

**M.COM.**

SEM	COURSE CODE	COURSE	COURSE TITLE	HRS/ WEEK	CREDIT	CIA MARKS	SE MARKS	TOTAL MARKS
<b>I</b>	14PCO1C1	CORE I	Corporate Law	6	5	40	60	100
	14PCO1C2	CORE II	Managerial Economics	6	5	40	60	100
	14PCO1C3	CORE III	Strategic Cost Management	6	5	40	60	100
	14PCO1C4	CORE IV	Business Taxation	6	5	40	60	100
	14PCO1CE1	CORE BASED ELECTIVE-I #		6	5	40	60	100
<b>TOTAL</b>				<b>30</b>	<b>25</b>	<b>200</b>	<b>300</b>	<b>500</b>
<b>II</b>	14PCO2C5	CORE V	Quantitative Techniques	6	5	40	60	100
	14PCO2C6	CORE VI	International Financial Management	6	5	40	60	100
	14PCO2C7	CORE VII	Strategic Management	6	5	40	60	100
	14PCO2C8	CORE VIII	Enterprises Resources Management - Theory	3	3	20	30	50
	14PCO2C8P	CORE VIII	Enterprises Resources Management - Practical	3	2	20	30	50
	14PCO2CE2	CORE BASED ELECTIVE-II #		6	5	40	60	100
<b>TOTAL</b>				<b>30</b>	<b>25</b>	<b>200</b>	<b>300</b>	<b>500</b>
<b>III</b>	14PCO3C9	CORE IX	Research Methods	6	5	40	60	100
	14PCO3C10	CORE X	Investment and Portfolio Management	6	5	40	60	100
	14PCO3C11	CORE XI	Human Resource Management	6	5	40	60	100
	14PCO3C12	CORE XII	Advanced Corporate Accounting	6	5	40	60	100
	14PCO3CE3	CORE BASED ELECTIVE-III #		6	5	40	60	100
	14PCO3EC1	EXTRA CREDIT I	Co-Operation in Abroad	-	5*	-	100*	100*
<b>TOTAL</b>				<b>30</b>	<b>25</b>	<b>200</b>	<b>300</b>	<b>500</b>
<b>IV</b>	14PCO4C13	CORE XIII	Labour Laws and Industrial Relations	6	5	40	60	100
	14PCO4C14	CORE XIV	International Marketing	6	5	40	60	100
	14PCO4EC2	EXTRA CREDIT II	Organisation Development	-	5*	-	100*	100*
	14PCO4PW	Project Work		18	5	40	60	100
<b>TOTAL</b>				<b>30</b>	<b>15</b>	<b>120</b>	<b>180</b>	<b>300</b>
<b>GRAND TOTAL</b>				<b>120</b>	<b>90</b>	<b>720</b>	<b>1080</b>	<b>1800</b>

# Core Based Electives

SEMESTER	CORE BASED ELECTIVE
I	Retail Marketing
	Bank Management
II	Customer Relationship Management
	Consumer Behaviour
III	Organisational Behaviour
	Supply Chain Management

\* Not considered for Grand Total and CGPA

## SEMESTER – I: CORE – I

### CORPORATE LAW

**Course Code : 14PCO1C1**

**Hours/ Week : 6**

**Credit : 5**

**Max. Marks : 100**

**Internal Marks : 40**

**External Marks : 60**

#### OBJECTIVE:

To enable the students to understand the corporate law related to Management Company, SEBI , FEMA , Consumer, Bank.

#### UNIT I

**18 hours**

Companies - Definition - Meaning - Features - **#Kinds of Companies#** - Recent Amendment in Companies Act 2013 - Formation - Piercing the Corporate Veil - Prevention of Oppression and Mismanagement –**#Company Meetings#** – **#Share Holder's Meeting#** – **#Director's Meeting#**.

#### UNIT II

**18 hours**

Securities and Exchange Board of India Act, 1992 – Objectives – Definition of Terms - Establishment of the Securities and Exchange Board of India – Powers and Functions of the Board – Registration Certificate – Penalties and Adjudication

#### UNIT III

**18 hours**

Foreign Exchange Management Act, 1999 –Objectives – Definition of Terms – Regulation and Management of Foreign Exchange – Authorised person – Contravention and Penalties – Adjudication and Penalties – Directorate of Enforcement.

