

UNIT IV:
Training - conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria.

UNIT V:
Organization Effectiveness - Organisation Culture, HRD climate; Organization Development - characteristics, HRD - OD interface. HRD experiences in India - Emerging trends and perspectives.

REFERENCES:
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

UNIT – III

UNIT – IV

UNIT–V

Reference Books :-
EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG
- “ELECTRONIC COMMERCE – A MANAGERIAL PERSPECTIVE ,

**************************