

BHARATHIAR UNIVERSITY, COIMBATORE-641 046
B.A. ECONOMICS WITH LOGISTICS AND FREIGHT MANAGEMENT
(CBCS PATTERN)

WITH COMPULSORY DIPLOMA IN TRADE ECONOMY AND COMPUTER SYSTEMS
(For the students admitted during the academic year 2008-2009 and onwards)

SCHEME OF EXAMINATIONS

Part	Study Components / Course Title	Inst. Hours/ Week	Examination				Credit
			Duration	CIA \$	Uni. Exam	Total	
Semester I							
I	Language-I	6	3	25	75	100	3
II	English-I	6	3	25	75	100	3
III	CORE I – MANAGERIAL ECONOMICS & DECISION MAKING – I	5	3	25	75	100	4
III	CORE II – INTRODUCTION TO LOGISTICS MANAGEMENT	5	3	25	75	100	4
III	ALLIED PAPER I COMPUTER APPLICATIONS IN BUSINESS	6	3	25	75	100	5
IV	Environmental Studies #	2	3	-	50	50	2
Semester II							
I	Language-II	6	3	25	75	100	3
II	English-II	6	3	25	75	100	3
III	CORE III – MANAGERIAL ECONOMICS & DECISION MAKING – II	5	3	25	75	100	4
III	CORE IV – PRINCIPLES OF LOGISTICS INFORMATION	5	3	25	75	100	4
III	ALLIED PAPER II COMPUTERISED ACCOUNTING – TALLY	6	3	25	75	100	5
IV	Value Education – Human Rights #	2	3	-	50	50	2
Semester III							
I	Language-III	6	3	25	75	100	3
II	English-III	6	3	25	75	100	3
III	Core V – MACRO ECONOMICS	4	3	25	75	100	4
III	Core VI – SUPPLY CHAIN MANAGEMENT	4	3	25	75	100	4
III	Allied : III - STATISTICS	5	3	25	75	100	5
IV	Skill based Subject 1 (Diploma) FINANCIAL ACCOUNTING	3	3	25	75	100	3
IV	Tamil@ / Advanced Tamil# (OR) Non-major elective - I (Yoga for Human Excellence)# / Women's Rights#	2	3	75	75	75	2
Semester IV							
I	Language-IV	6	3	25	75	100	3
II	English-IV	6	3	25	75	100	3

III	Core VII – MONETARY ECONOMICS	4	3	25	75	100	4
III	Core VIII – INTRODUCTION TO PL/SQL	4	3	25	75	100	4
III	Allied : IV BUSINESS MATHEMATICS	5	3	25	75	100	5
IV	Skill based Subject 2 (Diploma) TRADE DOCUMENTATION	3	3	25	75	100	3
IV	Tamil @ /Advanced Tamil # (OR) Non-major elective -II (General Awareness #) Semester V	2	3	75		75	2
III	Core IX – FISCAL ECONOMICS	6	3	25	75	100	4
III	Core X – INVENTORY MANAGEMENT	6	3	25	75	100	4
III	Core XI – FOREIGN TRADE PROCEDURES AND DOCUMENTATION	6	3	25	75	100	4
III	Core XII – GLOBAL HUMAN RESOURCE MANAGEMENT	5	3	25	75	100	4
III	Elective –I	4	3	25	75	100	5
IV	Skill based Subject 3 (Diploma) COMPUTER SYSTEM – I Semester VI	3	3	25	75	100	3
III	Core XIII – INDIAN ECONOMIC ISSUES	6	3	25	75	100	4
III	Core XIV - TRANSPORTATION, WAREHOUSING AND FREIGHT MANAGAEMENT	6	3	25	75	100	4
III	Core XV – GLOBAL LOGISTICS	5	3	25	75	100	4
III	Elective –II	5	3	25	75	100	5
III	Elective –III	5	3	25	75	100	5
IV	Skill based Subject 4 (Diploma) COMPUTER SYSTEM – II	3	3	25	75	100	3
V	Extension Activities @	-	-	50	-	50	1
Total						3700	140

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

@ 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)		
Elective – I	A	E-commerce
	B	Investment Policies and Programme – I
	C	Auditing
Elective – II	A	Banking Practices
	B	Introduction to Insurance
	C	Capital Market Intermediaries
Elective - III	A	Global Marketing
	B	Investment Policies and Programme – II
	C	Agricultural and Rural Development

**B.A. Economics with Logistics and Freight Management
Semester I**

Part III – Core Paper I – Managerial Economics and Decision Making I

Total Hours: 90

Preamble:

The Paper aims to

- Equip the students with the fundamental tools of economic analysis
- To acquire skills in applying the tools of economic analysis in forecasting demand and deciding production.

Unit I

Managerial Economics – Definition, Nature And Scope – Decision-Making Process-Five Basic Principles – Objectives Of The Firm – Role And Responsibilities Of Managerial Economists.

(18 Hours)

Unit II

Consumption And Utility Analysis: Wants- Characteristics-Classification-Concept Of Utility-Law Of Diminishing Marginal Utility – Law Of Equi - Marginal Utility – Indifference Curve Analysis – Properties – Marginal Rate Of Substitution – Consumer's Equilibrium – Consumer's Surplus.

(18 Hours)

Unit III

Demand Analysis And Forecasting: Law Of Demand – Elasticity Of Demand – Types, Measurement, Applications – Demand Function – Demand Forecasting – Types, Objectives And Purpose Of Forecasting – Methods Of Forecasting.

(18 Hours)

Unit IV

Production Analysis: Production Function – Assumptions – Cobb – Douglas Production Function – Use Of Production Function In Decision Making – Isoquants – Laws Of Production: Laws Of Variable Proportions – Laws Of Returns To Scale – Law Of Supply, Economies Of Scale.

(18 Hours)

Unit V

Cost Concepts: Concepts and classifications – Cost - Output relationship – Revenue – Concepts, Types, Curves under perfect and Imperfect Competition – Break Even Analysis.

(18 Hours)

Books for Reference:

- S. Sankaran : Managerial Economics, Margham Publications, Chennai, 2006.
- R. Cauvery and others : Managerial Economics, S.Chand and Company, New Delhi, 2002.
- S. Mukherjee : Business and Managerial Economics in the Global Context, New Central Book Agency (P) Ltd., KolKata, 2005.

B.A. Economics with Logistics and Freight Management
Semester I

Part III – Core Paper II – Introduction to Logistics Management

Total Hours: 90

Preamble:

The aim of the paper is to

- Know how a logistic strategy fits into an organisation's broader decisions.
- Understand the role of logistic providers.
- Realize the meaning of customer service and understand its importance to logistics management.

Unit I

Logistics- Definition - History and Evolution- Objectives-Elements-Activities-importance-The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics. (18 Hours)

Unit II

Logistics Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistic Management-Evolution of the concept- model - process-activities (in brief). (18 Hours)

Unit III

Outsourcing logistics-reasons-Third party logistics provider-Fourth party Logistics providers (4 pl)-Stages-Role of logistics providers (18 Hours)

Unit IV

Logistics Strategy-Strategic role of logistics-Definition-role of logistics managers in strategic decisions-Strategy options, lean strategy, Agile Strategies & Other strategies-Designing & implementing logistical strategy (18 Hours)

Unit V

Quality customer service & integrated logistics-customer service-importance-elements-the order cycle system-distribution channels-Functions performed-Types-designing. (18 Hours)

Books for Reference:

- David J. Bloomberg, Stephen LeMay & Joe B. Hanna : Logistics, Prentice-Hall of India Pvt Ltd., New Delhi, 2003.
- Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
- Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
- Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
- Krishnaveni Muthiah : Logistics Management & World Seaborne Trade, Himalaya Publishing House, Mumbai, 1999

B.A. Economics with Logistics and Freight Management
Semester I
Part III - Allied Paper I – Computer Applications in Business
Total Hours: 90

Preamble:

The Papers covers the essential skills for using all the programs separately and as a team

- It equips the students to develop their own application using Graphical user Interface.
- Knowledge of Microsoft Access as Database Management System to organizing Staggering information about personal and business life.
- To learn Power point presentation graphics program.

Unit I:

Windows 2000: Introduction to computers – Windows 2000 – Features of Windows 2000 – Date and Time, Time Zone, Display, Background, Screen saver, Fonts, Modems, Mouse, Mouse Pointers – Explorer.

(18 Hours)

Unit II:

MS Word : Word Basics – Starting word creating documents, parts of a word window, formatting features, menus, commands, toolbars and their icons – Mail Merge – Macros – Word Exercises.

(18 Hours)

Unit III:

MS Excel: Excel Basics – Introduction – Menus, Commands, Toolbars and their icons – Data sort – Functions – Excel Exercises.

(18Hours)

Unit IV:

MS Power Point: Power Point Basics – Introduction – Toolbars their Icons and commands – Navigating in Power Point – working with PowerPoint (Animation effects, Hyperlink)

(20 Hours)

Unit V:

MS Access : Introduction – Parts of an Access window – (Toolbars and their Icons) – creating a simple database and tables – forms – entering and editing data – finding, sorting and displaying data – Printing reports, form, letters and labels.

(16 Hours)

Books for Reference:

- Sanjay Saxena : “A First Course in Computers”, Vikas Publishing House Pvt Ltd., Delhi, 2003.
- Ron Mansfield : Working in Microsoft Office, Tata Mc Graw Hill Publishing Company Ltd., Delhi, 2005.

Practical I - Computer Applications in Business

- Prepare a class timetable using MS Word
- Prepare an application with Bio Data using MS Word (like application for the post of Lecturer in college)
- Prepare a chart for student name versus subject marks using MS Word
- Prepare an information letter about the college reopening date to the student using Mail Merge
- Prepare an information letter to various students about the publication of results using Mail Merge
- Design an advertisement copy in MS Word
- Prepare Students mark sheet using Excel
- Prepare Payroll for employee using Excel
- Draw a chart using Excel with the details : student name and marks of 3 subjects
- Design a sports day invitation and prepare slides describing various events in Power point
- Display various departments and courses offered in our college using Power point
- Prepare the teaching slides using Power Point
- Create a database for employee details and generate a report for pay slip using MS Access
- Create a database maintaining stock in a shop with fields : Serial number (Primary Key), Name of product, Product code, Quantity and Price
- Create a database for customer information and generates a report with the customer name in ascending order.

**B.A. Economics with Logistics and Freight Management
Semester II**

**Part III – Core Paper III – Managerial Economics and Decision Making II
Total Hours: 75**

Preamble:

The Paper aims to

- Equip the students with the knowledge of pricing under different market conditions
- Develop the skills in managing capital and profit
- Impart skills in risk management

Unit I

Market Structure And Pricing Decisions: Classification Of Markets – Pricing Under Perfect Competition – Pricing Under Monopoly – Price Discrimination – Dumping – Pricing Under Monopolistic Competition – Pricing Under Oligopoly (Limited To Kinked Demand Curve Model) – Cournot Model Of Duopoly – Monopsony.

(15 Hours)

Unit II

Pricing Methods: Cost Plus Or Full-Cost Pricing Method – Target Pricing Or Pricing For A Rate Of Return – Marginal Cost Pricing – Going Rate Pricing – Customary Pricing – Differential Pricing – Its Advantages And Limitations. Pricing Of Joint Products – Pricing A New Product: Skimming And Penetration – Pricing Over The Lifecycle Of A Product – Pricing For Mature Products – Product –Line Pricing. Pricing By Manufacturers And Retailers – Mark Up And Mark Down Pricing By Retailers.

(15 Hours)

Unit III

Profit Management: Meaning – Theories Of Profit – Hawley’s Theory – Knight’s Uncertainty Theory – Schumpeter’s Innovation Theory – Concepts Of Profit – Accounting And Economic Profits – Functional Role Of Business Profit – Profit Policies. Planning And Forecasting.

(15 Hours)

Unit IV

Capital Management: Capital Budgeting – Cost Of Capital – Project Profitability.

(15 Hours)

Unit V

Managerial Decision Making – Risk And Uncertainty – Types Of Uncertainties – Elements Of Decision Theory – Decision Making Model – Procedure – Classification Of Managerial Decision Problems – Analysis Of Decisions. Decision Taking Under – Certainty And Uncertainty – Probability Theory Approach.

(15 Hours)

Books for Reference:

- S.Sankaran : Managerial Economics, Margham Publications, Chennai,2006.
- R.Cauvery and others : Managerial Economics, S.Chand and Company, New Delhi, 2002.
- S.Mukherjee : Business and Managerial Economics in the Global Context, New Central Book Agency (P) Ltd., KolKata, 2005.

**B.A. Economics with Logistics and Freight Management
Semester II**

Part III – Core Paper IV – Principles of Logistics Information

Total Hours: 75

Preamble:

The paper aims to teach

- the forms of logistics information
- Information functionality
- Information forecasting
- Application of information technology in logistics

Unit I

Logistics Information-Meaning & Need Forms-LIS-Definition-Information functionality - activities involved in transaction system-Principles of designing or evaluating LIS applications.
(15 Hours)

Unit II

LIS Architecture-components-Two forms of activities; Planning & co-ordination flows & operating flows - Flow and use of integrated logistics information.
(15 Hours)

Unit III

Information forecasting: Definition-Process- component-characteristic of forecast compound-approaches-forecast techniques-Forecast error.
(15 Hours)

Unit IV

Information Technology & Logistics-Electronic Data Interchange-Personal Computers-Artificial Intelligence/Expert system-Communications Bar coding & Scanning. Electronic Data Interchange standards-Communication, Information & Future directions.
(15 Hours)

Unit V

Information Technology for supply chain management - Bull whip effect-IT in supply chain-Business Process Reengineering-enterprise resource planning-EDI-Problems with EDI-Impact of Internet on SCM.
(15 Hours)

Books for Reference:

- David J. Bloomberg, Stephen LeMay & Joe B. Hanna : Logistics, Prentice-Hall of India Pvt Ltd., New Delhi, 2003.
- Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
- Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
- Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
- Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
- Sarika Kulkarni } : Supply Chain Management, Tata McGraw Hill Publishing Co Ltd., New Delhi, 2004
Ashok Sharma }

**B.A Economics with Logistics and Freight Management
Semester II
PART III – Allied Paper II - Computerized Accounting - Tally**

Total Hours: 90

Preamble:

The objectives of the Paper are

- ❖ To familiarize the students with accounting skills using tally software

Unit I

Basics of Accounting-Accounting Principles – concepts and conventions- Double entry system- Rules of Accounting – mode of accounting – financial statements. Accounting on Computers: Accounting system – Benefits of accounting on computers- factors contributing to change – Challenges associated with accounting on Computers,

Unit II

Tally Fundamentals: Introduction to Tally – Features of Tally – Getting functional with Tally – Creation/ Setting up of a company in Tally- F11 Features – F12 Configure – Value added tax in Tally

Processing Transactions in Tally: Ledgers and Groups – Accounting Vouchers – Contra Voucher – Payment Voucher – Receipt Voucher – Journal Voucher – Sales Invoice – Duties and taxes – Recording Transaction of Sample Data

Unit III

Generating and Printing of Accounting Reports: Financial Reports in Tally – Balance Sheet – Profit and Loss Account – Account Books – Group Summary – Group Vouchers – Generation of Reports

Inventory in Tally: Stock Groups – Stock Items – Units of Measure – Inventory Vouchers - Recording Simple Inventory Transactions

Unit IV

Purchase and Sales: Cash and Credit Purchases – Cash and Credit Sales – Purchases Returns – Sales Returns – Bill of exchange – Bills Receivable and Bills Payable – Revenue Recognition Principles – Price Levels

Display and Reports: Introduction – Accounting and Inventory Reports in Tally

Unit V

Accounting Reports: Balance Sheet – Profit and Loss Account – Account Books – Statement of Accounts – Day Book

Inventory Reports: Stock Summary – Inventory Books

Printing Reports: Types of Print Configuration Options – Print Format

References :

- Namrata Agarwal & Sanjay Kumar : Financial Accounting on Computers using Tally
Dreamtech Press, New Delhi, 2002
- N.Satyapal : Using Tally
Khanna Publications, New Delhi, 2000
- Implementary Tally : BPB Publication, 2001

B.A. Economics with Logistics and Freight Management Semester III PART III – Core Paper V – Macro Economics

Total Hours: 75

Preamble:

The course is designed to

- Make the students aware of the basic, theoretical framework underlying the field of macro economics.
- Expose the students to macro economic aspects in Keynesian and Post-Keynesian economics.