#### UNIT IV

**18 hours**

Consumer Protection Act, 1986 – Objectives – Definition of Terms – Consumer Protection Council – Consumer Disputes Redressal Agencies – District Forum – State Commission – National Commission - The Competition Act, 2002.

#### UNIT V

**18 hours**

The Banking Regulation Act, 1949 - The Insurance Act, 1938.-The Insurance Regulatory and Development Authority Act, 1999

**Note: #.....# Self-Study portion.**

#### **Text Book:**

1. Taxman Allied Services (P) Ltd - Corporate Laws

#### **Books for Reference:**

1. Company Law – P.P.S Gogna – S.Chand & sons.

**SEMESTER – I: CORE – II  
MANAGERIAL ECONOMICS**

<b>Course Code</b>	<b>: 14PCO1C2</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

**OBJECTIVE:**

To make the students understand the use of economic tools, principles, laws etc. in facilitating business decisions.

**UNIT I** **18 hours**

Managerial Economics – Meaning, Nature, Features, Scope and Application – Its Relationship with other disciplines – Role of Managerial Economist – **#Demand Analysis#** – **#Elasticity of demand#** - Determinants of demand and supply - Forecasting of demand .

**UNIT II** **18 hours**

Production function – Law of Returns - Law of variable proportions – Law of Returns to Scale – Economies of large scale operation – **#Cost Concepts#** – Cost function – Cost Output relationship – Cost Control and Cost Reduction.

**UNIT III** **18 hours**

**#Market Structure#** – **#Features of Perfect and Imperfect Market#** - Price and Output decisions under Competitive conditions – Perfect Competition, Monopoly Competition, Monopolistic Competition and Oligopoly Competition – Price leadership – Price discrimination.

**UNIT IV** **18 hours**

Profit – Concept and Meaning – Theories – Measurement – Economic Profit vs. Accounting Profit – Profit Maximization vs. Profit Restriction – Profit Planning and Forecasting – **#Cost-Volume Profit Analysis#** – **#BEP Analysis#**

**UNIT V** **18 hours**

Macro Economics and Business decisions – Business Cycle – Economic Forecasting for business – **#National Income #**– **#Concepts#** – **#Methods of Computation#** - Complexities of Measurement – Inequalities in Income – Causes, Consequences and Remedies.

**Note:** #.....# *Self-Study portion.*

**Text Book:**

R.L. Varshney and K.L. Maheswari – Managerial Economics – Sultan Chand & Sons Educational Publishers, New Delhi

**Books for Reference:**

1. Joel Dean - Managerial Economics - Prentice Hall.
2. Mehta P.L. – Managerial Economics – Sultan Chand & Sons
3. Gupta G.S. - Managerial Economics – Tata McGraw Hill
4. Reddy P.N. and Appannaih – Essentials of Managerial Economics – Himalaya Publishing

**SEMESTER – I: CORE – III**  
**STRATEGIC COST MANAGEMENT**

<b>Course Code</b>	<b>: 14PCO1C3</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

**OBJECTIVES:**

- To gain knowledge of (a) use of costing data for decision – making and control.  
(b) Emerging Modern cost management concepts.

**UNIT I** **15 hours**

**#Cost concept in decision making#** - Relevant cost, Differential cost, Incremental cost and opportunity cost – **#Objectives of costing system#**—Designing costing systems in manufacturing units – Costing of Service sector. **(Theory)**

**UNIT II** **30 Hours**

Marginal cost Technique – **#Break Even Analysis#**- Cost Volume Profit analysis— Various Decision making Analysis ( **Simple Problems**) -Target Costing—Life Cycle costing.

**UNIT III** **15 hours**

Activity based costing – Features - Merits and demerits – Implementation of ABC – Value Chain System. ( **Simple Problems** )

**UNIT IV** **15 hours**

Business Process Re-engineering—Total Quality Management – Just in Time –Material Requirement Planning – Bench marking - their applications for costing system. **(Theory)**

**UNIT V** **15 hours**

**#Budgetary Control#** and Performance measurement – Performance Budgets – Zero Based Budgets—Balance Score Board. **(Theory and Problems )**

**( Theory 60% and Problems 40%)**

**Note: #.....# Self-Study portion.**

**Text Book:**

V.K.Sexema and C.D Vashist “Cost Management” Sultan Chand and Sons New Delhi.

**Books Recommended:**

1. S.P Jani & KL Narang – Advanced Cost
2. Accounting, Kalyani Publisher , Ludhiana 2013.
3. Kaplan – Advanced Management Accounting Pearson Education , Mumbai ,2012.
4. Polimen et al ‘Cost Accounting Concepts and Application for decision making –TMH -2012..

## SEMESTER – I: CORE – IV

### BUSINESS TAXATION

**Course Code** : 14PCO1C4  
**Hours/ Week** : 6  
**Credit** : 5

**Max. Marks** : 100  
**Internal Marks** : 40  
**External Marks** : 60

#### OBJECTIVE:

To make the student understand the principles of taxation in general and to make the students learn the concepts and implementation of direct taxes such as income tax, central excise and customs duty, service tax and VAT.

#### UNIT I

**18 hours**

General Principles of Taxation – Kinds – **#characteristics of a good tax system#** – **#Distinction between Direct and Indirect taxes#** – Distinction between taxes and fines, Tax and Duties - Canons of taxation – Single and multiple taxes.

#### UNIT II

**16 hours**

Direct Taxes: - Income Tax Act 1961 – Important definitions – Heads of Income – Gross total income — Deductions u/s 80 C, 80CC and 80D.

#### UNIT III

**20 hours**

Computation of Individual tax liability – Assessment of firms.

#### UNIT IV

**18 hours**

Indirect Taxes – Central Excise Duty – Customs Duty – Introduction – Meaning – Background – **#Distinction between Excise, Customs Duty and Sales Tax#**

#### UNIT V

**18 hours**

Service Tax – Value Added Tax – VAT in Tamil Nadu.

**Marks : Theory - 60%**

**Problem - 40% (Unit II & III only)**

**Note: #.....# Self-Study portion.**

#### **Text Book:**

Reddy and Murthy – Business Taxation, Margham Publications.

#### **Books Recommended:**

1. P. Murugesan B. Sc., B.L. FCA- Tax Laws.
2. V. Balachandran – Indirect Taxes.
3. Dr. M. C. Mehrotha – Income Tax Law & Practice.
4. VAT System – Tamil Nadu Sales Tax Act.

# SEMESTER – I: CORE BASED ELECTIVE – I

## RETAIL MARKETING

**Course Code** : 14PCO1CE1  
**Hours/ Week** : 6  
**Credit** : 5

**Max. Marks** : 100  
**Internal Marks** : 40  
**External Marks** : 60

### OBJECTIVE :

To enable the students to learn the basics in retailing.

### UNIT I

**18 hours**

Introduction to Retailing: Evolution of retailing – Definition and Scope – Functions and Features – Types of retailer – Benefits of retailing – Retail Institutions (Classifications) – Trends in retail trade and Industry – Retail Environment.

### UNIT II

**18 hours**

Retail Marketing Mix – Marketing Strategy – **#Understanding the Consumer Behaviour#** – **#Consumer Buying Process #**– Retail Selling Process – Role of Brand – Types of Brand Loyalty - Product Positioning

### UNIT III

**16 hours**

Retail Location: Evaluation of trading area – factors to be considered for general location – Selection of Site – Shopping Centres - stores design- interior & exterior layout. Retail Pricing – Pricing objectives – Factors to be considered for pricing – Retail Pricing Strategy – Pricing Methods.

### UNIT IV

**22 hours**

Retail Promotion Programme – Promotion Mix – Promotional Objectives – Promotional Budget – **#Advertising Media#** – **# Effectiveness of Advertising#** – Publicity Programmes- Role of Personal Selling.

### UNIT V

**16 hours**

Retailing Ethics – Social Responsibility of Retail Business - Mall Management – Merchandise Management – **#On-line retailing#** - **#Electronic payments#** - Global retailing - Challenges faced in Global retailing.

**Note: #.....# Self-Study portion.**

### References:

- 1.B.B. Mishra & Manit Mishra, Retail Marketing – Vrindha Publications (P) Ltd.,2008.
- 2.Dr.L. Natarajan, Retail Marketing, Margham Publications 2008.
- 3.Kuldeep Singh, Retail Management in new dimensions, Global Vision Publishing House.
- 4.Gibson G.Vedamani, Retail Management functional principles & practices, Jaico Publishing House, 2009.
- 5.Praveen Kumar & Dr. V. Mahlakshmi, Retail Management, Rudhra Books. 2008.

### **Books Recommended:**

1. Kuldeep Singh, Retail Management in new dimensions, Global vision publishing House

## SEMESTER – I: CORE BASED ELECTIVE– I

### BANK MANAGEMENT

<b>Course Code</b>	<b>: 14PCO1CE1</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

#### OBJECTIVE:

This course aims at enabling the students to understand and to contribute to the strategic operational policies and practices of commercial bank management in a competitive environment.

#### Unit I: 18 hours

Introduction – Scheduled and non-scheduled banks – Origin & Development - Evolution and growth of banking system in India – Present Structure - Recommendations of Narasimham Committee –Challenges before Indian commercial banks – Opportunities for Indian commercial banks – **#Strengths and weaknesses of Indian commercial banks#** – Banking sector reforms.

#### Unit II: 18 hours

Liquidity – Purpose – Sources – Measurement – Liquidity / profitability problem – Theories of liquidity management – Priorities in the employment of bank funds – Problem of resource allocation in Indian commercial banks.

#### Unit III: 16 hours

Capital Adequacy in Banks - Functions of capital funds in commercial banks – Capital adequacy – Basle norms on capital adequacy – Capital adequacy norms in Indian commercial banks – **#Present position of capital adequacy in Indian commercial Banks.#**

#### Unit IV: 22 hours

Credit Management - Cardinal principles of sound bank lending – Formulating loan policy – Factors influencing loan policy – Contents of loan policy – Evaluating credit applicant – Loan supervision.

#### Unit V: 16 hours

**#Asset Liability Management and Non-Performing Assets#** - Concept of ALM – Objectives – Functions – Process – Measurement and Management of Risks Concept of NPAs, NPAs in Indian commercial banks, Causes, Suggestions and steps for containing NPAs, Prudential norms.

**Note: #.....# Self-Study portion.**

#### **Book for Reference**

1. Srivastava, Divya Nigam, Management of Indian Financial Institutions, Himalaya Publishing House.
2. M. Y. Khan, Indian Financial System , Tata McGraw Hill.
3. Bharati Pathak, Indian Financial System,
4. Gerald Hatler, Bank Investments and Funds Management, Macmillan
5. Stigum, Managing Bank Assets and Liabilities, Dow-Jones Irwin.
6. Dudley Lockett, Money and Banking, MacGraw Hill.
7. Vasant Joshi, Vinay Joshi, Managing Indian Banks- Challenges Ahead”,

**SEMESTER –II: CORE – V**  
**QUANTITATIVE TECHNIQUES**

<b>Course Code</b>	<b>: 14PCO2C5</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

**OBJECTIVE:**

To have the advanced knowledge and application of concepts of Quantitative techniques in Business and Management.

**UNIT – I** **20 hours**

Correlation Analysis- Karl Pearson Correlation, Multiple and Partial Correlation – Regression Analysis – Simple and Multiple.

**UNIT – II** **12 hours**

Analysis of Time series- **#Components#** – Fitting a Straight Line by the Method of least Squares- **#Moving Averages#**- Index Numbers- Weighted and unweighted – Price Index Numbers- Types – Tests in Index Numbers- Time and Factor Reversal Test- Cost of Living Index Number.

**UNIT – III** **20 hours**

Probability – Problems applying Additional and Multiplication Theorem - Mathematical Expectations- Theoretical Distributions- Binominal, Poisson and Normal Distributions.

**UNIT – IV** **18 hours**

Significance Tests in small samples (t-test) -Testing the significance of the mean of a random sample – Testing difference between means of two samples (Independent and Dependent Samples) – Chi-square Test – F-Test and Analysis of Variance (One way and two way classification).

