

BHARATHIAR UNIVERSITY, COIMBATORE-641 046
B.A. ECONOMICS WITH GLOBAL BUSINESS (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 GLOBAL ECONOMICS	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 – GLOBAL BUSINESS ENVIRONMENT	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 – GLOBAL HUMAN RESOURCE 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 – GLOBAL FINANCIAL MANAGEMENT	6	3	25	75	100	4
III	Core XI – GLOBAL MARKETING	6	3	25	75	100	4
III	Core XII – ENTREPRENEURSHIP DEVELOPMENT	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 - GLOBAL TRADE PROCEDURES AND DOCUMENTATION	6	3	25	75	100	4
III	Core XV – GLOBAL RELATIONS	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	Financial Markets
Elective – II	A	Logistic Management
	B	Journalism
	C	Agricultural and Rural Development
Elective – III	A	Management and Multinational Corporation
	B	An Introduction to Insurance
	C	Investment Policies and Programme - II

B.A. Economics with Global Business
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 Global Business
Semester I
Part III – Core Paper II – Introduction to Global Economics

Total Hours: 90

Preamble:

- The paper helps the students
- ✓ To familiarize with the theory, policy as well as the working of the international trade and payment system and
 - ✓ To get knowledge about the present world economic order.

Unit I

International Trade- Meaning-Merits and demerits-The basis of International Trade and Internal Trade-Free trade vs. Protection – Methods of Protection and their effects
(17 Hours)

Unit II

Theories of Internal Trade: Ricardo's Theory of Comparative Cost, Heckscher-Ohlin Theory-Its superiority over Classical Theory-Factor Price Equalisation Theorem
(18 Hours)

Unit III

Balance of Trade Vs Balance of Payments - Meaning and Significance-Disequilibrium-Causes-Methods to Correct Adverse Balance of Payments Terms of Trade-Kinds Factors affecting Terms of Trade (Basic Level)
(18 Hours)

Unit IV

Exchange Rate-Meaning, Determination of Equilibrium Exchange Rate-Fixed Vs Flexible Exchange Rate-Causes for the Fluctuation in Exchange Rate –Exchange Rate Mechanism-Calculations of Forward Exchange Rate-Cross Rate-Spot Exchange Rate Settlement Procedure-Currency Arbitrage-Two Point Currency Arbitrage-Triangular Arbitrage
(20 Hours)

Unit V

International Financial Institutions IMF – IBRD – UNCTAD – WTO - International Liquidity-New International Economic order
(17 Hours)

Books for Reference:

- Jhingan M.L. - International Economics,
Konark Publishers, New Delhi, 2003
- Desai S.M. - International Economics, Himalaya Publishing House,
Mumbai 1990
- Machiraj H.R. - International Financial Markets and India
Wheeler Publishing Ltd., Mumbai, 1997
- Sundaram K.P.M. - Money, Banking and International Trade,
Sultan Chand and Co., New Delhi, 1979

- Mithani D.M. - International Economics,
Himalaya Publishing House,
Mumbai 2003
- Mishra M.N. - Money, Banking and International Trade,
Sultan Chand and Co., New Delhi, 1982

**B.A. Economics with Global Business
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 Global Business
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 Global Business
Semester II
Part III – Core Paper IV– Global Business Environment

Total Hours: 75

Preamble:

The primary objective of this paper is to acquaint the students with emerging global trends to Business Environment.

Unit I

Environment: The Importance of International Business - Business Environment - Internal Environment - External Environment - Micro Environment - Macro Environment - International Business Environment - Strategic decisions in International Business - Globalisation with Social Responsibility - Recent developments in Corporate Social Responsibility. (15 Hours)

Unit II

World Economic growth and the environment: Environmental Management and clean technology, Techniques for environmental analysis-Steps in/approaches to environmental analysis - Types of Environment – Forecasting – benefits - Importance of Environment analysis-Limitations of Environment -Forecasting (15 Hours)

Unit III

Political and Regulatory Environment: Economic roles of Government.-Economic systems-trends in Economic/Political/Regulatory Environment-International Legal Environment –Social, cultural and demographic Environment - Organisation of culture- Cultural Transmission – Cultural Conformity – Cultural Lag - Cultural tracts-the value of cultural stereotypes-social-cultural factors-Demographic Environment -population size-falling Birth rate-Changing age structure-Migration-Ethnic agents (15 Hours)

Unit IV

Technological and Geographical Environment -Time lags in Technical-Introduction-absorption-appropriate technology-reason for Internalization-enabling technologies - Globalization, IT and global business, transfer of technology (15 Hours)

Unit V

Financial Environment and International Organisations: Credit Policy-Types of Financial Assistance- Foreign Exchange Risk - International Organizations - GATT, WTO, IMF, World

Bank, IDA, IFC, ADB, UNCTAD, UNIDO, International Trade Center - MNC and International trade

(15 Hours)

Books for Reference:

- Francis Cherunilam - Global Economy, Business Environment: Text and Cases, Wheeler Publishing Co. Ltd, New Delhi, 1999
- Naunihal Singh - International Business, Anmol Publications Pvt Ltd, New Delhi, 1999.
- John.D.Daniels, }
Leeh-Radebaugh }
Daniel.P.Sullivan } - Globalisation and Business, Prentice Hall of India Pvt Ltd, New Delhi, 2002

**B.A. Economics with Global Business
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

(18 hours)

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

(18 hours)

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
(18 hours)

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
(18 hours)

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
(18 hours)

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 Global Business
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 Marco 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 Global Business
Semester III
Part III – Core Paper VI – 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 Global Business
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 Global Business
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 Global Business 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.

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 Global Business
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 & : Elementary Mathematical

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 Global Business Semester V

Part III –Core Paper X– Global Financial Management

Total Hours: 75

Preamble:

The aim of the paper is to educate the students about

- Various aspects of financial management
- Foreign investment decisions
- Global financial regulations and strategies

Unit I

Global Financial Environment: Nature and scope of IFM-IFM Vs Domestic Financial Management-Multinational Financial Management: Evolution of the International Monetary and financial system- Global flow of funds-Selection of sources and forms of funds-Balance of Payments-Equilibrium- Disequilibrium and adjustment-Different Approaches to Adjustment

(20 Hours)

Unit II

Global Investment decisions - Concept of Optimal Portfolio-Benefits of Global Portfolio Investment-Problems of Global Investment-Identification of Global Investment
(13 Hours)

Unit III

Global Working Capital Management: Working capital policy-Basics of Managing cash and near cash assets-liabilities-steps in management of cash and near cash assets-liabilities-Management of Receivables and Inventory Management
(12 Hours)

Unit IV

Foreign Investment Decisions: Meaning and forms of Political Risks-Evolution of Political Risk-Management of political risk-Foreign Exchange Rate Mechanism-nominal, real and effective Exchange Rates-Determination of Exchange Rate in the Spot Market and Forward Market - Factors influencing Exchange Rate-Techniques of Forecasting.
(20 Hours)

Unit V

Global Financial Regulations and Strategies: Regulations and controls- Global Accounting - Analysing foreign financial statements-
(10 Hours)

Books for References:

- Maurice.R.Levi : International Finance - The Markets and Financial Management of Multinational Business, Mc Graw Hill Inc, Singapore, 1996
- V.K.Bhalla & S.Shivaram : International Business (Environment and Management), Anmol Publications Pvt Ltd, New Delhi, 2003.
- H.R.Machiraju : International Financial Markets and India, Wheeler Publishing Co. New Delhi, 1997
- Vyuptakesh Sharma : International Financial Management Prentice Hall of India, New Delhi, 2003
- Campbell Dunford : The Handbook of International Trade and Finance, Woodhead Faulkner Publishers Ltd, New York, 1991

B.A. Economics with Global Business
Semester V
Part III – Core Paper XI – 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 | - Francis Cherunilam |

Management	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

B.A Economics with Global Business
Semester V
Part III Core Paper XII Entrepreneurship Development
Total Hours :75

Preamble:

The aim of the paper is

- To acquire the knowledge regarding characteristics of an entrepreneur
- To develop an interest in entrepreneurial activity and
- To equip them with entrepreneurial skills for self employment

Unit I

Entrepreneurship – meaning and definition – importance – factors affecting entrepreneurial growth – social, economic and environmental factors. Types of functions of an entrepreneur – Qualities of a successful entrepreneur.

(14 hours)

Unit II

Women entrepreneurs : concepts, functions and role of women entrepreneurs. Growth and women entrepreneurs, problems of women entrepreneurs – role of women entrepreneurs associations – selection of industry by women entrepreneurs. Types of industries/business suitable for women entrepreneurs – Rural entrepreneurs.

(16 hours)

Unit III

Search for a business idea – sources – processing and selection – selection of types of organization – project classification and identification – project objectives – internal and external constraints – format for a report.

(15 hours)

Unit IV

Training and finance objectives of training – phases of EDP – special agencies for training – institutional finance with special emphasis of commercial banks. IDBL IFCI, ICICI, IRBI, SFCS,. SIPCOT, Khadi and Village Industries Commission – Micro Finance –Incentives and Subsidies(a Brief Study)

(15 hours)

Unit V

Business correspondence and communication – drafting the notices of company meetings – drafting of resolutions, minutes, correspondence – banking – insurance agency – structure of business letters – sales & trade computer based systems – need transaction – processing system characteristics – advantages – management information system – characteristics – benefits.

(15hours)

Books for Reference:

- E.Gordon & K. Natarajan : Entrepreneurship Development, Himalaya Publishing House, Delhi,2005
- S.Mohan & R.Elangovan : Current Trends in Entrepreneurship, Deep & Deep Publications Pvt,Ltd., Delhi,2006
- R.Saravanakumar, R. Parameswaran : A Text Book of Information & T.Jayalakshmi (V Unit) : Technology, S.Chand & Co Ltd., Delhi, 2003
- C.B.Gupta & N.P. Srinivasan : Entrepreneurial Development, Sultan Chand & Sons, Delhi,2003
- P.Saravanel : Entrepreneurial Development, Principles, Policies & Programme Ess Pee Key Publishing House, Madras, 1997
- R.S.N.Pillai & Bagavathi : Commercial Correspondence & Office Management, S.Chand & Company, New Delhi,1996

B.A. Economics with Global Business
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 Labour – 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 Global Business
Semester VI**

**Part III – Core Paper XIV – Global 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

Export-Import policy of India-Meaning-General objectives-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 Global Business
Semester VI
Part III – Core Paper XV – Global Relations

Total Hours: 75

Preamble

The paper aims to

- ✓ Familiarize the students with the nature of relations to be maintained between members
- ✓ Educate the students on the political and legal system that prevails around the world

Unit I

Elements of Global Relations -Scope of Global Relations – Global relations and Global politics - Factors in Global relations. Foreign policy-objectives and determinants of foreign policy (internal and external)

(15 Hours)

Unit II

Diplomacy-definition-functions of diplomats-classification of diplomats consuls-diplomatic rules and procedures. National power-meaning-forms-its elements. Economic arsenal and other economic instrument

(15 Hours)

Unit III

Global organizations and regional grouping for the development of Global relations-
Role of regional grouping -EU, ASEAN, NAFTA, SAARC, ARAB LEAGUE-World
bodies - UN and WTO- Economic Grouping G-8, G-15, and G-77

(15 Hours)

Unit IV

Foreign Policy of India-Since independence-Relations with China and Great Britain-
Indo-US relations-Indo-Pak relations-disarmament efforts of India-India's neighbourhood
relations

(15 Hours)

Unit V

Global relations today. The Global system in transition-Change in patterns and
factors of national power-problems of the Global community approaches to peace-World
community in future-New trends in Global relations.

(15 Hours)

Books for Reference:

- International Relations - Palmer Parkins
- International Relations - Urmila Sharna and S.R. Sharma
- International Relations - N.Jayapalan
- International Relations - L.N.Srivastava

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 course 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 **Financial Markets**

Total Hours: 75

Preamble:

The objectives of this paper are

- To acquaint the students with the working of financial market in India and help to foster sound corporate capital structure
- To learn the procedure regarding trading on stock exchanges through on-line trading
- To know the progress made in de-mat trading during recent years

Unit I

Financial System in India – Functions – Structure – Development – Financial Concepts: Financial Assets – Financial Intermediaries, Financial Markets, Financial Rates of Return and Financial Instruments – Financial Market – Concept, and Constituents – A brief Idea of the Players and Instruments in Money Market, Capital Market, Debt Market, Foreign Exchange, Derivatives Market, Global Financial Markets.
(18 hours)

Unit II

Money Market – Definition – Features – Objectives – Importance – Composition: Call Money Market. Commercial Bills Market. Treasury Bill Market – Money Market Instruments – Structure and Features of Indian Money Market – Recent Developments Global Money Markets – London and New York.
(16 hours)

Unit III

Capital Market – Meaning and Definition – Characteristics – Functions – Importance – Evolution and Growth – Constituents Measures of Reactivation – Measures of Investor Protection – Recent initiative in the Indian Capital Market.
(18 Hours)

Unit IV

New Issues Market and Secondary Market: Recognition of Stock Exchanges – Services of stock Exchanges – Organization – Listing of Securities – Advantages of Listing - Drawbacks – Registration of Stock Brokers – Procedure – Kinds- Method of Trading in a Stock Exchange.
(18 hours)

Unit V

Regulation of Stock Exchange – SEBI – Objectives – Powers – Functions – Organization – SEBI guidelines & Recent Development – NSE, BSE, ISE – Inter Stock Exchange of India. Internet Stock Trading – Demat and On-Line Trading Index Calculations – BSE – Senses & Nifty – Foreign Institution Investments and its impact on share price movements
(20 hours)

Books for Reference:

- Dr.S. Gurusamy : Financial Services and Marketing, Vijay Nicole
Imprints Private Ltd., Chennai, 2004
- Gordon & Natarajan : Financial Markets and Services, Himalaya
Publishing House, Mumbai, 2003
- Sri Ram Khanna : Financial Markets in India & Protection of
Investors, New Century Publications, Delhi, 2004

SEMESTE-VI ELECTIVE II-A **Logistics Management**

Total Hours: 75

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. (15 Hours)

Unit II

Logistic 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) (15 Hours)

Unit III

Outsourcing logistics-reasons-Third party logistics provider-Fourth Party Logistics providers (4 PL)-Stages-Role of logistics providers (15 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 (15 Hours)

Unit V

Quality customer service and integrated logistics - customer service – importance - elements-the order cycle system-distribution channels-Functions performed-Types-designing. (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

- Donald Waters : India Pvt Ltd., New Delhi, 2005
: Logistics. Palgrave Macmillan, New York,
2004
- Krishnaveni Muthiah : Logistics Management & World Sea borne
Trade, Himalaya Publishing House,
Mumbai, 1999

SEMESTE-VI ELECTIVE II-B **JOURNALISM**

SUBJECT DESCRIPTION

The content of the course aims at making the students to understand the nature of mass communication and the responsibilities and functions of press.

OBJECTIVES

1. Understand the characteristics of communication
2. Imparting knowledge about the qualities of a reporter and newspaper management.

UNIT I

Nature Scope and process of mass communication - Theories of mass Communication - SMCR model of communication - Types of Communication - Characteristics of Communication - Barriers - Mass media of Communication - Merits and Demerits.

UNIT II

Journalism - History of Journalism - History of Indian Press - Responsibilities and functions of the press - News agencies - freedom of the press - various professional organizations - press council - press laws.

UNIT III

News - Definition of news - Sources of news - Reporting - Qualities of a reporter - Routine beats of a reporter - Inverted pyramid style of reporting - lead - Definition and types - Crime reporting , Correspondents - Special Correspondents - District correspondents - Investigative reporting - writing for Radio and TV - Free lance Journalism.

UNIT IV

Editing - Editorial writing - purpose of editorials - Headlines - definition - Functions and types - what is a copy - Sources of a copy - Sub-edition - Functions of Sub-editor - proof reader - Functions and symbols.

UNIT V

Newspaper Management - various departments of a newspaper and their functions - Advertisement - circulation and Administration.

