

BHARATHIAR UNIVERSITY,COIMBATORE-641 046

B.B.M – Insurance with Diploma in Retail Management (CBCS Pattern)
(For the students admitted during the academic year 2008-2009 and onwards)

SCHEME OF EXAMINATION – CBCS Pattern

Part	Study Components	Course Title	Ins. hrs / week	Examinations				Credit
				Dur.Hrs	CIA	Marks	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 Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management-I		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 – Industrial Psychology		5	3	25	75	100	4
III	Core IV – Economics for Executives		5	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		6	3	25	75	100	5
IV	Value Education – Human Rights #		2	3	-	50	50	2
SEMESTER –III								
III	Core V – Principles of Insurance		6	3	25	75	100	4
III	Core VI – Marketing Management		6	3	25	75	100	4
III	Core VII – Business Law		6	3	25	75	100	4
III	Allied : III - Taxation and Law Practice		7	3	25	75	100	5
IV	Skill based Subject 1 (Diploma) Paper-I : Retail Environment		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	2
SEMESTER –IV								
III	Core VIII– Human Resource Management		5	3	25	75	100	4
III	Core IX – Financial Management		5	3	25	75	100	4
III	Core X–Management Information System		5	3	25	75	100	4
III	CORE XI –PC Software –MS Office & Tally - Theory		2	3	10	40	50	2
III	CORE XII–PC Software–MS Office & Tally– Practicals		3	3	20	30	50	2
III	Allied : IV – Functional English for Executives		5	3	25	75	100	5
IV	Skill based Subject 2 (Diploma) Paper-II : Consumer Behaviour		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 XIII – Information Technology for Managers	6	3	25	75	100	4
III	Core XIV – Rural Insurance	6	3	25	75	100	4
III	Core XV – Miscellaneous Insurance	6	3	25	75	100	4
III	Core XVI – Services Marketing	5	3	25	75	100	4
III	Elective–I :	4	3	25	75	100	5
IV	Skill based Subject 3 (Diploma) Paper-III : Merchandise Management	3	3	25	75	100	3
SEMESTER –VI							
III	Core XVII – Financial Services	6	3	25	75	100	4
III	Core XVIII - Fire and Marine Insurance	6	3	25	75	100	4
III	Core XIX - Insurance Principles & Practice	6	3	25	75	100	4
III	Elective –II :	6	3	25	75	100	5
III	Elective –III :	2	3	25	75	100	5
IV	Skill based Subject 4 (Diploma) Paper-IV: Customer Relationship Management	4	3	25	75	100	3
V	Extension Activities @	-	-	-	-	50	1
Total						3600	140

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

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List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Research Methods for Management
	B	Marketing Research
	C	Consumer Behaviour
Elective – II	A	Motor and Health Insurance
	B	HRD (Human Resource Development)
	C	Financial Services
Elective - III	A	Labour Law
	B	Global Business Management
	C	Industrial Training

SEMESTER - I

MANAGEMENT PROCESS

Goal: To enable the students to learn principles, concepts and functions of management.

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

- ✓ The nature and types of business organizations
- ✓ Principles & functions of Management
- ✓ Process of decision making
- ✓ Modern trends in management process.

UNIT -I

Business - meaning -business and profession, requirements of a successful business- Organisation - meaning - importance of business organisation. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

UNIT -II

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

UNIT -III

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

UNIT - V

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

REFERENCE BOOKS

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

FINANCIAL ACCOUNTING

Goal: To enable the students to acquire knowledge of Accounting principles and practice

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

- ✓ The basic accounting concepts
- ✓ Double entry book keeping system and various books of accounts
- ✓ Preparation of final accounts, etc.

UNIT - I

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

UNIT - II

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

UNIT - III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - IV

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT - V

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

REFERENCE BOOKS

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

MATHEMATICS FOR MANAGEMENT- I

Goal: To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

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

- ✓ Set operations, matrix and Mathematics of Finance
- ✓ Statistical tools and their applications

UNIT - I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous liner equations.

UNIT-II

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skew ness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

* Questions in theory and problems carry 30% and 70% marks respectively

REFERENCE BOOKS

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

INDUSTRIAL PSYCHOLOGY

Goal: To enable the students to acquire knowledge of organisational behaviour

Objective: On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

UNIT - I

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

UNIT - II

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

UNIT - III

Job satisfaction - meaning - factors - theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.

UNIT – IV

Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Cooperation - competition - conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms - Role - Status – supervision style - Training for supervisions.

UNIT - V

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency - Organisational climate - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor - types of counselling - merits of counselling.

REFERENCE BOOKS

1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour

ECONOMICS FOR EXECUTIVES

Goal: To enable the students to learn principles and concepts of Business Economics

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

- ✓ The objectives of business firms
- ✓ Factors of production and BEP Analysis
- ✓ Types of competitions and price administration
- ✓ Government measures to control monopoly

UNIT - I

Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even- point analysis.

UNIT - III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

UNIT - IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

UNIT - V

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTTP Act.

REFERENCE BOOKS

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
3. Sundaram K.P & Sundaram E - Business Economics

MATHEMATICS FOR MANAGEMENT- II

Goal: To enable the students to learn the techniques of Operation Research and their applications in business management.

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

- ✓ Operations Research models
- ✓ Game theory, Queuing theory, PERT, CPM, etc.

UNIT - I

Introduction to Operations Research - Meaning - Scope – Models - Limitation.
Linear Programming - Formulation – Application in Management decision making
(Graphical method only)

UNIT - II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems only

UNIT - III

Game Theory:- Queuing theory - Graphical Solution – $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time)

UNIT - IV

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT -V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

REFERENCE BOOKS

1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.

Principles of Insurance

UNIT – I

Defining Risk and uncertainty – Classification of risk – sources of risk - External and Internal Insurance – Meaning , nature and significance- essential requirement and principles of risk insurance : reinsurance ; privatization of insurance business developments in the insurance sector .

UNIT – II

Life Insurance – Law relating to life insurance ; General Principles of life insurance contract ; Proposal and policy ; assignment and nomination ; title and claims ; concept of trust in life policy ; LIC – Role and functions .

UNIT – III

General Insurance – Law Relating to general insurance ; General insurance ; different type of general insurances ; general insurance Vs life insurance ; nature of general insurance ; various type of fire policy ; subrogation ; double insurance ; contribution ; proximate cause ; claims of recovery. Accident and Motor Insurances - Nature , disclosure , terms and conditions claims and recovery ; third party insurance ; compulsory motor vehicle insurance ; accident insurance.

UNIT – IV

Deposit and credit card Insurance – Nature , terms and conditions , claims recovery etc. public liability insurance ; emergency risk insurance structure and power , function of General Insurance Corporation of India and Deposit insurance and credit Guarantee Corporation .

UNIT – V

Marine insurance – Law relating to marine insurance; scope and nature- types of policy ; insurable interest; disclosure and representation ; proximate cause ; voyage; warranties ; measurement ; sub –rogation ; contribution ; under insurances.

REFERENCE BOOKS:

- | | | |
|-------------------|---|---------------------------------------|
| 1. M.N. Misshara | - | Insurance Principles and practice s |
| 2. Kothari & Bahl | - | Principles and practices of insurance |
| 3. G.S.Panda | - | Principles and practices of insurance |
| 4. N.D.Kapoor | - | Elements of Business law |
| 5.P.Periyasamy | - | Principles and practices of insurance |

Semester – III

Marketing Management

UNIT – I

Definition of Marketing – Marketing Management -Marketing concept – Meaning ,importance - Importance of marketing in developing countries – Functions of marketing -Marketing environment : various environmental factors affecting the marketing function .

UNIT – II

Buyer Behavior – Buying motive – explanation of motivation - Market segmentation on different bases – Marketing strategy - Market structure – Definition and type of channel – Channel selection and problem.

UNIT – III

Product - Marketing Characteristics – Consumer goods – Industrial goods – Production policy - product life cycle (PLC) – Product mix – Modification & elimination – Packing – Developing new products – Strategies.

UNIT – IV

Pricing: Meaning of Buyer & Seller – Pricing policies – Objectives- factors influencing pricing decisions - Competitors action to price changes - Multiproduct Pricing. Physical Distribution - Management of physical distribution - marketing risk.

UNIT - V

Branding Decision: Brand – Brand image, Brand Identity –Brand Personality – positioning and Leveraging the brands - brand Equity.

REFERENCE BOOKS:

- | | | |
|-------------------|---|-----------------------------------|
| Philip Kotler | - | Marketing Management |
| Rajan Nair | - | Marketing Management |
| Cundiff and Still | - | Fundamentals of Modern Marketing. |

Business Law

UNIT –I

Contracts – essentials of Contract – Agreements – Void – Voidable and illegal contracts – Express and implied Contracts – Executed and executory Contracts – Absolute and contingent contracts – offer- Legal rules and lapse of offer . Acceptance and rules as to acceptance – to create legal relation – capacity of parties to create contract – consideration – Legal rule as to Consideration – Stranger to a contract and exceptions – Contract with out consideration – Consent – Coercion – undue influence – misrepresentation – Fraud – Mistake of law and mistake of fact .

UNIT – II

Legality of objects – unlawful and illegal agreements –Effects of illegality – Wagering Agreements – Agreement opposed to public policy – Agreements in Restraint of trade – Exceptions – void agreements – Remedies for breach of Contract.

UNIT – III

Negotiable Instruments ACT 1881 – Negotiable Instruments – Character- cheque – Essential requirements – Endorsements – kinds – crossing – types- Demand draft – Bills of Exchange.

UNIT – IV

Factories ACT 1948, ; provisions relating to health, safety welfare ,working hours , leave etc. of workers; approval , Licensing and registration of factories – manager and occupier – their obligations under the Act; powers of the authorities under the Act : penalty provisions.

UNIT – V

Wages and Benefits: -

A) Payment of wages ACT 1936 : Objects , responsibilities , fixation of wages periods. Time of payment , deduction : maintenance of records and registers: inspectors.

B) Minimum wages ACT 1948 : Objects , Procedure for fixing and revising minimum wages appointment of Advisory Board ; Payment ;Maintenance of registers and records ; offences and penalties.

C) Payment of Bonus Act, 1965: Objects , computation and determination of Bonus, eligibility and payment , provisions for new companies.

REFERENCE BOOKS:

1. N.D.Kapoor - Mercantile Law
2. Bare Acts -
3. Shukla M.C - A Manual of Mercantile Law
4. Venkatesan - Hand book of Mercantile Law
5. K.P.Kandasami - Banking Law & Practice
- H.K.Saharay and N.K.Saha- Commercial & Industrial Law

TAXATION – LAW AND PRACTICE

Goal: To enable the students to acquire knowledge of principles of Taxation

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

- ✓ Principles of Direct and Indirect Taxes
- ✓ Calculation of Tax, Tax Authorities, Procedures,...

UNIT – I

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion – avoidance – causes - remedies.

UNIT – II

Direct Taxes : Income Tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – heads of income – computations of income under salary and house property .(problem be included).

UNIT – III

Computation of income under profits and gains of business - profession - capital gains – income from other sources - Deductions in the computation of total income - income tax Authorities and their power.(problems be included).

UNIT – IV

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration -mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V

Role of Excise duties in the total revenue – objectives of excise duty in the total revenue – objectives of excise duty – exempted form duty – customs duties – Levy of import and export duty – distinction between advalorum and specific duties – exemption

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

BOOKS RECOMMENDED

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

RETAIL ENVIRONMENT

Subject Description : This course presents the basics of retailing, trends in retailing, evolution of retailing and global retail markets.

Goals: To enable the students to learn the basics in retailing, evolution and trends in retailing.

Objectives: On successful completion of the course the students should have:
understood the features of retailing
learnt the theories of retail development
learnt retail development in India and global retail markets

Contents:-

UNIT I

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.

UNIT II

Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

UNIT III

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

UNIT IV

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT V

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

REFERENCE BOOKS:

Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004

Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.

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

Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004.

Semester - IV

Human Resource Management

UNIT – I

HRM- meaning, nature, scope and objective – Functions of Personnel department – the role of Personnel manager - Organization of Personnel department - personnel Policies and procedures.

UNIT – II

Manpower Planning -Job description - Job analysis – Job specification – recruitment and Selection -Training and development.

UNIT – III

Performance appraisal - Job evaluation and merit rating - promotion Transfer and demotion – human relations – approaches to good human relation - Punishment.

UNIT – IV

Wages and salary administration – Incentive system – Labour welfare and social security – safety, health and security – retirement benefits to employees.

UNIT – V

Industrial relation - Trade unionism – Grievance handling – collective bargaining and workers participation .

REFERENCE BOOKS:

1. Tripathy - Personnel Management and Industrial Relations.
2. Bhagoiwal - Personnel Management and Industrial Relations.
3. Memoria - Personnel Management and Industrial Relations.

FINANCIAL MANAGEMENT

Goal: To enable the students to acquire knowledge of Financial Management

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

- ✓ Finance Functions, Cost of capital, Capital structure,...
- ✓ Capital Budgeting, Working capital management,...

UNIT - I (Theory only)

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

UNIT - II (Problem & Theory questions)

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

UNIT - III (Theory only)

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

UNIT - IV (Theory only)

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Cost of Credit Extension, benefits - credit policies - credit terms - collection policies.

UNIT - V (Problems& theory questions)

Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

(Theory carries 80 Marks, Problems carry 20 Marks)

REFERENCE BOOKS

1. P.V. Kulkarni - Financial Management
2. Khan and Jain - Financial Management - A Conceptual Approach
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting

MANAGEMENT INFORMATION SYSTEM

Goal: To enable the students to acquire knowledge of MIS

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

- ✓ Computer based information system
- ✓ MIS support for the functions of management

UNIT I

Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information-information system for decision making- MIS as competitive advantages – MIS structures.

UNIT II

MIS - Strategic information system - MIS support for planning - organising - controlling - MIS for specific functions - personnel, finance, marketing inventory production Data Base Management System Models - hierarchical -network - relational - modular.

UNIT III

Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers - personal computers. Computer Software - types of software - data representation in computers - Introduction to client-server.

UNIT IV

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. 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 - CDROM

UNIT V

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce, models B_B, B_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

REFERENCES

Management Information System - Murdick and Ross

Management Information System- A contemporary perspective - Kenneth Laudon &
Jane Laudon

Management Information System - Gordon B Davis

Management Information System - James O brien

Computer applications in business - Subramanian K

IV-Semester

PC SOFTWARE (MS OFFICE)

Unit-I

Windows 2000- working with windows – moving formation within windows arranging Icons- Saving Window settings. MS Office Basics – Creating document – entering text-Selecting text- giving instructions- Using tool bars- Menu commands- Keyboards shortcuts- Saving files- Opening documents – Manipulating Windows – simple Editing- Printing Files.

Unit-II

Word Basics – Using Auto text – Using Auto Correct Word editing technique- 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 worksheets –copying entries between workbooks – Moving sheets between workbook-deleting sheets- Creating graphs.

Unit-IV

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

Unit-V

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

Text Books

1. Office 2000 Complete Reference by stepher L.Nelson.
2. PC Software for window made simplex by R.K Taxali – Tata McGraw Hill Publishers Pvt. Ltd.,
3. Quick Course in Micro soft Office Joyce Cox, Polly urban – Galgottia Publications.
4. PC Software for Office- Automation by T.Karthikeyan and Dr. C. Muthu-Sultan Chand and Company.

IV - SEMESTER
PROGRAMMING LABORATORY
List of Practical

MS-Word

1. Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and centre.
2. Prepare a job application letter enclosing your Bio-Data
3. Perform Mail Merger Operation and Preparing labels.
4. Prepare the document in newspaper column layout.

MS – EXCEL

5. Worksheet Using Formulas.
6. Working Manipulation for electricity bill preparation.
7. Drawing graphs to illustrate class performance
8. An excel worksheet contains monthly sales details of five companies.

MS ACCESS

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

MS POWER POINT

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

FUNCTIONAL ENGLISH FOR EXECUTIVES

Goal: To enable the students to acquire knowledge of MIS

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

- ✓ Computer based information system
- ✓ MIS support for the functions of management
- Parts of speech – basic grammar rules in English.

Unit - I

- **Enhancing the reading ability** of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, Business Line, Economic Times., etc. and magazines like business world,etc.

Unit – II

- **Enhancing the spontaneous writing skill** of the students – writing articles on simple topics given – preparing speeches - preparing reports on various events / functions held in the college. Writing letters assuming various capacities and various situations.

Unit – III

- **Enhancing the spontaneous speaking skill** of the students – self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Role playing. Mock interviews for recruitment – mock press meets.

Unit – IV

- **Enhancing the presentation skill** of the students – Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, Commerce and industry or any social issue and present the same to audience. Each group may consist of 3 or 4 students.

Unit – V

- **Enhancing the interpersonal communication skill** of the students – Group Discussion (Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

Functional English for Executives

Allied Paper in Fourth Semester for all BBM and BBA Degree Courses for the candidates admitted during 2007-08 and onwards.

Objective of this paper:

To develop the language and communication skills of the students.

Objective of the examination:

To assess how effectively the students apply their language and communication skills in the simulated practical situations.

Internal Assessment: (Maximum: 50 marks)

(To be assessed jointly by the subject teacher and the HOD, on completion of each unit.)

Unit-I: Reading ability of students

When the students read the articles from the prescribed news papers, journals or magazines, the teacher can assess the reading ability of the students, based on speed, pronunciation, stress, voice modulation, etc. (Maximum: 10 marks)

Unit-II: Spontaneous writing skill

The teacher can ask the students to write

- Letters, assuming any business / administrative context
- Reports on industry visits, seminar/function attended, etc.
- Short essays or write-ups on given topics
- Any other item that the teacher deems fit

Marks can be awarded based on the clarity, theme orientation and the grammatical strength of the write-up. (Maximum: 10 marks)

Unit-III: Spontaneous speaking skill

The teacher can

- Ask the students to speak on a given topic
- Assume that they are organizing/attending a function and the students have to play the following roles
 - Welcoming the gathering
 - Delivering the presidential address
 - Proposing vote of thanks
 - Playing the ‘master of ceremony’ role
 - Delivering a special address on a given topic
- Conduct mock interviews for recruitment / mock press meets.

Marks can be awarded based on the theme-orientation, style of the language, pronunciation, stress, voice modulation and body language.

(Maximum: 10 marks)

Unit-IV: Presentation skill

The teacher may organize Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, Commerce and industry or any social issue and present the same to audience. Each group may consist of 3 or 4 students)

LCD / OHP / Black board can be used by the students (based on availability).

Marks can be awarded based on the theme-orientation and clarity of presentation.

(Maximum: 10 marks)

Unit-V: Interpersonal communication skill

The teacher can organize Group Discussion.

(Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experiences of trade/industry. They may be asked to find group solution through discussion and the group leader may present the same to the audience in the class.)

GD can be assessed based on the level of participation of the individual in the group, motivation, language, depth of discussion, analysis, synthesis, inter-personal aspects, clarity of presentation, theme-orientation, etc.

(Maximum: 10 marks)

External Assessment: (Maximum: 50 marks)

- The University may appoint external examiners from among the **senior most management teachers (not English teachers)** of various colleges affiliated to Bharathiar University.
- Both the internal and external examiners can jointly set a question paper which will be consisting of the topics for **ANY TWO** of the following events.
 - GD: 25 marks
 - Effective Public Speaking: 25 marks
 - Seminar presentation: 25 marks
- The performance is to be jointly assessed by both the examiners and the marks are to be awarded.
- **This may be treated as a practical examination**

CONSUMER BEHAVIOUR

Subject Description: This course presents the basics of consumer behaviour

Goals: To enable the students to learn the basics of consumer behaviour

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

Understood consumer motivation and perception

Learnt consumer learning and attitude

Learnt consumer decision making

UNIT – I

Introduction - Consumer Behaviour – definition - scope of consumer behaviour –
Discipline of consumer behaviour – Customer Value Satisfaction – Retention –
Marketing ethics.

UNIT – II

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

UNIT - III

Consumer Learning – Behavioural learning theories – Measures of consumer learning –
Consumer attitude – formation – Strategies for attitude change

UNIT - IV

Social Class and Consumer Behaviour – Life style Profiles of consumer classes – Cross
Cultural Customers Behaviour Strategies.

UNIT – V

Consumer Decision Making – Opinion Leadership – Dynamics – Types of consumer
decision making – A Model of Consumer Decision Making

REFERENCE BOOKS:

Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice – Hall of
India, Sixth Edition, 1998.

Paul Green Berg – Customer Relationship Management – Tata Mc Graw Hill , 2002

Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice
Hall of India, Tenth Edition, 2006

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico
Publishing House, Second Edition, 2004

INFORMATION TECHNOLOGY FOR MANAGERS

Unit-I

Hardware and software: computer systems – importance of computers in business – data and information – data processing – data storage and data retrieval capabilities – computer applications in various areas of business – computer related jobs in business.

Unit-II

Types of computer systems – Micro, macro, main frame and super computers – analogue, digital and hybrid computers – business and scientific computer systems – first, second, third and fourth generation computers – laptop or note book computers – data processing systems batch – online and real time systems – time sharing – multi programming and multi processing systems – networking – local area and wide area networks.

Unit-III

Components of computer system – input, output and storage devices – software system software and application software programming language – machine language – assembly language – high level languages – flow chart and programme flow charts – steps in developing a computer programme.

Unit-IV

Operating systems – DOS – windows – unix – windows NT – windows '98 – E-commerce – internet – intranet – email its uses and importance – world wide web sites and computers.

Unit-V

System analysis and design – computer based information systems – transaction processing – office automation – management information systems – decision support systems – expert systems

BOOK FOR REFERENCE:

- | | |
|--|--------------------------------|
| 1. Computer and commonsense | - Roger Hunt and Hohn Shellery |
| 2. Using Micro computers | - Brightman and Dimsdale |
| 3. PC software made simple | - R.K Faxali |
| 4. Introduction to computers | - Alexis and Mathews Leon |
| 5. Information Technology for Management | - Henry C Lucas |

RURAL INSURANCE

UNIT - I

Nature of Rural Insurance – Role of Government in Rural Insurance – Rural Policies – Cattle Insurance – Exclusion Schedule.

UNIT - II

Non Scheme Animals – Scheme Animals : Sheep and Goat, Poultry, Aqua Culture

UNIT - III

Aquaculture Insurance – Sericulture – Honeybee insurance – horticulture and plantation insurance

UNIT - IV

Salt work insurance – farmers package insurance – tribal package insurance

UNIT - V

Hut insurance – cycle rickshaw policy – gramin personal accident insurance – lift irrigation insurance – agriculture pump set policy – settlement of claims-exclusion and condition.

MISCELLANEOUS INSURANCE

UNIT – I

Nature of Miscellaneous - all risk insurance policies - burglary insurance – package insurance – money insurance.

UNIT – II

Types of policies – rating – claims – cour bonds – custom bonds – excise bonds

UNIT – III

Television insurance – pedal cycle insurance – plate glass insurance – house hold insurance – shop keeper insurance.

UNIT – IV

Banker blanket policy – jewellery block policy – blood stock insurance – special contingency policy – sports insurance.

UNIT – V

Claims: Nature of claims – legal aspects – investigation assessment – surveyor and loss assess – claim document – arbitration – settlement – salvage – loss minimization.

Semester-IV

Services Marketing

Unit-I

Services marketing – meaning – nature of services – Types and importance – relationship marketing – mission, strategy, elements of design, marketing plan market segmentation.

Unit-II

Marketing mix decisions: unique features of developing, pricing, promoting and distributing services – positioning and differentiations strategies, quality of service industries – achievement and maintenance, consumer support service.

Unit-III

Marketing of hospitality: perspectives of tourism, hotel and travel services – Airlines, Railway, passenger and Goods Transport – Leisure services.

Unit-IV

Marketing of financial services: concept – features of banking, insurance, lease, mutual fund, factoring, portfolio and financial intermediary services.

Unit-V

Marketing of Non-profit organizations: services offered by charities – Educational service – miscellaneous services – power and telecommunication.

REFERENCE:

1. Services Marketing – S.M Jha- Himalaya publishing company 1998, Mumbai.
2. Services Marketing – Indian experiences – Ravishankar- Southia publication 1998, Delhi.
3. Services Marketing – Text & Readings- P.K sinha & S.C Sahoo- Himalaya, Mumbai.
4. Essence of Services Marketing – Adrian pyne- prentice Hall of India, New delhi.
5. Services Marketing - Lovelock- prentice hall
6. Services Marketing - Jeithaml- I.S.E.
7. Services Marketing – Gousalves- prentice hall
8. Services Marketing – principles and practice- palmer, prentice hall
9. Services Marketing – woodruffe- McMillan

Ravi Shankar, Services Marketing, Excel, 2000

MERCHANDISING MANAGEMENT

Subject Description: This course presents the basics of merchandising

Goals: To enable the students to learn the basics of merchandising management

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

Understood merchandising planning

Learnt merchandise buying

Learnt visual merchandising

UNIT – I

Merchandising – meaning – concept – factors affecting merchandising function – merchandise manager functions – merchandise mix – components of merchandise management – merchandise strategies

UNIT – II

Merchandise Planning – steps involved – merchandise control – assortment planning – merchandising stages

UNIT – III

Merchandise buying – types – sources of supply – identifying and contracting – evaluating sources- branding strategies – category management

UNIT – IV

Merchandise performance – retail pricing – merchandise allocation – analyzing merchandise performance – methods

UNIT – V

Visual Merchandising – types of display – display planning – methods of display – Window display and interior display – space management – planning lay out

REFERENCE BOOKS:

Chetan Bajaj and Ranjith – Retail Management – Oxford University Press, Second Edition, 2005

Gillespie Hecht and Lebowitz – Retail Business Management , Mc Graw Hill Book Company, Third Edition, 2002

James R Ogden, Denise T. Ogden – Integrated Retail Management , Wiley Pvt Ltd, 2005

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

Semester-VI

Financial Services

Unit-I

Merchant banking – functions – modes of raising capital from domestic and foreign markets – raising, short term funds – recent developments in the capital markets – SEBI guidelines on merchant banking in India. NBFCs in India.

Unit-II

Hire purchase – concept – evaluation of hire purchase proposals.
Leasing – overview – tax aspects – lease accounting – types of leases – evaluation of leasing proposals.

Unit-III

Mutual funds – operating performances, regulation – SEBI guidelines for mutual funds.

Unit-IV

Other financial services.
Venture capital – bill discounting – factoring – credit rating – asset securitization – depositories.

Unit-V

Mergers and acquisitions – SEBI code on take-overs – business failures and reorganizations.

Unit-VI

Cases and articles reviewse.

REFERENCE BOOKS:

1. Indian Financial Systems – M Y Khan
2. Hand book of leasing hire purchase & factoring by K Sriram
3. Indian Financial System by R M Srivastava
4. introduction to lease financing by rajas parashine and ashok kumar
5. merchant banking – t sundar rajan
6. financial institution & markets by l m bhole
7. financial institution & markets by habel j Johnson
8. mutual funds and investment portfolio – Dr J C Verma

FIRE AND MARINE INSURANCE

UNIT - I

Nature of Fire Insurance – insurance properties – types of fire insurance – general exclusion and conditions

UNIT - II

Tariff system - sections – add on covers – rules and regulations – partial insurance – loading – cancellation – discounts – special policies – survey report.

UNIT - III

Practice of fire insurance – cover note – procedure of claims – basis of loss or profit insurance.

UNIT - IV

Nature of marine insurance – types of contract in marine insurance – marine insurance act 1963 – institute cargo clauses – inland transist (Rail/Road).

UNIT - V

Underwriting process – practice of cargo insurance – open policy – open cover – certificate of insurance – endorsement – salvage loss – claims documents – subrogation.

INSURANCE PRINCIPLES AND PRACTICE

Goal: To enable the students to acquire knowledge of Insurance Business

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

- ✓ Principles of Insurance
- ✓ Life Insurance and General Insurance business in India

UNIT-I

Defining Risk and Uncertainty - Classification of risk - Sources of risk - External and Internal Insurance - Meaning, nature and significance essential requirements and principles of risk insurance; reinsurance; privatisation of insurance business in India; Insurance Regulatory Development Authority – Recent Developments in the Insurance sector.

UNIT-II

Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims; concept of trust in life policy; LIC - Role and functions.

UNIT-III

General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; nature of fire insurance ; various types of fire policy ; subrogation; double insurance; contribution; proximate cause; claims of recovery. Accident and Motor Insurance - Nature, disclosure, terms and conditions claims and recovery; third party insurance; Compulsory motor vehicle insurance; accident insurance.

UNIT-IV

Deposit and Credit Insurance - Nature, terms and Conditions, claim, recovery etc., public liability insurance; emergency risk insurance structure and power, function of General Insurance Corporation of India; Deposit Insurance and credit Guarantee Corporation.

UNIT-V

Marine Insurance - Law relating to marine insurance ; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

TEXT BOOKS

- | | |
|-------------------|---|
| 1. M.N.Mishra | : Insurance Principles and Practices |
| 2. Kothari & Bahl | : Principles and Practices of Insurance |
| 3. G.S.Panda | : Principles and Practices of Insurance |
| 4. N.D.Kapoor | : Elements of Business Law |
| 5. P.Periyasamy | : Principles and Practices of Insurance |

Diploma Paper – IV CUSTOMER RELATIONSHIP MANAGEMENT

Subject Description: This course presents the basics of Customer Relationship Management

Goals: To enable the students to learn the basics of Customer Relationship Management

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

Understood Relationship Marketing

Learnt Sales Force Automation

Learnt Database Marketing

UNIT – I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:

S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997

Paul Green Berg – CRM – Tata Mc Graw Hill, 2002

Philip Kotler, Marketing Management, Prentice Hall, 2005

Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Research Methods for Management
	B	Marketing Research
	C	Understanding Consumer Behaviour
Elective – II	A	Motor and Health Insurance
	B	HRD (Human Resource Development)
	C	Financial Services
Elective - III	A	Labour Law
	B	Global Business Management
	C	Industrial Training

Elective – I	A	Research Methods for Management
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UNIT -I

Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III

Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV

Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT -V

Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:

1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology

Elective – I	B	MARKETING RESEARCH
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UNIT -I

Marketing Research: Meaning, nature and role of marketing research; Organization of marketing research; Marketing research process: Problem identification and definition; Determination of information needs; Developing research proposal.

UNIT -II

Research Design: Types of research Design – Exploratory, descriptive and conclusive researches; Secondary and primary data: Sources of secondary data; Primary data collection instruments – Questionnaire designing and testing; Schedule; Observation methods; Scaling techniques and attitude measurement; Online data sources and research.

UNIT -III

Sample Design: Defining the universe and sampling unit; Sampling frame; Probability and non-probability sampling methods; Sample size determination, Data collection and survey errors.

UNIT -IV

Data Analysis and Interpretation: Data editing and coding; Tabulation and graphic representation; Statistical data analysis including estimation, hypothesis testing, advanced data analysis techniques; Report preparation and presentation.

UNIT -V

Application of Marketing Research : Product research; Advertising research; Market and sales analysis; Marketing research in India; Ethical issues related to marketing research.

TEXT BOOKS:

1. Boyd, Harper W. Jr., Westfall, Ralph and Stasch, Stanley, Marketing Research: Text and Cases, Richard D.Irwin Inc., Homewood, Illinois.
2. Sharma S.S., Marketing Research.

Elective – I	C	Consumer Behaviour
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Objectives:

On successful completion of the course the students should have

- To know the importance of consumer behavior in the application of marketing
- To mould the students to understand the consumer behavior

UNIT -I

Understanding Consumer Behaviour - Nature and scope. Consumer Buying Behaviour Model – Consumer buying process – stages in buying process. Market Segmentation and Consumer Behaviour. Consumer Research Process.

UNIT -II

The process of Learning and Consumer Behaviour – Concept and theories of learning – Brand, Brand loyalty and Brand equity. Consumer Perception - Process, interpretation, Perception and marketing strategy. Perceptual process and buying behaviour. Social, cultural and personal factors.

UNIT -III

Consumer needs and Motivation – Wants versus needs – Theories of needs – Maslow’s hierarchy of needs – Motivation – role of motives – Theories of motivation – motivational research.

UNIT -IV

Nature of consumer attitudes – models and theories of attitude – change in attitude. Groups - types, Celebrities, Family, Socialization of family members, Function of family, Family decision-making and consumption - related roles, Family life cycle.

UNIT -V

Culture- Nature - Characteristics - Measurement, Sub-cultures – Nationality, age, geographic, Regional and Sex, Sub-cultural interaction – Cross culture.

REFERENCES:

1. Dr. L.S.Gupta & Sumitra Pal, Consumer Behaviour, Sultan Chand & Sons
2. Kurder, Consumer Behaviour, PHI/Pearson.
3. Schiffman.L.G. & Kanak.L.L., Consumer Behaviour, PHI/Pearson.
4. Ingel, Roger & Blackwell, Consumer Behaviour.

Elective – II	A	MOTOR AND HEALTH INSURANCE
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UNIT - I

Nature of Motor Insurance – importance of motor insurance – motor vehicles act 1988 – types of policies – claims documents – underwriting – types of claim

UNIT - II

Purpose of personal accident insurance – types of disablement – policy conditions – types of risks – group personal accident policy – types of PA policies.

UNIT - III

Purpose of Health Insurance – importance of health insurance – mediclaim policy – group mediclaim policy – discounts – exclusions.

UNIT - IV

Cancer insurance – policy – coverage – exclusions – claim procedures – overseas mediclaim policy – conditions – exclusions.

UNIT - V

Liability insurance – public liability – policy – limits of indemnity – product liability policy – employers liability policy – third party insurance.

Elective – II	B	HRD (Human Resource Development)
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Course Number :

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

UNIT I:

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

UNIT II:

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

UNIT III:

Potential Appraisal and Development. Career planning and Development.

UNIT IV:

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

UNIT V:

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

REFERENCES:

1. Pareek Udai and T.V.Rao, Designing and Managing Human Resource Systems, Oxford & IBH.
2. Rao T.V.performance Appraisal: Theory and Practice.AIMA-Vikas.
3. ILO: An Introductory course in Teaching and Training Methods for Management Development. Sterling Publishers.
4. Rao T.V.et.al.(ed) Alternative Approaches and Strategies of HRD Rewat Publications.
5. Silvera D.M. - Human Resource Development - the Indian Experience New India Publications.
6. Rao VSP, Human Resource Development, Response Books, 2001.
Kandula S.R, Strategic Human Resource Development, PHI, 2001.

Elective – II	C	E-Commerce (A Managerial Approach)
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Unit – I

Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT – II

Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.

UNIT – III

Advertisement in EC :- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet

UNIT – IV

Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

UNIT –V

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

Reference Books :-

- EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG
- “ELECTRONIC COMMERCE – A MANAGERIAL
- PERSPECTIVE ,
- Pearson Education Asis – 2000.

Elective – III	A	Labour Law
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Objectives:

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

- Legislations relating to Industrial Disputes and Labour welfare

UNIT I

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

UNIT II

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

UNIT III

Factories Act 1948 - The Workman's Compensation Act, 1923.

UNIT IV

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

UNIT V

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

REFERENCES:

1. Personnel Management & Industrial Relation -P.C.Tripathi
2. Dynamics of Personnel Management - C.B.Mamoria
3. Human Resource Management - N.G.Nair & Latha Nair Sultan Chand & Sons.
4. Essentials of Human Resource Management and Industrial Relations – P.SubbaraoHimalaya.
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
6. R.Venkatapathy & Assissi Menachery - Industrial Relations & Labour Legislation
- Aditya Publishers.

Elective III	B	Global Business Management
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UNIT -I

Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and non traditional products-brief background of import trade-future.

UNIT -II

Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – export promotion council – commodity boards – board of trade – trade development authority – FIFO, IIFT, Export inspection council, STC, Export houses.

UNIT -III

Export procedures-offer and receipt of confirmed orders – production – shipping and banking procedure – negotiation-documents for export trade –export incentives.

UNIT -IV

Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans – export control regulations - ECGC.

UNIT -V

International agencies and agreement – IMF-World Bank – functions and features – WTO features-import policy features.

Recommended Books:

- | | |
|-----------------------|---|
| 1. TAS Balagopal | Export Management |
| 2. Francis Cherunilam | International Trade and Export Management |
| 3. S K Varghese | Foreign Exchange and Financing of Foreign Trade |
| 4. Y R Ullal | Export Management |

Elective – III	C	Industrial Training
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