**UNIT – V** **20 hours**

Linear Programming – Graphical Method – Simplex Method – Transportation Problems – Northwest Corner Rule, Vogel’s Approximation Method – Assignment Problems.

**(Marks: Theory – 20% and Problems – 80%)**

**Note: #.....# Self-Study portion.**

**Text Recommended:**

1. S.P. Gupta ,Statistical Methods , Sultan Chand & sons , New Delhi,2009.
- 2.Kantiswarup, P.K. Gupta & Man Mohan, Operation Research , Sulthan Chand & Sons, New Delhi, 2006.

**Books for Reference:**

- Advanced Statistics - D.L. Elhance  
Operations Research - Mariappan



**SEMESTER –II: CORE – VI**  
**INTERNATIONAL FINANCIAL MANAGEMENT**

<b>Course Code</b>	<b>: 14PCO2C6</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

**OBJECTIVE:**

To Provide a detailed insight In to the International Financial Management

**UNIT I** **18 hours**

International Financial Management: meaning - Importance - Nature and Scope - Theories of International business - International business Methods - **#Recent changes and challenges in IFM#**.

**UNIT II** **18 hours**

International Flow of Funds: Balance of payments (BOP)- Fundamentals of BOP- Accounting components of BOP - Factors affecting International Trade Flows - Agencies that facilitate International Flow - Flexible Exchange Rate regime - The current Exchange rate Arrangements - **#The Economic and Monetary Union (EMU)#**.

**UNIT III** **18 hours**

Foreign Exchange Market: Function and Structure of the Foreign Exchange Markets - Major participants- Types of transactions and settlements dates - Foreign Exchange Quotations - Speculation in the Forward Market - Currency - Futures and Options Markets: Overview of the other markets - Euro Currency Market - Euro Credit Market - Euro Bond Market - **#International stock market#**.

**UNIT IV** **18 hours**

Exchange Rates: Measuring Exchange Rate Movements - Factors Influencing Exchange rates - Government influence on Exchange rates - Exchange rate systems - International arbitrage and Interest rate parity - Relationship between inflation - Interest rates and Exchange rates - **#Purchasing power parity#** - International Fisher effect.

**UNIT V** **18 hours**

Long Term Asset - liability management - Foreign Direct Investment -International Capital Budgeting - International Capital structure and Cost of capital - International Financing Equity - Bond Financing - Parallel loans - Short-Term Asset-Liability Management - International Cash management-Accounts Receivable Management - Inventory Management - Payment Methods Of International trade - Trade Finance methods - Export - Import bank of India - **#recent amendments in EXIM policy#** - Regulations and guidelines.

**(Theory only)**

**Note: #.....# Self-Study portion.**

**Text books Recommended:**

1. P.G.Apte, International Financial Management, Tata McGraw-Hill, New Delhi, 2004.

**Books for References:**

1. Alan C.Shapiro, Multinational Financial Management, 4/e, Prentice Hall India Private Ltd,
2. Jeff Madura, International Financial Management, 6th edition, Thomson Publications.
3. Maurice D.Levi, International Finance, 3rd edition, Tata Mc Graw-Hill, New Delhi, 2003.
4. S.Eun Choel and Risnick Bruce, International Financial Management, Tata Mc Graw Hill,
5. David K. Eiteman, Arthur I.Stonehill and Michael H.Moffeth, Multinational Business Finance, 10th edition, Pearson Education 2004.
6. P.K Jain, Josette Peyrard and Surendra S. Yadav, International Financial Management, Macmillan Publishers, 2001.

## SEMESTER –II: CORE – VII STRATEGIC MANAGEMENT

**Course Code** : 14PCO2C7  
**Hours/ Week** : 6  
**Credit** : 5

**Max. Marks** : 100  
**Internal Marks** : 40  
**External Marks** : 60

### OBJECTIVES:

1. To make the students acquaint with the basic concepts of strategy.
2. To enable them to understand the process of formulate strategy.

