SEMESTER II

PRINCIPLES OF MARKETING

UNIT I
Marketing – Definition of market and marketing – Importance of Marketing – Modern marketing concept – Global marketing – E-marketing and Tele marketing – Meaning and concepts – Marketing ethics – Career opportunities in marketing

UNIT II

UNIT III
Consumer behaviour – Meaning – Need for studying consumer behaviour – Factors influencing Consumer behaviour – Market segmentation – Customer relations marketing

UNIT IV

UNIT V
Marketing and government – Agricultural marketing – Problems – Remedial measures – Bureau of Indian standards – Agmark – Consumerism – Consumer protection – Rights of consumers

BOOKS FOR REFERENCE
1. MARKETING MANAGEMENT - RAJAN SEXENA
2. PRINCIPLES OF MARKETING - PHILIP KOTLER & GARY ARMSTRONG
3. MARKETING MANAGEMENT - V.S RAMASAMY & NAMAKUMARI
4. MARKETING - WILLIAM G. ZIK MUND & MICHAEL D’ AMICO
5. MARKETING - R.S.N. PILLAI & BAGAVATHI

--------------------
SEMESTER - III
HIGHER FINANCIAL ACCOUNTING

Subject Description: This course aims to enlighten the students on the Higher Financial Accounting procedures.

Goals: To enable the students to learn the basic concepts of Partnership Accounting and allied aspects of accounting.

Objectives: After the successful completion of the course the student should have a thorough knowledge on the accounting practice prevailing in partnership firms and other allied aspects.

Unit - I

Unit - II
Retirement of Partner - Calculation of Gaining Ratio- Revaluation of Assets and Liabilities-Treatment of Goodwill (As per new accounting standards) – Adjustment of Goodwill through Capital A/c only - Settlement of Accounts - Retiring Partner’s Loan Account with equal Installments only.

Unit – III
Dissolution - Insolvency of Partners- Garner Vs Murray- Insolvency of all Partners - Deficiency A/c - Piecemeal Distribution - Proportionate Capital Method only.

Unit - IV
Insolvency of Individuals and Firms – Fire Claims : Normal Loss – Abnormal Loss.

Unit - V
Voyage Accounts - Human Resources Accounting and Inflation Accounting (Theory only).

NOTE: Distribution of Marks: Theory - 20% and Problems- 80%

Books for Reference:
SEMESTER - IV

COMPUTER APPLICATION IN BUSINESS

Subject Description : This course is designed to project the utilization of Computers in the Modern Business World.

Goals : To enable the students to know the importance of Computer in Business

Objectives : After the successful completion of the course the student must be aware of concepts and utilization of computer in day to day life.

Unit I

Unit II

Unit III

Unit IV

Unit V

Books for Reference:
1. Fundamentals of Information Technology - Alexis Leon & Mathews Leon
2. Information Technology for Management - Henry C. Lucas
3. Computers and Commonsense - Roger Hunt and John Shellery
4. Management Information System - Dr. S.P. Rajagopalan
5. Computer Application in Business - Dr.R. Parameswaran
SEMESTER IV
BANKING THEORY

SUBJECT DESCRIPTION: This course enable the learners to update with the modern banking Practices

GOALS : To develop the knowledge in the field of banking

OBJECTIVES : After the successful completion of the course the student will be able to know the functions of banks

UNIT I
Origin of banks – Definition of banking – Classification of banks – Banking system – Unit banking – Branch banking, Universal banking & Banking markets- Functions of Modern Commercial Banks

UNIT II
Recent trades in Indian banking – Automated Teller Machines – Customer services – Debit cards – Credit cards – E-banking

UNIT III
Central banks – Functions – Credit control measures – Quantitative and selective credit control measures – Role of RBI in regulating and controlling banks

UNIT IV
State bank of India – Evolution – Functions – Role of SBI in Economic Development

UNIT V
Commercial banks function – Rural financing – Regional rural banks – Place of co-operative banks in the Indian banking scene

BOOKS FOR REFERENCE
1. BANKING OF INDIA - PANANDIGAR . S.J
3. A TEXT BOOK OF BANKING - MAHESWARI .S.N
4. INDIAN BANKING - NATARAJAN .S & PARAMESHWARAN .R
5. BANKING AND FINANCIAL SYSTEM - SANTHANAM
SEMESTER - VI
MANAGEMENT ACCOUNTING

Subject Description: This course aims to develop an understanding of the conceptual framework of Management Accounting

Goals: To acquaint the students, the Management Accounting Techniques that facilitates managerial decision – making.

Objectives: After the successful completion of the course the student should have a through knowledge on the Management Accounting Techniques in business decision making.

UNIT I

UNIT II

UNIT III

UNIT IV
Marginal costing and Break Even Analysis – Managerial applications of marginal costing – Significance and limitations of marginal costing.

UNIT V
Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets – Master Budget – Preparation of cash budget, sales budget, purchase budget, material budget, flexible budget.

Note: Distribution of marks : Theory 40% and Problems 60%

Books for Reference: