

BHARATHIAR UNIVERSITY, COIMBATORE-641 046

B.A. ECONOMICS WITH RETAILING (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 RETAILING	5	3	25	75	100	4
III	ALLIED PAPER I OFFICE AUTOMATION TOOLS	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 – RETAIL BUSINESS ORGANISATION THEORIES AND MODELS	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 – MERCHANDISE MANAGEMENT AND RETAIL PRICING	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 #)	2	3	75		75	2
Semester V							
III	Core IX – FISCAL ECONOMICS	6	3	25	75	100	4
III	Core X – SUPPLY CHAIN MANAGEMENT AND MARKET RESEARCH	6	3	25	75	100	4
III	Core XI – RETAIL BUSINESS MANAGEMENT	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	3	3	25	75	100	3
Semester VI							
III	Core XIII – INDIAN ECONOMIC ISSUES	6	3	25	75	100	4
III	Core XIV - RETAIL PROMOTIONAL STRATEGIES	6	3	25	75	100	4
III	Core XV – GLOBAL RETAIL BUSINESS	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	Retail Store Planning and Design Layout
	B	Investment Policies and Programme – I
	C	E-commerce
Elective – II	A	Service Retailing
	B	Investment Policies and Programme – II
	C	Security Analysis
Elective - III	A	Management Information System
	B	Auditing
	C	Tourism

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

Total Hours: 90

Preamble:

The Paper

- Aims to introduce the subject and practice of retailing through its nature, scope and role in the economy.
- Gives Knowledge of Career opportunities in retailing.

Unit I:

Retailing – Definitions – Scope – Characteristics – Functions of a Retailer - The Marketing – Retail Equation – Contribution of Retail Industry to the Economy.

(16 Hours)

Unit II:

Economic significance of Retailing : Retail sales – Employment – Top Indian Retailers -Opportunities in Retailing : Management Opportunities – Entrepreneurial opportunities.

(16 Hours)

Unit III:

Retailing and the Competitive Environment: Nature and dynamics of retail Competition – Measures of retail competition – Types of retail competition – forces driving retail competition – Porter’s model of competitive structure – strategic groups – competition Regulation.

(20 Hours)

Unit IV :

Retailing and consumer behaviour : Need for studying consumer behaviour – factors influencing the retail purchase behaviour – the changing consumer demographics lifestyle changes – the consumer buying process – shopping behaviour, shopping missions and motivations, retail outlet choices – retail segmentation.

(20 Hours)

Unit V :

Careers in retailing: owning business – opportunities as a retail employer – types of positions in retailing – career paths and compensation in retailing – sources and hints to be consulted in searching for career opportunities– hints to prepare for the interview – evaluating retail career opportunities.

(18 Hours)

Books for Reference:

- | | | |
|--------------------------------|---|---|
| Barry Berman and Joel R Evans | : | Retail Management A Strategic Approach, Pearson Education, New Delhi, 2002. |
| Micheal Levy and Barton A Weit | : | Retail Management, Tata Mc Graw Hill Publishing Co Ltd., Delhi, 2002. |

- Rosemary Varley and Mohammed Rafiq : Retail Management, Replic Press PvtLtd., Kundli, 2005.
- Swapna Parsdhan : Retailing Management, Tata Mc Graw-Hill Publishing Co Ltd., Delhi, 2006.
- Gibson G Vedamani : Retail Management, Functional Principles and Practices, Jaico Publishing House, Mumbai, 2005.
- David Gilbert : Retail Marketing Management, Pearson Education, Delhi, 2003.

B.A. Economics with Retailing
Semester I
Part III - Allied Paper I – Office Automation Tools

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 - Office Automation Tools

- 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 Retailing
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 Retailing
Semester II
Part III – Core Paper IV – Retail Business Organisation Theories and Models
Total Hours:75

Preamble:

The Paper aims

- To familiarize the students with the various theories of retail development to have a strong bases
- To acquire knowledge about various organizational arrangements in retailing

Unit I:

Evolution of Retail Formats – Social Development and their impact on retailing – Retailing as a form of business – special characteristics of retailing.

(15 Hours)

Unit II:

Theories of Retail Development :- Environment Theory, Cyclical Theory, Conflict Theory. Concepts of Life Cycle in Retail – Phases of Growth of Retail Markets.

(15 Hours)

Unit III:

Retail institutions by ownership: Independent chain, Franchise, leased department, vertical marketing system, consumer co-operative – case studies.

(15 Hours)

Unit IV:

Store based retail business: Food-oriented retailers, convenience store, conventional super markets, food based superstore, combination store, box store, warehouse store. General merchandise retailers:- Speciality Store, Traditional Department Store, Full Time Discount Store, Off-price Chain, Factory Outlet Membership Club, Flea Market.

(15 Hours)

Unit V

Non-Store based retail business, Direct Marketing, Direct Selling, Vending Machines, On-line Retailing, Other Non-traditional retailing - Airport Retailing.

(15 Hours)

Books for Reference:

- Barry Berman and Joel R Evans : Retail Management A Strategic Approach, Pearson Education, New Delhi, 2002.
- Micheal Levy and Barton A Weitz : Retail Management, Tata Mc Graw Hill Publishing Co Ltd., Delhi, 2002.

- Rosemary Varley & Mohammed Rafiq : Retail Management, Replic Press PvtLtd., Kundli, 2005.
- Swapna Pradhan : Retailing Management, Text and Cases, Tata Mc Graw-Hill Publishing Co Ltd., Delhi, 2006.
- Gibson G Vedamani : Retail Management, Functional Principles and Practices, Jaico Publishing House, Mumbai, 2005
- David Gilbert : Retail Marketing Management, Pearson Education, Delhi,2003

B.A. Economics with Retailing
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)

B.A. Economics with Retailing
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 Retailing
Semester III
Part III – Core Paper VI – Merchandise Management and Retail Pricing
Total Hours: 60

Preamble:

- To equip the students with the knowledge of procuring and managing the processing of the sale of merchandise
- To acquire the essential knowledge of pricing policies and strategies in the retailing of merchandise

Unit I

Merchandise Management – Meaning – Factors Affecting The Merchandizing Function – Role And Responsibilities Of The Merchandiser And Buyer–The Function Of Buying For Different Types Of Organizations – The Concept Of Lifestyle Merchandising.

(12 Hours)

Unit II

The Process Of Merchandise Management:- Implications (Finance, Marketing, Warehousing And Logistic Store Operations) – Process (Developing The Sales Forecast Determining The Merchandise Requirements, Merchandise Control, Assortment Planning, Range Plan And The Model Stock Plan) – Tools Used For Merchandise Planning.

(12 Hours)

Unit III

Implementation Of Merchandise Plans: - Gathering Information, Selecting And Interacting With Merchandise Sources, Evaluation, And Negotiation, Concluding Purchases, Receiving And Stocking Merchandise, Reordering Re-Evaluation.

(12 Hours)

Unit IV

Pricing In Retailing: The Concept Of Retail Price – Elements Retail Price – Determination Of The Retail Price – Retail Pricing Policies And Strategies – Adjustment To Retail Price – Consumer And Retail Pricing – The Government And Retail Pricing.

(12 Hours)

Unit V

Developing A Retail Price Strategy: Retail Objectives And Pricing, Overall Objectives And Pricing, Specific Pricing Objectives, Broad Price Policy – Price Strategy, Demand, Cost And Competition Oriented Approaches To Strategy, Integration Of The Approaches To Price Strategy – Price Adjustment.

(12 Hours)

Books for Reference:

- Barry Berman and Joel R. Evans: Retail Management, Pearson Education (Singapore), Pvt. Ltd., New Delhi, 2002
- Swapna Pradhan : Retailing Management, Text and cases, Tata Mc Graw- Hill Publishing Company Ltd., Delhi, 2006
- Gibson G. Vedamani : Retail Management, Jaico Publishing House, Kolkata, 2005

B.A. Economics with Retailing
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 Retailing
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 Retailing
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 Retailing
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 Retailing
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 Retailing
Semester V

Part III – Core Paper X – Supply Chain Management and Market Research
Total Hours: 75

Preamble:

The paper aims

- ✓ To impart basic objectives and functions of SCM necessary to obtain competitive success and profitability by modern organizations.
- ✓ To provide the knowledge about demand placed on purchasing and supply chain managers by business stakeholders.

Unit I

Basics of SCM: Meaning and Definition of SCM – Types of SCM – Structure and organization of SCM (activities and functions) – Objectives and analysis of SCM – Importance of SCM.

(14 Hours)

Unit II

Supply chain performance – outsourcing in SCM – supply chain drivers and obstacles – Managing supply and demand – supply chain design, development and evolution supply chain strategies.

(14 Hours)

Unit III

Logistics Management: Definition – Role of LM – Framework – Elements of logistics – Modes of transportation in logistics – Reasons for outsourcing logistics.

(14 Hours)

Unit IV

Information technology in SCM and E-Business – Importance of IT in Retail – Factors affecting the use of technology – Applications of technology – EDI – Database Management, Data warehousing, Data mining – RFID – Bar-coding – Electronic shelf label – E-Commerce or E-tailing – the Scene in India.

(18Hours)

Unit V

Supply chain research and modeling – conceptualizing and configuring supply chain – forecasting and demand management – Forecasting and replenishment – Advanced planning systems. Determining optimum level of product availability – Applications of Marketing Research.

(15 hours)

Books for Reference:

- David Gilbert : Retail marketing management, Pearson Education pvt. Ltd, Delhi, 2003.
- Sarika Kulkarni and Ashok : Supply Chain Management, Tata Mc Graw Hill Publications co Ltd, New Delhi, 2004.
- Sharma
- Swapna Pradhan : Retailing Management, Text and Cases, Tata Mc Graw Hill Publications, Ltd, New Delhi 2004.

B.A. Economics with Retailing
Semester V
Part III – Core Paper XI – Retail Business Management
Total Hours: 75

Preamble:

The paper would enable the student

- To know the essential spheres of management
- To understand the ethical aspects of management

Unit I

Nature and significance of Management- Objectives of Management – functions of management – setting up a retail organization – factors to be considered in planning assessing a retail organization

(15 Hours)

Unit II

Human Resources Environment of retailing – Recruiting and selecting retail personnel. Compensating retail personnel, supervision of retail personnel

(14 Hours)

Unit III

Financial Dimensions of operation Management – Profit planning –Asset Management –Budget decisions –preliminary budget decisions and ongoing budgeting process

(14 Hours)

Unit IV

Operational Dimensions – Store security insurance – Credit Management – Computerization – Outsourcing –Risk management

(14 Hours)

Unit V

Ethics in Retail management – Ethical values – Social responsibility, ethical values in relation to customers, community and general public , employees , business partners and share holders – Consumerism.

(18 hours)

Books for Reference:

- Barry Berman and Joel R Evans : Retail Management A Strategic Approach, Pearson Education, New Delhi, 2002.
- Swapna Pradhan : Retailing Management, Tata Mc Graw-Hill Publishing Co Ltd., Delhi, 2006.
- Gibson G Vedamani : Retail Management, Functional Principles and Practices, Jaico Publishing House, Mumbai, 2005.

B.A Economics with Retailing
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.Saravanavel : 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 Retailing
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 Retailing
Semester VI
Part III – Core Paper XIV – Retail Promotional Strategies
Total Hours: 75

Preamble:

The paper aims to

- Educate the students about the role of scientific planning in marketing in retail business.
- To impart knowledge about the innovative methods of promotional and marketing strategies.

Unit I

Retail strategies – concept, the retail perspective, steps involved in developing a retail strategy, methods to enter a new market.

(15 Hours)

Unit II

Retail Promotion – Meaning And Scope – Elements Of The Retail Promotional Mix – Advertising, Objectives, Advantages And Disadvantages, Advertising Media – Types Of Advertising.

(15 Hours)

Unit III

Public Relations – Meaning, Objectives, Advantages And Disadvantages, Types Personal Selling, Meaning, Objectives, Advantages And Disadvantages, Types, Typical Personal Selling Functions.

(15 Hours)

Unit IV

Sales Promotion – Meaning, Objectives, Advantages And Disadvantages, Types. Planning A Retail Promotional Strategy, Methods Of Setting The Size Of A Retail Promotional Budget, Selecting, Implementing – Timing Of The Promotional Mix - Reviewing And Revising The Promotional Plan.

(15 Hours)

Unit V

Management Of A Retail Brand – Definition Of A Brand, Role Of The Brand, Brand Loyalty, Positional And Personality Of A Brand, Brand Proposition, Brand Image And Identity, Brand Name, Brand Awareness, Managing Brands Over Their Life Cycles, Successful Brands, Brand Updating - Advantages Of Own Brands, Brand Extension Types, Advantages, Disadvantages And Risks.

(15 Hours)

Books for Reference:

- Swapna Pradhan : Retailing Management. (Text & cases), Tata
Mc Graw Hill Publishing Company Ltd., New
Delhi, 2006
- Gibson G. Vedamani : Retail Management, Jaico Publishing House,
Mumbai, 2005
- Barry Berman .Joel R.Evans : Retail Management, A Strategic Approach,
Pearson Education (Singapore) Pvt., Ltd., 2002

B.A. Economics with Retailing
Semester VI
Part III – Core Paper XV – Global Retail Business
Total Hours: 75

Preamble:

The paper aims to

- Impart information on the growth of retail business in India & World as well as challenges in Global Retail Business
- Educate the students on the market entry methods at Global Level

Unit I

International Retailing: Definitions- concepts – rise and growth – International Retail Structures – measures for retail development – factors to be considered when engaging in Global Retailing.

(15 Hours)

Unit II

Retail Internationalisation : Moves and reasons – push and pull factors – Driving forces – case study on European Food Retailers – Direction of Expansion – Factors determining the Direction of Expansion – Stages of International Retail Development – Typologies of International Expansion.

(15 Hours)

Unit III

Market entry methods: acquisition, joint venture, organic growth, share holding, franchise – factors determining market entry methods – factors affecting the success of a Global Retailing Strategy.

(15 Hours)

Unit IV

Retail in India: The Evolution of Retail in India – Retailing in Agriculture - Reasons behind the retail change in India – The size of retail in India – key sectors in Indian retail – FDI in Indian Retail – Challenges to Retail development in India.

(15 Hours)

Unit V

Foreign Retailers – Retail in USA – Retail in Europe – Opportunities and Threats in Global Retailing – Characteristics needed for retailers to exploit growth opportunities – Trends in Global Retailing – WTO and Global Retailing.

(15 Hours)

Books for Reference:

- Barry Berman and Joel R Evans : Retail Management A Strategic Approach, Pearson Education, New Delhi, 2002.
- Micheal Levy and Barton A Weitz : Retail Management, Tata Mc Graw

- Hill Publishing Co Ltd., Delhi, 2002.
- Rosemary Varley and Mohammed: Retail Management, Replic
Rafiq Press PvtLtd., Kundli, 2005.
- Swapna Pradhan : Retailing Management, Tata Mc
Graw-Hill Publishing Co Ltd., Delhi, 2006.
- Gibson G Vedamani : Retail Management, Functional
Principles and Practices, Jaico
Publishing House, Mumbai, 2005.
- David Gilbert : Retail Marketing Management,
Pearson Education, Delhi, 2003

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.

B.A. Economics with Retailing
Semester V

Part III – ELECTIVE I-A Retail Store Planning and Design Layout
Total Hours: 90

Preamble:

The paper helps

- To learn the essential retail strategies
- To develop the skill of planning and designing a retail store

Unit I

Retail Strategic Planning: Generic strategies – operational excellence, product differentiation, customer intimacy, growth strategy – Market expansion strategy.
(18 Hours)

Unit II

Store planning – Location planning and site selection, store design and retailing image mix, space mix, effective retail space management.
(18 Hours)

Unit III

Store layout – Floor space management – space audit – Rules for successful space and layout management – the store façade
(18 Hours)

Unit IV

Visual merchandising and displays – visual merchandising as a communication tool – presentation in visual merchandising – store atmospherics – shop displays – Case Studies
(18 Hours)

Unit V

Practicals – field visit and designing a store layout.
(18 Hours)

(Note: Questions must be taken from the First four units only)

Books for Reference:

- Swapna Pradhan : Retailing Management. (Text & cases), Tata Mc Graw Hill Publishing Company Ltd., New Delhi, 2006
- Gibson G. Vedamani : Retail Management, Jaico Publishing House, Mumbai, 2005
- Barry Berman .Joel R.Evans : Retail Management, A Strategic Approach, Pearson Education (Singapore) Pvt.,Ltd., 2002

B.A. Economics with Retailing
Semester V

Part III – ELECTIVE I-B Investment Policies and Programme – 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 Harrigton 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 Management 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.

B.A. Economics with Retailing
Semester V
Part III – ELECTIVE I-C E-commerce
Total Hours: 75

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.

(15 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.

(14 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.

(16 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.

(15 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.

(15 Hours)

Books for Reference:

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

B. A. Economics with Retailing
Semester VI
Part III – Elective II-A Services Retailing

Total Hours: 90

Preamble :

The paper aims

- To acquaint the students with the area of service retailing.
- To impart the steps involved in retailing of services.

Unit I:

Services Retailing – Nature – Definition – Characteristics – Problems arising from characteristics – Importance – Types of Service Retailers - Services offered by retailers – Growth of Service Retailing – service Retailers Vs Goods Retailers.

(15 Hours)

Unit II:

Service production – Designing the service enterprise – Services cape – Facility interior – Facility Exterior – Other Tangibles – Service Blue Printing and mapping – Costs of Production – Contribution – Break even analysis - Service demand – Strategies for managing demand - Forecasting Demand for services – Services Delivery – Methods – Intermediaries – Service Quality – Measurement – Quality Development – Pricing for Services – New Service Pricing Strategy – Pricing of Established Service – Pricing Tables.

(20 Hours)

Unit III:

Promoting services retailing – Promotional objectives – Techniques – Promotional mix – Role of Sales Promotion – Sales Promotion tools – Direct marketing – Telemarketing – Direct mail – Public relations – Marketing Communication – Target audience – Branding services – Brand Image Development – Advertising.

(20 Hours)

Unit IV:

Common Service Complaints – Methods to solve Complaints – Service Recovery – Ethical and Social Responsibilities of service retailers.

(15 Hours)

Unit V:

Emerging job and Business opportunities in key areas – Insurance services – Banking Services (Financial) – Transport Services – Tourism Services – Catering Services – Consultancy Services – Health care Services – Education Services – Entertainment Services – Communication Services – Courier Services – BPO – ITES.

(20 Hours)

Books for Reference:

- C. Bhattacharjee : Service Sector Management - An Indian Perspective.
- B. Balaji : Service Marketing and Management, S. Chand & Sons Company Ltd.
- K. Douglas Hoffman & E.G. Batson : Essentials of Service Marketing.
- S.M. Jha : Service Marketing, Himalaya Publishing House, New Delhi, 2000.
- Levy & Weitz : Retail Management, Tata Mc Graw Hill.
- Barry Berman & Joel. R. Evam : Retail Management - A Specific Approach – Prentice hall.
- Michael Levy & Barton A. Weitz. : Retailing Management, Tata Mc Graw Hill, Publishing Company Ltd., New Delhi, 2002.

B. A. Economics with Retailing
Semester VI

Part III – **Elective II-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 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.

B. A. Economics with Retailing
Semester VI
Part III – Elective II–C Security Analysis

Total Hours - 75

Preamble:

The paper aims to

- study the meaning of security analysis and the approaches to analyse it
- understand technical analysis as an approach in detail
- have clear idea about Capital Market efficiency

Unit I

Securities-Meaning-IOUs as Securities-Characteristics of Securities-Primary issues and Derivative Securities-Security Analysis-Meaning-Approaches to Security Analysis-Fundamental Analysis and Technical Analysis-Steps involved in Fundamental analysis (Economic, Industry and Company)

(15 Hours)

Unit II

Technical Analysis-Meaning-History of Technical Analysis-Assumptions-Technical view of Price adjustment to new information-Advantages of Technical Analysis-Challenges to Technical Analysis-Technical Trading-Rules and Indicators-Stock market cycle-Comparison of Technical Analysis and Fundamental Analysis

(15 Hours)

Unit III

Dow theory-Primary, Intermediate and Short term trends-Support and resistance level- Volume of trade-The trends of the Market- Short sales

Charts-Advantages-Point and Figure Charts-Bar charts-Chart Patterns- 'V' formation-Tops and bottoms-Double Top and bottom-Head and Shoulders-Triangles-Flags-Panant

(15 Hours)

Unit IV

Moving Average-Index and Stock price Moving Average-Stock price and Stock Prices' Moving average-Comparison of the two moving averages-Oscillators-Relative strengths Index-Rate of Change-Identification of over bought and over sold zones

(15 Hours)

Unit V

Efficient Capital Market-Definition-Why should capital market be efficient-Alternative efficient market hypothesis- Weak firm efficient market-hypothesis-Test and result-Semi strong firm efficient market hypothesis-Test and results-Strong firm hypothesis-Test and Result- Efficient Market and Fundamental Analysis- Efficient Market and Technical Analysis

B.A. Economics with Retailing
Semester VI
Part III – Elective III-A Management Information System

Total Hours - 75

Preamble:

The paper is designed to.

- Enable the students to know the fundamental concepts of MIS
- Import basic knowledge of documentation and
- Provide knowledge on the realms of various information systems.

Unit I

MIS- Introduction –MIS as an Evolving concept _ MIS and Other Academic Disciplines – Subsystem of MIS. Structure of MIS –Operating Elements of an Information System - MIS support for Decision –Making.

System Concepts – Types of System –Sub Systems – System Concept and organization. System concept applied to MIS – Information System as a system – System Analysis and Design.

(15 Hours)

Unit – II

MIS Structure – Based on Management Activity – Based on Organization Function – Transaction Processing- Transaction Processing cycle – methods of Processing, Document Preparation – Message and Document Communication – Information System availability Controls.

(15 Hours)

Unit -III

The Decision Making Process – Phases in the Decision making process- Intelligence and Design Phases – Concept of Decision Making – Behavioural models of the organizational Decision Making. Decision Making under Psychological Stress – Methods of deciding among alternatives.

(15 Hours)

Unit – IV

Concept of Planning and Control –Support System for Planning, Control – Expert Systems.

(15 Hours)

Unit – V

Developing and Implementing Application System – Quality Assurance and Evaluation of Information System.

(15 Hours)

Books for References:

- | | |
|----------------------------|---|
| Sadagopan | - Management Information System
Prentice Hall of India (P) Ltd., 2004 James |
| A O'Brien Irwin | - Management Information System
McGraw Hill Company, 2003 |
| Dr.Mittal & Agarwal | - Management Information System
Sanjeeva Prakashan, Meerut. 2004 |
| W.S.Jawadekar | - Management Information System
Tata McGraw Hill Publishing Co.Ltd.,
2003 |
| D.P.Goyal | - Management Information System
Macmillan India Ltd., 2005 |
| L.M.Prasad and Usha Prasad | - Management Information System
Sultan Chand & Sons, 2004 |

B.A. Economics with Retailing
Semester VI
Part III – Elective III-B 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

B.A. Economics with Retailing
Semester VI
Part III – Elective III-C TOURISM

SUBJECT DESCRIPTION

The course aims at equipping the students with the growth and development of tourism and effect on employment generation.

OBJECTIVES

1. Make the students aware of the nature and forms of tourism
2. Expose the students regarding the possibilities of employment potential and the importance of computer technology in tourism.

UNIT I

Tourism concepts - Motivation for Travel - Barriers to Travel - forms of tourism - Travel industry network - Tourism and Tourism product - Meaning & Type - Tourism Planning in India - Government role in planning Tourism - factors influencing tourism development - Pleasure & Religious Travel.

UNIT II

Mass Tourism, Individual Tourism & paid holidays - Growth of modern Tourism - The basic components of tourism - Elements of Tourism - Geographical resources for tourism - Domestic Tourism.

UNIT III

Travel Motivation - evolution of demand - Growth factor - Physical motivators - Real and Recreation motivation - Health motivators - ethnic & family motivators - Business motivation. Travel & Tourism statistics - measurement of tourism - categories of tourist statistics - methods of measurement - Sample surveys - General Problems of measurement - merits and demerits of tourism.

UNIT IV

Economic dimensions of Tourism - Economic significance - Tourism income multiplier - Development of infrastructural development - Employment generation - multiplier - Tourism retailer - Travel agency operation - scope of work of travel agency - the Tour operation - Handling a client.

UNIT V

Role of Communication in travel - modern mass techniques - Computer Technology in Tourism - Railways, Hotels, Reservation, Airlines, Videotext system. Tourism in India - India as a tourist paradise - Growth of tourism in India - Role of TTDC for the growth towards tourism industry.

REFERENCE BOOKS

1. Virender Kaul - Tourism and the Economy, Har- Anand Publications, New Delhi, 1994
2. Alister Mathieson & Geoffery Wall - Tourism, Economic, Physical, Social Impacts Longman Inc, New York, 1982.
3. A.K. Bhatia - International Tourism - Fundamental and Practices, Sterling Publishers Pvt. Ltd., New Delhi, 1994.
4. Jagmohan Negi - Travel Agency & Tour operation

Concepts and Principles,
Kanishka Publishers,
New Delhi, 1997.

5. Pran Nath Sath & Sushma Seth Bhat - An Introduction to Travel and Tourism
Sterling Publications Pvt. Ltd.,
New Delhi 1977.
6. A.K. Bhatia - Tourism Development - Principles and Practices,
Sterling Publications Pvt. Ltd.,
New Delhi, 1995.
7. R.N. Kaul - Dynamics of Tourism,
Sterling Publications Pvt. Ltd.,
New Delhi, 1985.
8. Pran Nath Seth - Successful Tourism Management,
Sterling Publications Pvt. Ltd.,
New Delhi, 1987.
9. Gulab Nabi - Socio Economic Impact of Tourism,
Pioneer Publishers, Jaipur, 2000.
10. Mukesh Ranga - Tourism Potential in India,
Abhijeet Publications, New Delhi, 2003.