Unit I

Definition, nature and scope of Macro Economics – Circular flow of income Closed Economy Model – Open Economy Model – Importance of circular flow of

income – National Income – Concepts, Measurement – Difficulties in measurement of national income* - Various forms of Social Accounting and their uses.

(15 Hours)

Unit II

Classical Theory of Employment: Say's Law of Market – Pigou's wage on Policy – Keynesian Theory of Employment: Effective Demand – Under employment equilibrium. Difference between Classical Theory of Employment and Keynes Theory on Employment.

(15 Hours)

Unit III

Consumption Function – Average and Marginal Propensity to Consume Determinants of Consumption Function* - Keynes's Psychological Law of Consumption Function – Duesenberry's Relative Income Hypothesis – Friedman's Permanent Income Hypothesis.

(15 Hours)

Unit IV

Savings – Types of Saving* - Determinants of Saving – Investment function Types of Investment – Determinants of Investment. Marginal Efficiency of Capital and Rate of Interest (Only Liquidity Preference Theory of Interest) – Saving and investment equality – Classical Approach – Keynes Approach – Multiplier – Its working and Leakages – Principles of Acceleration.

(15 Hours)

Unit V

Post – Keynesian Macro Analysis – Contributions of Hicks and Hansen – IS – LM function – Primary and secondary objectives of general Macro Economics Policy – Supply side economics.

(15 Hours)

Books for Reference

- Dr. R. Cauvery and Others : Macro Economics, S. Chand & Company Ltd.,
New Delhi, 2004.
- M.L. Jhingan : Macro Economics, Konark Publishers Pvt
Ltd., New Delhi, 1987
- Dr. S. Sankaran : Macro Economics, Margham Publications,
Chennai, 2004.

B.A. Economics with Logistics and Freight Management
Semester III

Part III – Core Paper VI – Supply Chain Management

Total Hours: 60

Preamble:

The paper aims to educate students on

- Stages of supply chain management
- New opportunities in SCM

Unit I

SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents - Organisation.

(12 Hours)

Unit II

Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM-Dimensions of Supply Chain Excellence-Forces influencing SCE-Emotions, Physical and Financial Supply Chains-Check list for Excellence.

(12 Hours)

Unit III

Purchasing and Supply Management-Introduction-importance-objectives-purchasing process-purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-Just-in-time purchasing.

(12 Hours)

Unit IV

Outsourcing in SCM-Meaning need-outsourcing risks-outsourcing process-outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.

(11 Hours)

Unit V

Performance Measurement in SCM-Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM-Supplier performance measurement-Parameters choosing suppliers.

(13 Hours)

Books for Reference:

- David J. Bloomberg, Stephen LeMay & Joe B. Hanna : Logistics, Prentice-Hall of India Pvt Ltd., New Delhi, 2003.
- Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004

- Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
- Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
- Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
- Sarika Kulkarni } : Supply Chain Management, Tata Mc-
Ashok Sharma } Graw Hill Publishing Co Ltd., New Delhi, 2004

B.A. Economics with Logistics and Freight Management

Semester III

PART III – Allied Paper III –Statistics

Total Hours: 90

Preamble

This course aims at

- Analyzing and interpreting data
- Applying the statistical tools for solving economic problems

Unit I

Definition – importance – functions and limitations of statistics – Primary and Secondary data, census and sampling methods – Collection of data* Frequency distribution – Classification and Tabulation of data – Diagrammatic and Graphical representation – Ogive and Lorenz Curves

(20 Hours)

Unit II

Measures of Central Tendencies – Functions of an average – Essentials of an ideal average – Arithmetic mean – Geometric Mean – Median – Mode – Relationship between different averages – Appropriateness of an average.

(16 Hours)

Unit III

Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Coefficient of Variation – Skewness – Kurtosis.

(17 Hours)

Unit IV

Simple Correlation – Meaning and types – Measurement of Correlation – Karl Pearson's Coefficient of Correlation – Spearman's Rank Correlation – Method of Least Square with one independent variable.

(18 Hours)

Unit V

Index numbers – Laspeyre’s, Paasche’s, Fisher’s Ideal Index Numbers – Cost of Living numbers – Time Series Analysis – Components and measurements of Time Series limited to moving average and least square methods.

(19 Hours)

Note: Theory carries 40 marks and problems carry 60 marks

Books for Reference:

- R.S.N. Pillai and Mrs. V. Bagavathi : Statistics, S. Chand & Company Ltd., New Delhi, 1997.
- S.P. Gupta : Statistical Methods, Sultan Chand & Sons, New Delhi, 1991.

B.A. Economics with Logistics and Freight Management SEMESTER IV

PART III –Core Paper VII – Monetary Economics

Total Hours: 60

Preamble

The Paper aims at

- Understanding the role of money ,theories of Money and how money is Managed in Modern economy
- Analyzing the monetary forces, their developmental role and limitations in shaping and influencing the monetary policies

Unit I

Nature and importance of Money – Significance of money – Definition of Money – Functions of Money, Value of Money – Measurement of changes in value of money.

(10 Hours)

Unit II

The supply and demand for money. The Supply of Money- Measures of Money Supply (Different approaches – Traditional, monetarist, Gurley- Shaw, Radcliff approach – in brief)

Velocity of circulation of money : Demand for money – classical view – modern view.

(14 Hours)

Unit III

Theories of Money –Fisher’ quantity theory of money – Cambridge version of quantity theory – Keynes theory of money and prices– Reformulation – Friedman’s Restatement of quantity theory of money.

(14 Hours)

Unit IV

Inflation – meaning – definition – causes-demand pull inflation – cost push inflation – effects of inflation – control of inflation – effects of deflation – control of deflation – stagflation – business cycles – meaning – phases – types.

(10 Hours)

Unit V

Commercial banks in Economic Development –credit Creation by Commercial banks – Functions of central banks- Methods of Credit Control.

Money and capital market (a brief idea only) - Monetary policy – its objectives. Financial Intermediaries– their role in India’s Economic Development.

(12 Hours)

Books for Reference :

- Dr.S.Sankaran : Monetary Economics, Margham Publications, Chennai, 2005
- B.N. Ghosh and Rama Ghosh : Fundamentals of Monetary Economics, Himalaya Publishing House, Bombay, 1990
- M.L.Jhingan : Monetary Economics, Konark Publishers Pvt. Ltd., Delhi, 1997
- T.T.Sethi : Monetary Economics, S.Chand & co. Ltd., Delhi, 1996

B. A. Economics with Logistics and Freight Management Semester IV

Part III – Core Paper VIII – Introduction to PL/SQL

Total Hours: 45

Preamble:

The aim of the paper is

- ✓ To make the students design and maintain databases.
- ✓ To store and retrieve information contained in the database.

Unit I

Introduction to Managing Data: Understanding Human Data – Basic Database Concepts. Interactive SQL: Invoking SQL* plus – Data manipulation in DBMS – Data types – Two Dimension Matrix Creation – Insertion of Data into Tables – Viewing Data – Deletion operation – Updating the contents – Modifying the structure.

(9 hours)

Unit II

More on SQL – Computations on Table Data – Oracle Functions – Data constraints – Grouping Data from Tables in SQL – Manipulating Dates in SQL – Subqueries – Joins – Using the Union, Intersect and Minus Clause.

(10 hours)

Unit III

Indexes – Sequences – PL/SQL: Introduction – Generic PL/SQL Block – Execution Environment - PL/SQL

(8 hours)

Unit IV

Oracle Transactions – Processing a PL/SQL Block – Cursors.

(9 hours)

Unit V

Concurrency Control in Oracle – Locks – Error Handling in PL/ SQL – Oracle's Named Exception Handlers. Stored Procedures and Functions. Database Triggers – Types – Deleting a Trigger

(9 hours)

Books for Reference:

- Ivan Bayross : SQL, PL/SQL – The Programming Language of Oracle, BPB Publications, New Delhi, 2006.
- Ivan Bayross : Commercial Application Development Using ORACLE DEVELOPER 2000, BPB Publications, New Delhi, 1997.

B.A. Economics with Logistics and Freight Management Semester IV

Part III – Allied Paper IV –Business Mathematics

Total Hours: 90

Preamble:

The paper helps the students

- ✓ To gain elementary mathematical knowledge
- ✓ To know the application of mathematical techniques in Economic theories.

Unit I : Mathematical Economics and Algebra

Nature and scope of Mathematical Economics – Mathematical operations with decimal and fractions – Ratios and proportions – Variations – Progression – Arithmetic progression – Harmonic progression – Geometric progression – Binomial progression.

(16 hours)

Unit II : Number system and equation

Number system – Prime numbers – Integers – Rational numbers – Operations with fractions - Real number system – Properties of real number system Equation – Linear and Quadratic – Solutions to linear and quadratic equations.

(18 hours)

Unit III : Matrix Algebra

Matrix – Types – Addition – Subtraction – Multiplication – Determinants – Transpose of matrix – Inverse of matrix – Solution of simultaneous equation – Cramer's rule – Matrix inversion method (3*3).

(18 hours)

Unit IV : Differentiation

Geometry of Marginal analysis – Process of Differentiation – Rules of Differentiation – Some Standard results – Exponential and logarithmic – Derivatives of Higher Order – Sign of differential coefficient – Application of second order derivatives and nature of curve – maximum and minimum values of a function (single variable) – Order conditions for maximum and minimum values.

(19 hours)

Unit V : Mathematics of finance

Simple interest, Compound interest – Depreciation – Discounting – Annuity – Perpetuity – Amortization – Sinking fund – Percentage – Cost, Sales, Profit – Purchase discount – Trade, Quantity and Cash – Commission.

(19 hours)

Note : Theory carries 40 marks and problem carries 60 marks.

Books for Reference:

- V.D.Deshpande, Chandekar & Dharmadhihari : Elementary Mathematical Techniques for Economics, S. Chand & Company Pvt Ltd., New Delhi, 1998.
- B.C. Metha and B.C.Madnani : Mathematics for Economists, Sultan Chand & sons, New Delhi 2000.
- B. Navaneetham & others : Business Mathematics, Anand Publications, Tiruchirapalli, 1998.
- Srinath Baruah : Basic Mathematics, Applications in Economics, Macmillan India Ltd, Chennai, 2001
- Alpha C Chiang : Business Mathematics, Mc Graw Hill Book Company, New Delhi, 1984.

**B.A. Economics with Logistics and Freight Management
Semester V**

Part III – Core Paper IX – Fiscal Economics

Total Hours: 90

Preamble:

The aim of the Paper is

- to enable the students to understand the fundamentals of Public Finance
- to impart a thorough understanding of the role and functions of the Government in a modern economy and
- to study the impact of financial operations on economic activities

Unit I

Nature And Scope Of Public Finance – Meaning And Definition Of Public Finance – Distinction Between Public Finance And Private Finance. Principles Of Maximum Social Advantage

(15 Hours)

Unit II

Public Revenue – Meaning , Significance Of Public Revenue, Sources Of Public Revenue –Tax & Non Tax Revenue. Canons Of Taxation- Objectives Of Taxation- Characteristics Of A Good Tax Systems. Effects Of Taxation On Production And Distribution. Direct And Indirect Taxes (With Special Reference To Income Tax, Wealth Tax, Gift Tax, Sales Tax, VAT, Excise Duties, And Custom Duties) – Meaning Of Incidence And Shifting And Modern Theory Of Incidence

(20 Hours)

Unit III

Public Expenditure – Classification Of Public Expenditure – Causes For The Growth Of Public Expenditure – Effects Control Of Public Expenditure. Public Debt – Meaning And Classification Of Public Debt – Causes –Growth Of Public Debt Methods Of Debt Redemption –Effects Of Public Debt

(20 Hours)

Unit IV

Principles Of Federal Finance - Centre – State Financial Relationship – Role Of Finance Commission – Report Of Current Finance Commission – Deficit Financing – Meaning, Methods And Effects

(20 Hours)

Unit V

Fiscal Policy – Meaning –Objectives – Tools, Role Of Fiscal Policy In Developing Economy. Budget – Features – Objectives – Balanced And Unbalanced Budget – Budgetary Procedures In India

(15 Hours)

Books for Reference:

- Dr.R.Cauvery & others : Public Finance (Fiscal Policy)
S.Chand & Ltd.,Delhi 2005
- B.P.Tyagi : Public Finance JaiPrakash Nath
& Co., Meerut,2005
- S.Sankaran : Fiscal Economics, Margham Publications,Chennai,
2001
- R.K. Lekhi : Public Finance, Kalyani
Publishers New Delhi,2003

B.A. Economics with Logistics and Freight Management
Semester V

Part III – Core Paper X – Inventory Management

Total Hours: 75

Preamble:

The aim of this paper is to

- Understand the importance of holding inventory by the organizations.
- Describe ABC inventory systems.
- Calculate an Economic Order Quantity (EOQ) and safety stock.

Unit I

Inventory – Definition – Types – Characteristics - Cost of Carrying inventory - Conceptual framework of inventory - Inventory categorization - Service level.
(15 Hours)

Unit II

Inventory Management-Meaning-need-Classification ABC Analysis and CAV analysis-Inventory Management Policy-factors to be considered to formulate it-definition-Inventory control procedures-Inventory Planning methods-Constraints to the effectiveness of Inventory Planning-Conceptual design of a Combined DRP/MRP System-features-benefits & limitations of DRP.
(18 Hours)

Unit III

Inventory Management Strategy-Strategy Development process-Characteristics of poor inventory-Steps-Methods for improved inventory management- Export inventory management.
(15 Hours)

Unit IV

Inventory Management models-Push and Pull models-EOQ model-Safety stock – Inventory cost-Types: carrying and ordering - financial impact of inventory-Total cost presentation.
(13 Hours)

Unit V

Supply chain Inventory Management-Reasons for carrying inventory-Supply chain wastes and their effects on inventory investment-Measures to eliminate supply chain waste-Approaches for controlling inventory investment. Supply chain inventory planning and controlling.
(14Hours)

Books for Reference:

- David J. Bloomberg, Stephen LeMay & Joe B. Hanna : Logistics, Prentice-Hall of India Pvt Ltd., New Delhi, 2003.
- Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004

- Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
- Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
- Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
- Sarika Kulkarni } : Supply Chain Management, Tata Mc-
Ashok Sharma } Graw Hill Publishing Co Ltd., New Delhi, 2004

B.A. Economics with Logistics and Freight Management

Semester V

Part III – Core Paper XI – Foreign Trade Procedures and Documentation

Total Hours: 75

Preamble

The objectives of this paper are

- ❖ To expose the students to export and import trade and
- ❖ To familiarize the students with procedures of export-import trade

Unit I

Foreign Trade – need – its role in economic development – Growth and structure of India's Foreign Trade policy- Main Features, Phases of it - Export-Import policy 2004-2009-Objectives-Key strategies-Highlights. (14 Hours)

Unit II

Export Procedures-Registration stage-Pre-shipment stage-Quality control and pre-shipment inspection-Sales Tax exemption- Realisation of Export proceeds - Realisation of incentives. (14 Hours)

Unit III

Export Documentation-Aligned Documentation system-Proforma Invoice-Commercial Invoice-Letter of Credit-Meaning-Types-Advantages-Packing List-Mate's receipt-Bill of lading-Certificate of Origin-Shipping bill-Consular Invoice-Bill of Entry-Airway bill-GR Form. (17 Hours)

Unit IV

Import procedure-Liberalisation of Imports-categories of Importers-Special scheme for Importers-Classification of Goods for Import policy and assessment of duty-Legal Dimensions of Import procedures-customs clearance – Bill of Entry-Forward Contract (14 Hours)

Unit V - Practice Workshop

1. Master Document
2. Documents related to import of Goods
 - a) Invoice
 - b) Packing List
 - c) Certificate of Origin
 - d) Mate Receipt
 - e) Bill of Lading
 - f) Shipping Bill/ Airway Bill
 - g) Export of Goods under claim for Duty drawback
3. Documents Related to payment
 - h) Letter of Credit
 - i) Bill of Exchange
 - j) Bank Certificate of Payments
4. Documents Related to Foreign Exchange
 - k) Exchange control Declaration (GR Form)
5. Documents Related to Insurance
 - l) Marine Insurance Certificate
 - m) Marine Insurance Declaration
 - n) Shipment Advice
 - o) Shipping Order
 - p) Format of Registration-Membership Certificate
 - q) Income Tax Return

(15 Hours)

Books for Reference:

- | | |
|-------------------|---|
| Acharya and Jain | - Export-Import Procedures and Documentation
Himalaya Publishing House, Mumbai, 2006 |
| Dutt and Sundaram | - Indian Economy
S.Chand & Co. Ltd. New Delhi, 2005 |
| Paras Ram | - Export-What, Where, How
Anupam Publishers |

B.A. Economics with Logistic and Freight Management
Semester V
Part III – Core Paper XII – Global Human Resource Management
Total Hours: 60

Preamble

This paper provides the students with

- Practical information on various aspects of HRM like performance appraisal, training and development, compensation and international labour relations issues.
- Knowledge of cross cultural issues in HRM

Unit I

HR and global business challenge difference between domestic and international Human Resources-Variou s approaches of international HRM- The role of cultural understanding-Culture and HR functions in a global subsidiary.

(11 Hours)

Unit II

International HR planning; Recruitment and selection- Staffing policies, approaches, selection criteria- Relocation. Performance management of international employees-Factors associated with individual performance and appraisal in a global context.

(13 Hours)

Unit III

Orienting and training employees for global assignment - Approaches to training - Integrating business strategy with international training and development. International Compensation Management - Factors affecting compensation system - benefits-adjustment and incentives.

(13 Hours)

Unit IV

International labour relations-key issues, various agreements. International labour standards safety and fair treatment, repatriation; process, problems and solutions

(12 Hours)

Unit V

Human Resource practices and programs adopted in USA, Japan, China and Asian Countries.

(11 Hours)

Books for Reference:

- Randar Schuler & Susan Jackson - Managing Human Resources in Cross Border Alliances
Routledge Taylor & Francis
Publication, 2003
- Pawan Budhwar - Managing Resources in Asia Pacific
Routledge Taylor & Francis
Publication, 2004
- Paul Sparrow, Chris Brewstar & Hilary Harris - Globalising Human Resource Management,
Routledge Taylor & Francis
Publication

**B.A Economics with Logistics and Freight Management
Semester VI**

Part III Core Paper XIII Indian Economic Issues

Total Hours: 90

Preamble:

The Paper enables the students

- ❖ To have an essential understanding of various issues of the Indian Economy and
- ❖ To have the ability to comprehend & critically appraise the current Indian Economic Problems

Unit I

Characteristics of Indian Economy as a developing economy – Demographic trends in the post-independence period – birth rate, death rate, age composition, sex ratio, density, life expectancy, literacy, urbanization and workforce participation rate – unemployment – kinds – Government's policy measures to remove unemployment – Future scenario of unemployment in India.

(16 Hours)

Unit II

Place of Agriculture in Indian Economy – causes for low productivity – credit needs of the Indian farmers – sources of rural credit – present system of Indian agricultural marketing – measures to improve agricultural marketing in brief – New agricultural strategy Green Revolution – Problems created by Green Revolution –

Agricultural price policy – Indian agriculture and WTO – Recent initiatives in Indian agriculture.

(18 Hours)

Unit III

Role of industrialization – Industrial policy 1991 – Importance of small scale industries – recent policy initiatives for promoting small scale industries – Industrial sickness in India – causes, consequences and remedial measures – changing features of Indian industrial labor – National wage policy – social security measures in India – Impact of WTO on Indian Industry.

(19 Hours)

Unit IV

India's Foreign Trade – Growth and structure – India's foreign trade policy – main features, phases of it – Export – import policy (2002 – 2007) – Foreign capital – types – Government's policy towards foreign capital – Foreign aid and Indian Economic development – WTO and India's foreign trade.

(18 Hours)

Unit V

Inflationary trends in India – causes of inflationary rise in prices – Government policy to control prices. External value of Rupee and foreign exchange reserves – Foreign Exchange Regulation Management Act 1973 – Foreign Exchange Regulation Management Act 1999- Reasons for the growth of MNC's – Impact of MNC's on Indian Economy.

(19 Hours)

Books for Reference:

- Ruddar Dutt and K.P.M Sundaram : Indian Economy, S.Chand & Company Ltd., New Delhi, 2004
- S.K Misra & V.K. Puri : Indian Economy, Its Development Experience, Himalaya Publishing House, Mumbai, 2004
- Ishwar D.Dhingra : Indian Economy, S.Chand & Co., Delhi 1997
- Dr.S.Sankaran : Indian Economy, Margham Publications, Chennai, 2004

B.A. Economics with Logistics and Freight Management

Semester VI

Part III – Core Paper XIV– Transportation Warehousing and Freight Management

Total Hours: 75

Preamble:

The paper aims to

- Know the importance of transport in logistics.
- Compare the different modes of transport.
- Understand the purpose, main activities and design of warehouses.
- Study the freight structure and practice in logistics.

Unit I

Transportation-Definition-Objectives-Principles-role of transportation in logistics-transport functionality & Principles-participants in Transportation Decisions.

(12 Hours)

Unit II

Mode of Transport-Rail, Road, Water, Air, Pipeline-their characteristics and their cost structure-The carrier selection decision-determinants of carrier selection-legal classification of carriers-Role of couriers as carriers.

(13 Hours)

Unit III

Intermodal transport-Definition-rationale-types-limitations-containerisation- piggyback ownership of transport-own account transport and third party transport-choice of ownership factors to be considered. Transportation costs - fixed, variable, joint and common costs-product related & Market related factors influencing transport cost.

(15 Hours)

Unit IV

Warehousing-Definition-nature and importance-role of warehousing in logistic system-types-basic components-functions-warehousing layout and design-warehousing decisions & operations-warehouse productivity.

Packaging-importance-advantages-objectives and principles-types of packaging-materials used-Bar coding.

(17 Hours)

Unit V

Freight structure and Practice: Freight rates-principles-contracts of freightments-Sea freight-meaning- Sea freight Rates-types. Conference liner Tariffs-basic principles to determine liner freight rates-Liner Freight rebate system-operations-factors to be

considered-determinants of freight rates-Freight rate indices-Tramp Freights-Tramp Trade-Tramp Market and Freight Rates-Time for Payment-Types of Freight-Ship owners ' Lien for freight.
(18 Hours)

Books for Reference:

- David J. Bloomberg, Stephen LeMay & Joe B. Hanna : Logistics, Prentice-Hall of India Pvt Ltd., New Delhi, 2003.
- Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
- Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
- Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
- Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
- Sarika Kulkarni } : Supply Chain Management, Tata McGraw Hill Publishing Co Ltd., New Delhi, 2004
Ashok Sharma }

**B.A. Economics with Logistics and Freight Management
Semester VI**

Part III – Core Paper XV – Global Logistics

Total Hours: 75

Preamble:

The paper aims to

- Know the importance and need of global logistics.
- Identify the strategic options in integrated logistics.
- Discuss the correct use of INCO TERMS.
- Know the different types if intermediaries used in global logistics.
- Understand the need for regional co-operation for global logistics and ISO 9000 series of quality standards.

Unit I

Global Logistics-Meaning-need-forces driving globalisation-Problems of global logistics-Distinction between national logistics and International logistics-Methods of entry in Global logistics.
(15 Hours)

Unit II

Global Integrated Logistics-Strategic Options in integrated logistics-the correct use of INCOTERMS-types of carriers used in global logistics-types of intermediaries used in global logistics-part selection-warehousing-packaging-Inventory Management

(15 Hours)

Unit III

Perspectives of global logistics- importing and exporting, the stateless Enterprise-Global operating levels-Interlinked global economy. (10 Hours)

Unit IV

Regional co-operation for global Business-meaning-advantages-Asian Economic Co-operation-the ESCAP-Gulf Co-operation council (GCC)-North American Free Trade Association (NAFTA)-Association of South East Asian Nations (ASEAN)-SAARC-UNIDO-International Trade Centre. (20 Hours)

Unit V

ISO-9000 series of Quality Standards-Need-Revision of ISO 9000 series-Features of the Revised ISO 9000 series-Certification to Revised ISO 9000 standards-Steps for Installation of a Quality management system confronting to ISO 9000, IS/ISO series of standards-Steps for it. (15 Hours)

Books for Reference:

- David J. Bloomberg, Stephen LeMay & Joe B. Hanna : Logistics, Prentice-Hall of India Pvt Ltd., New Delhi, 2003.
- Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
- Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
- Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
- Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
- Sarika Kulkarni } : Supply Chain Management, Tata McGraw Hill Publishing Co Ltd., New Delhi, 2004
Ashok Sharma }

III – SEMESTER – PART – IV SKILLS BASED SUBJECT - 1
DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM
FINANCIAL ACCOUNTING

SUBJECT DESCRIPTION:

The Course deals with the essential concepts of accounting procedures.

OBJECTIVES:

1. To make the students to understand the basic concepts of accounting procedures.
2. To encourage the students to learn modern techniques in the accounting field.

UNIT I

Accounting - Definition, objects, functions and importance, classification of accounts - Double Entry System concept; Journal, ledger and Trial Balance.

UNIT II

Subsidiary Books - Cash Book, Bank Reconciliation Statement.

UNIT III

Preparation of Final Accounts of sole traders - trading and Profit & Loss A/c. and Balance Sheet - with simple adjustment.

UNIT IV

Single Entry System - Statement of Affairs; Conversion into double entry (Simple Problems)

UNIT V

Accounts of Non - Trading concerns - Receipts and Payments A/c. Income & Expenditure A/c. and Balance Sheet.

REFERENCE BOOKS

1. Principles of Accountancy - N. Vinayakam, P.L. Mani & K.L. Nagarajan.
2. Financial Accounting - R.L. Gupta and V.K. Gupta - Sultan Chand and Sons, New Delhi.
3. Financial Accounting - SP. Jain and K.L. Narang - Kalyani Publishers, Ludhiana.
4. Financial Accounting - Santhana Gopalan and Parthasarathy, Sultan Chand and Sons, New Delhi.
5. Financial Accounting - Reddy and Murthy - Margham Publications - Chennai - 17.

NOTE : Question Papers must contain problems to the extent of 60% of the marks allotted to the subject.

IV – SEMESTER – PART – IV SKILLS BASED SUBJECT - 2

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM
II TRADE DOCUMENTATION

SUBJECT DESCRIPTION:

The subject deals with essential methods of Trade documentation.

OBJECTIVES:

1. To familiarize the students to learn the procedures of foreign trade and documentation methods.
2. To enable the students to gain knowledge regarding Trade documentation.

UNIT I

Avenues of International Trade - Direct exporting - Joint venturing - licensing arrangement, Management contracting, foreign investment - turnkey projects, consulting.

UNIT II

Role of Shipping - Liners, tramps, Bill of lading - Jettison and general average, particular average, warranties and other shipping terminologies - containerization - Air Transport - Multi Model Transport - Cargo Insurance.

UNIT III

Need, Rationale and Types of document - INCO terms - Ex - works - Free on Truck - cost and freight - Cost Insurance Freight - Free on Board - Document against payment - Document against Acceptance - Invoice, Inspection certificate - Certificate of Origin.

UNIT IV

Export, Import Licenses - Letter of Credit Mechanism - Uniform Customs and Practices for Documentary Credit (UCPDC) - Duty drawback procedure.

UNIT V

Packing Methods - Packing List - Quality Control and Inspection - Clearance of Export Cargo - valuation and classification of goods in customs - Warehousing under Customs Act - Post - Shipment Formalities and procedures.

REFERENCE BOOKS

Government of India, Handbook of Import and Export procedures.
Balagopal Export Management, Himalaya Publishing House, Delhi
Paras Ram - Export - What, Where and How - Tata MC Graw Hill International Edition.

SEMESTER - V – PART – IV SKILLS BASED SUBJECT - 3

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM

COMPUTER SYSTEM - I

SUBJECT DESCRIPTION:

The course deals with the basic knowledge on different concepts of computer applications.

OBJECTIVES:

1. To provide knowledge on different concepts of computer applications
2. To enable the students to understand the importance of computer system.

UNIT I

Description of Electronic Computers - CPU Operations - Classification of Computers - Main - Mini - Work Stations - Micro Computers - Super Computers - Personal Computers - Computer Software - Types of Software.

UNIT II

Input devices - Mouse - Touch Screens, MICR - OCR, Keyboard, Pen based - Input Digital Scanners - Voice input devices - Sensors.

UNIT III

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 C.D. Rom.

UNIT IV

Tally 7.2 - opening New Company - safety of accounts - password characteristic, Making Ledger accounts - writing voucher - voucher entry - Making different types of vouchers - correction of Sundry Debtors and Sundry Creditors.

UNIT V

Preparation of trial balance - Books of Accounts - Cash Book - Bank Book - Ledger accounts - Group Summary - Sales Register and Purchase Register - Journal Register - Statement of Accounts and Balance Sheet.

REFERENCE BOOKS

Nathari - Tally 7.2, B.P. Publications.
S. Palanivel - Tally Accounting Software - Margham Publications.
Parameswaran - Computer Applications in Business.

SEMESTER - VI- PART – IV SKILLS BASED SUBJECT - 4

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM
COMPUTER SYSTEM - II

SUBJECT DESCRIPTION

The course deals with the different concepts relating to MS. Office and computer system.

OBJECTIVES

1. To understand the significance and basic concepts of computer systems.
2. To provide knowledge of the application of computer system in the field of MS. Office

UNIT I

MS. Office Basics - creating document - entering text -selecting text - giving instructions - using tool bars - menu commands - key board - shortcut - saving files - opening documents - Manipulating windows - simple editing - printing files - file merger.

UNIT II

Word Basics - Using Auto text - using Auto correction - word editing techniques - finding and replacing text - checking spelling using templates - formatting - formatting with styles - creating tables.

UNIT III

Excel Basics - entering data - selecting ranges - editing entries - formatting entries - simple calculation - naming cells and ranges - data display - printing work sheets - copying entries between work books - moving sheets between work books - deleting sheets - creating graphs.

UNIT IV

Power Point Basics - editing text - adding subordinate points - deleting slides - working outline view - a design template merging presentation in slider sorter view applying templates - adding graphs - adding organisation charts - running an electronic slide - show adding special effects.

UNIT V

Access Basics - creating a table entering and adding records - changing a structure - working with records - creating forms - establishing relationships - using queries to extract information - using report to print information.

REFERENCE BOOKS

1.	R.K. Taxali	-	PC Software for windows made simplex Tata Mcraw Hill Publishers Pvt. Ltd.
2.	Stephen.L	-	Office 2000 Complete reference by BPB
3.	Joyce Cox, Polly Urban	-	Quick Course in Microsoft Office - Galgotial Publications.
4.	T. Karthikeyan&Dr.C. Muthu	-	PC Software for Office Automation - Sultan Chand.
5.	Sanjay Saxena	-	A first course in Computer
6.	R. Krishnamoorthi	-	Computer programming and application
7.	A.L. Stevens	-	Teach; your self windows.

SEMESTE-V ELECTIVE I-A **E- Commerce**

Total Hours: 90

Preamble:

The objectives of the paper are:

- To provide basic knowledge about Electronic Commerce
- To impart knowledge about applications of e- commerce in business.

Unit I

E-commerce – Meaning – Definition – Evolution – Concept – Nature – Features of e-commerce – Need – Types of e-commerce procedure – Critical factors for e-commerce success – steps for building an e-commerce system – e-commerce a Science and an Art – Advantages – Disadvantages.

(18 Hours)

Unit II

Types of business data transfer – Electronic Data Interchange – Definition – Features of EDI – EDI and Wide Area Net Work – NIC Net and EDI – Steps in EDI – importance – Types of EDI files – EDI services – Objectives – Advantages – Disadvantages.

(17 Hours)

Unit III

E-commerce process and Payment Solutions: Need – Online Commerce Solutions – Essentials of good solutions – Advantages – Technology Standards for E-commerce – E-Business Solution matrix. Shopping Cart: Features – Types. Merchant Account: Meaning and Nature – Types – Payment System: Classifications – Methods – Electronic cheque – cyber cash – credit cards – smart cards : Types – Advantages – credit card fraud – processing of financial transactions.

(19 Hours)

Unit IV

E-Online Banking : Meaning – Need – Automatic Teller Machine – Electronic Fund Transfer – TeleBanking – E-Cheque – E-Banking in India – Security of Internet Banking – Advantages – Limitations.

(18 Hours)

Unit V

E-Commerce security: Need for security – Cyber crimes – Reasons for private tampering – E-commerce and security – Security features – Areas of Internet Security – Types of security – Encryption – Origin – Meaning – Process – Digital Certificates – Digital Signature and Electronic signature – Secure electronic transaction (SET) – Advantages.

(18 Hours)

Books for Reference:

- Suresh T .Viswanathan : The Indian Cyber Laws- Bharat Law House, New Delhi, 2001.
- Dr. C. S. Rayudu : Commerce & E Business, Himalaya Publishing Mumbai, 2004.

SEMESTE-V ELECTIVE I-B **INVESTMENT POLICIES AND PROGRAMMES - I**

SUBJECT DESCRIPTION

The subject of the course deals with the importance of investment and the functions of stock exchange market.

OBJECTIVES

1. Enlighten the students about the investment policies
2. Understanding and analysing the various issues related to share market.

UNIT I

Investment - Financial and Economic - meaning of investment - importance of Investment - Features of an Investment programme.

UNIT II

Security valuation - Scope - elements of investment - Approaches to investment - Basic valuation models.

UNIT III

Bonds - Types - public Sector Bonds - Zero Bonds - shares - preference shares and Equity Shares - Bonus and Right Shares.

UNIT IV

Debentures - Non-convertible- partly convertible, Fully convertible debentures.

UNIT V

Share market - primary market, How to apply for new issues - Basics of allotment - Secondary market - Functions of Stock Exchange.

REFERENCE BOOKS

1. Ralph Eastman Badger and Harrg - Investment principles and practice
G. Guthamann
2. Dougall Herbert - Investments
3. Preeti Singh - Investment Management
4. B.S. Grewal and Nahjot Grewal - Successful Stock market Investment
5. S.S. Grewal and Nahjot Grewal - Profitable Investment in shares
6. Preeti Singh - Investment Managemetri Security
Analysis and Portfolio Management,

Himalaya Publishing Home,
Mumbai - 2004.

7. A.N. Shanbhag - In the Wonderland of Investment,
Focus Popular Prakasham,
Mumbai, 1999.
8. V.K. Bhalla - Investment Management Security
Analysis and Portfolio Management,
S.Chand & Co, Ltd,
New Delhi - 1997.
9. Vasant Desai - The Indian Financial System.
The system that cares Financial
Markets,
Institutions & Services,
Himalaya Publishing House,
Mumbai, 1997.

SEMESTE-V ELECTIVE I-C **Auditing**

Total Hours :75

Preamble:

The objectives of this paper are:

- To impart knowledge about Principles and methods of auditing
- To familiarize the students with the techniques of auditing and its applications

Unit I

Definition – objectives of Auditing – Advantages and limitations of auditing – Auditing and investigation – Qualities of an Auditor – Detection of errors and frauds. Various types of audit: Continuous audit – Final audit – Interim audit – Balance sheet audit – Advantages of continuous audit.

(12 hours)

Unit II

Audit procedure – Planning of audit – Audit programme – Audit note book – Audit working papers – Internal control and internal check – Internal check as regards cash, wages, sales, etc., Position of external Auditor as to Internal audit.

(15 hours)

Unit III

Vouching – Meaning – Definition – Vouchers – Vouching of cash transactions – Trading transactions – Impersonal ledgers.

(16 hours)

Unit IV

Verification and valuation of assets and liabilities – Auditor's position – Auditors duty regarding depreciation – Reserves and provisions.

(16 hours)

Unit V

Company Audit – Appointment and Removal of Auditor – Rights and duties of company Auditor – Liabilities of company Auditor – Audit of Share Capital – Audit of Share Transfer.

Audit of Computerized Accounts – e-audit.

(14 hours)

Books for Reference:

- B.N.Tandan : A Hand book of Practical Auditing
S.Sudharsanam : S.Chand & Co.Ltd., New Delhi, 2006
S.Sundharabahu

- R.G.Saxena : Principles and Practice of Auditing
Himalaya Publishing House, Mumbai, 2002
- R.Sharma : Auditing
Lakshmi Narain Agarwal Educational Publishers,
Agra, 2000

SEMESTE-VI ELECTIVE II-A

Banking Practices

Total Hours: 90

Preamble:

This paper aims

- ❖ To provide basic knowledge about the importance and functions of commercial banks
- ❖ To acquire practical knowledge and skills in banking transactions

Unit I

Definition of a banker and customer – Banking services – meaning and importance – Economic and Monetary implications of banking operations – Globalised challenges in banking services – New trends in banking services- Computerization in banks.

(20 Hours)

Unit II

Deposit accounts – Types: Saving Bank A/C, Current A/C, Fixed Deposit A/C, RD A/C, Non Resident A/C, Foreign Currency (non-resident) A/C – opening and operation of deposit account. E-banking services – Internet Banking – Phone Banking, Mobile Banking – ATM - Debit Card, Credit Cards.

(20 Hours)

Unit III

Negotiable Instruments – Cheque – Bill of Exchange – Promissory Note – Crossing of Cheque – Endorsement – Collecting banker – Paying banker.

(20 Hours)

Unit IV

Principles of sound lending – loans and advances – Modes of creating charge – pledge – Hypothecation – Mortgages

(20 Hours)

Unit V

Banking Practicals

1. Pay-in-slip
2. Application for term deposits
3. Cheque
4. Withdrawal form
5. Post office saving Bank A/C Application
6. Locker opening
7. Jewel loan application
8. Personal loan application
9. ATM – functioning in four different banks
10. Application form for educational loan
11. Bills discounting
12. Getting DD

(10 Hours)

Books for Reference:

- E.Gordon & K. Natarajan : Banking Theory – Law & Practice, Himalaya Publishing House, Bombay, 2005
- P.N.Varshney : Banking Law and Practice, Sultan Chand & Sons, Delhi, 2002
- M.L.Tannan : Banking Law and Practice in India, India Law House, Delhi, 1997
- S.S.Gulsan & K.Kapoor : Banking Law and Practice, Sultan Chand & Co Ltd., Delhi, 1999

SEMESTE-VI ELECTIVE II-B

An Introduction to Insurance

Total Hours: 75

Preamble:

The paper aims to

- Provide knowledge of basic concepts and importance of Insurance
- Impart knowledge on the various insurance Legislations

Unit I

Introduction to Insurance : Meaning, Definition, Nature, Functions, Evolution of Insurance- Principles of Insurance – General Principles –Specific Principles- Miscellaneous Principles- Importance of Insurance – Terms used in Insurance.

(14 hours)

Unit II

Classification of Insurance – on the basis of nature of Insurance- from business point of view – from risk point of view. Insurance and social security : Evolution of Insurance Organisations- Insurance Organisations in India – Insurance and social security
a) Social Security to Individuals b) Social security to Business

(15 hours)

Unit III

Insurance Legislation : The Insurance Act , 1938 – Insurance Regulatory Authority - Motor Vehicles Act, 1939 – Exchange Control Regulations General Insurance Business Nationalisation Act 1972- Consumer Protection Act, 1986 – Brief profile of IRDA and its functioning.