REFERENCE BOOKS

- | | |
|--|---|
| 1. Theory and practice of Journalism | - B.N.Ahuja, subject publications, New Delhi. |
| 2. Professional Journalism | - M.V. Kawath, Vikas Publishing House. |
| 3. News Reporting and Editing | - K.M. Srivastava Sterling |
| 4. News Writing and Reporting
Publication | - James M Neal & Suzanne S. Brown, Surjeet |
| 5. Modern Newspaper practice | - F.W. Hodgson Heinemann, London. |
| 6. Journalism in Modern India | - Roland E. wolsley |
| 7. The Indian Press | - Dr. S.P. Sen |
| 8. The Press | - M. Chalapathi Rao |
| 9. Truth about Indian Press | - J.N. Sahni |
| 10 Indian Press | - Kadig Krishnamurthy |
| 11. History of Indian Press | - J. Natarajan |
| 12. The Professional Journalism | - John Honhenberg |
| 13. Professional Journalism | - Patanjali Sethi |
| 14. Editorial and Persuasive writing | - Harry W. Stoneolpher |
| 15. Fundamentals of Journalism | - Spencer Crump. |

SEMESTE-VI ELECTIVE II-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.

SEMESTE-VI ELECTIVE III-A

Management of Multinational Corporations

Total Hours: 75

Preamble:

The paper aims to

- know the significance of MNC's and its related theories.
- Understand the management of multinational enterprises.
- Study the various case studies of MNC's and Indian MNC's.

Unit I

Private Foreign Investments – Definitions – merits and demerits of private foreign investments – Organizational models – MNC – Definitions –Importance and scope of MNC – features of MNC –Classification – Code of Conduct – MNC and Developing Countries, Less developed Countries – Merits and demerits of MNC's.

(15 hours)

Unit II

Multinational Enterprises and Organisation Theories : Economic Theories and Environmental Adaptation Theories – organizational Adaptation and Development Theories – Structural Design of MNE's – Organisation Structure of TRIAD MNE's ASEA Brown BOVERI – Designing appropriate structure – The Interaction Model – Relationships and competitive strength.

(15 hours)

Unit III

Strategic Planning in MNE's – Types of MNE's – Planning – Growth and Development of subsidiaries –Environmental scanning – Trends in Global Sourcing Strategy: Potential pitfalls in Global Sourcing - Case Studies – Japan Automatic Transmission Co., Ltd – Xerox Co., - 3M (Minnesota Mining and Manufacturing) Hoechst – Ownership Strategy – Managing a Multifocal Strategy

(15 hours)

Unit IV

Mergers and Acquisitions – Introduction – Definition and classification – Changes in the policy and regulatory environment - Anti-Trust Enforcement - Strategic responses of MNE's in Developing Countries – market power – Privatisation – Cross border Mergers and Acquisitions - Competition Policy (EEC) – Case Study of Hindustan Lever Ltd., Reliance Industries – Glaxo India Ltd., Nestle India Ltd.

(15 hours)

Unit V

Strategic Management and Networks – Strategic action – Formal and Informal Co-operation – Governance structure – Internationalization – Foreign Acquisitions – R & D Strategy – Multi- Centre firm – Patterns in Business Behaviour – Competitive Strategy and Advantages – Business Strategy – Home base tech – Indian MNC's - case studies – New Covers

(15hours)

Books for Reference:

- V.A Avadhani : Global Business, Himalaya Publishing House, Mumbai, 2004
- Francis Cherunilam : International Business Environment, Himalaya Publishing House, Mumbai, 2006
- Francis Cherunilam : Global Economy and Business Environment, Text and Cases, Himalaya Publishing House, Mumbai, 2005
- R.M. Srivastava : International Strategic Management, Himalaya Publishing House, Mumbai, 2000
- S. Shiva Ramu : International Business - Governance Structure, Wheeler Publishers, Delhi, 2001
- V.K. Bhalla & S. Shiva Ramu : International Business (Environment and Management), Anmol Publications Pvt Ltd, New Delhi, 2003.

SEMESTE-VI ELECTIVE III-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 III-C
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 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.