(16 hours)

Unit IV

Insurance Intermediaries : Introduction – Insurance Broker –Processing of application for broker ship – Code of conduct for brokers – Insurance Agents – Surveyor and Loss Assessors – Third Party Administrators – Health Services (a brief note only)

(14 hours)

Unit V

Insurance and Economic Development- Role of Insurance in economic development – Role of Insurance in Developing Economies – Economic Development and Insurance Density. Insurance Industry in India – An overview of Insurance – Insurance sector Reforms – Private Players in the market – Entry of banks into Insurance – Foreign Insurers in India – Present Scenario

(16 hours)

Books for Reference:

- B.S.Bodla, M.C.Garg, K.P.Singh : Insurance – Fundamentals, Environment & Procedures, Deep & Deep Publications Pvt. Ltd., Delhi, 2003
- A.Murthy : Elements of Insurance, Margham Publications, Chennai, 2006
- Nalini Prava Tripathy, Prabir Pal : Insurance – Theory and Practice, Prentice Hall of India (Pvt) Ltd, Delhi, 2005

SEMESTE-VI ELECTIVE II-C **Capital Market Intermediaries**

Total Hours - 75

Preamble:

The paper aims to

- study the registration formalities, duties and code of conduct of intermediaries in primary and secondary markets.
- understand the Depository system in India
- know the role of merchant bankers and lead managers as capital market intermediaries
- study the guidelines for the establishment of mutual funds and to know the functioning of credit rating agencies in the capital market

Unit I

Capital Market Intermediaries-Stock Exchanges-Primary Market-SEBI Registered Intermediaries for IPOs- Secondary Market-Registration Formalities, Duties and code of conduct for members and Sub-Brokers of BSE and NSE

(15 hours)

Unit II

Depositories-Registration-SEBI-Guidelines-Definition-Functions Immobilization and Dematerialisation of Share Certificates-Depository Process-Depository System in India

National Securities Depository Ltd (NSDL)-Promoters-Functions-Central Services (India) Ltd (CSDL)-Promoters-Functions-Drawbacks of Indian Depository System-Remedial reasons

(15 hours)

Unit III

Merchant Bankers-Registration-Functions of Merchant Bankers-SEBI Guidelines-Underwriters-Defaults of Merchant Bankers and Penalty

Lead Managers-Appointment-Responsibilities-Documents to be submitted to SEBI-Registrars and Share Transfer Agents-Appointment-Functions

(15 hours)

Unit IV

Mutual Funds- SEBI Guidelines for Establishment. Types-Open-ended schemes-Closed-ended schemes, NAV-Debt-oriented Mutual Funds-Equity-Oriented Mutual Funds-Tax Savings Schemes-New Fund Offerings-The Process of New Fund Offerings-Rules Governing New Fund Offerings-Gold Exchange Traded Fund-Fund of Funds; Arbitrage Funds-Real Estate Mutual Funds-Capital Protection Schemes

(15 hours)

Unit V

Credit Rating Agencies-Registrations-Eligibility Criteria-Rating Process-CRISIL-
ICRA-Symbols and their significance-Portfolio Managers-Registrations-Code of
conduct- Disclosures to the SEBI

Investment Advisors-Registrations-Requirements-SEBI Guidelines

Custodians : SEBI Guidelines

Stocklenders : SEBI Guidelines

(15 hours)

Books for References:

www.sebi.gov.in

- | | |
|----------------------|--|
| V.A.Avadhani | - Investment and Security Markets in India
Himalaya Publishing House, New Delhi |
| V.K.Bhalla | - Investment Management
S.Chand & Company Ltd., New Delhi |
| M.Y.Khan | - Financial Services, Tata Mc Graw Hill
Publishing Company, New Delhi, 2000 |
| P.Mohan Rao & Others | - Financial Services, Deep and Deep
Publications, New Delhi, |

SEMESTE-VI ELECTIVE III-A **Global Marketing**

Total Hours: 75

Preamble

The aim of the paper is

- To give the students an insight into the emerging markets world wide
- To enable the students to learn and apply concepts relating to Global Marketing

Unit I

Global Marketing-Introduction-Definition-Nature and Scope- Global Marketing Vs Domestic Marketing-Levels of Global Marketing Involvement-The EPRG Framework and Global Marketing Concepts-Ethnocentric Orientation-Polycentric Orientation - Regiocentric Orientation – Geocentric Orientation – Objectives - Global Marketing Decisions - Problems in Global Marketing

(15 Hours)

Unit II

Global Marketing Environment-Political and Legal Environment-Economic Environment-Social and Cultural Environment. Global Market Selection-Need-Process-Market Profile. Market segmentation-Recruitments-Macro and Micro segmentation (a very brief account only). Market Entry strategies

(15 Hours)

Unit III

Global Marketing Research - Need – Definition – Scope - Global product strategies-International product life cycle (IPLC)-Managing the International product and service mix-New product Development steps-Classification of new products

(15 Hours)

Unit IV

Global Pricing-Government Influence on Pricing-Transfer pricing-Dumping-steps-Global pricing decisions

(10 Hours)

Unit V

Managing Global Distribution Operation: Established Channels-Building own channels-Middlemen involved in Global Distribution-Home Country Middlemen-Foreign country middlemen-Alternative Global Distribution structures-Facilitators of Global Distribution and logistics - Challenges to Global Distribution and Logistics

Controlling Global Marketing Operations-Formal Controls-Informal controls-The Future of Global Marketing.

(20 Hours)

Books for Reference

- | | |
|--|---|
| International Marketing | - Dana-Nicoleta Lascu
Biztantra, New Delhi, 2003 |
| International Trade and Export
Management | - Francis Cherunilam
Himalaya Publishing House,
New Delhi, 1997 |
| International Marketing | - B.S. Rathor & J.S. Rathor,
Himalaya Publishing House,
New Delhi, 1996 |
| Global Marketing Management | - Warren J.Keegan
Prentice Hall of India Pvt. Ltd.
New Delhi, 2002 |

SEMESTE-VI ELECTIVE III-B **INVESTMENT - POLICIES AND PROGRAMME - II**

SUBJECT DESCRIPTION

The subject of the course deals with different investment opportunities available in the economy.

OBJECTIVES

1. To provide the knowledge of various issues related to portfolio selection.
2. To educate the students about Mutual funds in a modern economy.

UNIT I

Economic Analysis - Industry analysis and Company analysis - Book value - market value of shares.

UNIT II

Growth shares, Income shares - Ratio Analysis - Earning per share, Price - Earning ratio - payout - ratio - yield - Dividend Policies.

UNIT III

Portfolio selection - Scope, type of investors - operation of investment in the stock market - Bulls and Bears - Role of Depositories.

UNIT IV

Mutual Funds - Types - Advantages and Disadvantages - Net Asset Value - UTI and other Mutual Funds.

UNIT V

Role of Stock Market in the India Economy - Important companies, FERA Companies - SEBI

REFERENCE BOOKS

1. Ralph Eastman Badger and Harr
G. Guthamann - Investment principles and practice
2. Dougall Herbert - Investments
3. Preeti Singh - Investment Management
4. B.S. Grewal and Nahjot Grewal - Successful Stock market Investment
5. S.S. Grewal and Nahjot Grewal - Profitable Investment in shares
6. Preeti Singh - Investment Managemetri Security
Analysis and Portfolio Management,
Himalaya Publishing Home,
Mumbai - 2004.

7. A.N. Shanbhag
 - In the Wonderland of Investment, Focus Popular Prakasham, Mumbai, 1999.

8. V.K. Bhalla
 - Investment Management Security Analysis and Portfolio Management, S.Chand & Co, Ltd, New Delhi - 1997.

9. Vasant Desai
 - The Indian Financial System. The system that cares Financial Markets, Institutions & Services, Himalaya Publishing House, Mumbai, 1997.

SEMESTE-VI ELECTIVE III-C

AGRICULTURAL AND RURAL DEVELOPMENT

SUBJECT DESCRIPTION

The content of the course deals with the importance of agriculture and the issues related to rural development.

OBJECTIVES

1. To provide the knowledge of various issues of rural development.
2. To familiarise the students with the role of agriculture and the marketing of agricultural products in India.

UNIT - I

Agriculture - Definition - Peculiar features - Role of agriculture in a modern economy - Agriculture and economic development - Foreign trade in agricultural products.

UNIT - II

Agriculture in Indian economy - Changing Profile of Indian Agriculture since Independence - Green revolution - Gains and lessons of Green revolution.

UNIT - III

Cropping pattern - Productivity trends - Farm size - Economic holding - Sub division and fragmentation - Consolidation - Co-operative farming.

UNIT - IV

Land reforms - Progress - Agriculture inputs - Tools and implementation - Farm mechanization - Irrigation - Fertilizers - Seeds and pesticides.

UNIT - V

Rural indebtedness - Causes and consequences - Sources of agricultural finance - Rural unemployment and rural poverty - Remedial measures.

REFERENCE BOOKS :

1. Indian Agriculture - Agarwal
2. Agricultural Economy of India - Dhingra
3. Indian Economy - Dutt and Sundram
4. Fundamentals of Rural Economics - S. Desai.
5. Fundamentals of Agricultural economics - Sadhu & Singh.