### UNIT –I Business Strategy

**18 hours**

Introduction to Business Strategy - Nature of Business strategy and strategic decisions - **#Characteristics of strategic decisions#** - Levels of strategy - Strategic Management, The Strategic Position, Strategic Choices, Strategy into Action - Designing and Managing Multi-business firm - Implementation of Business Strategy.

### UNIT – II Strategy Development

**18 hours**

Process of strategy development - Strategic planning systems - Strategic leadership - **#Organizational politics#** - The learning organization-imposed strategy - Multiple process of strategy development - Intended and realized strategies - Strategic draft- strategic management in uncertain and complex conditions.

### UNIT – III Strategic Position

**18 hours**

Strategic Position – Macro Environment, PESTEL framework - Structural drivers of Change - Differential impact of environmental influences- scenarios, Industries & Structures - **Sources of competition-** Customer Value- strategic gaps - SWOT - Linkages – importance.

### UNIT – IV Strategic Choice

**18 hours**

Corporate Level Strategy, Corporate portfolio - Business Level Strategy - **#Forces influencing business strategy#** - **#Bases of Competitive Advantage, pricing based strategies#** - differentiation strategy - hybrid strategy - focused differentiation - failure strategies - Sustaining competitive advantage - sustaining low price advantage - sustaining differentiation based advantage - competition and collaboration - Competitive strategy in hypercompetitive conditions, overcoming traditional bases of competitive advantage.

### UNIT – V Strategic Control

**18 hours**

Strategic Control and Evaluation – Establishing control – Types – Implementation – Strategy Effectiveness.

**Note: #.....# Self-Study portion.**

### Text book Recommended:

Azhar Kashmi - Strategic Management, Tata – McGraw Hill 2002

### Books for References:

1. V.S. Ramaswamy and Nanakumari - Strategic Planning and Corporate Success
2. Arthur A. Thompson & AJ Stick Land III-“Strategic Management”, Tata McGrawHill 2002 New Delhi
3. .M. Prasad - Business Policy and Strategic Management - Sultan Chand & Sons, New Delhi
4. Francis Cherunilam - Business Policy, Himalaya Publishing House, 2002

## SEMESTER - II: CORE - VIII

### ENTERPRISE RESOURCE MANAGEMENT - THEORY

**Course Code : 14PCO2C8**

**Hours/ Week : 3**

**Credit : 3**

**Max. Marks : 50**

**Internal Marks : 20**

**External Marks : 30**

#### **OBJECTIVE:**

The course aims to provide students a basic understanding in the planning and implementation of enterprise-wide information systems and practical knowledge in Accounting Packages.

#### **UNIT – I Introduction to ERP (15 Hours)**

Evolution – Characteristics – Components of ERP – Needs – Advantages of ERP Packages – Expectation of ERP – Implementation – Factors involved in successful implementation.

#### **UNIT – II Business Process Re-engineering & Supply Chain Management (15 Hours)**

BPR Meaning and Features – Concept of Business Process and Rethinking process - Phases – Identification of re-engineering - **#Supply Chain Management #**– Importance – Materials, Fund flow and Information flow – **#Benefits of SCM#** – Models of SCM.

#### **UNIT – III ERP Implementation and Business Models (15 Hours)**

**#Implementation Life Cycle#** – Methodology – Implementation team – Vendors, consultants and users – Post implementation – Business Models – Importance – Manufacturing and Quality Management – Marketing - Finance – Human Resource.

**Note: #.....# Self-Study portion.**

#### **Text Book:**

Alexis Leon, ERP Demystified, Tata McGraw Hill, New Delhi, 2006

#### **Reference Books:**

1. Vinod Kumar Garg and Venkata Krishnan N.K, Enterprise Resource Planning - Concepts and Practice by PHI, New Delhi, 2003.
2. Mary Sumner, Enterprise Resource Planning, Pearson education, New Delhi, 2006.
3. Jagan Nathan Vaman, ERP in Practice, Tata McGraw Hill, New Delhi , 2007.
4. Tally.ERP 9 – FireWall Media Publications, New Delhi, 2012.

## SEMESTER –II: CORE - VIII

### ENTERPRISE RESOURCE MANAGEMENT- PRACTICAL

**Course Code : 14PCO2C8P**  
**Hours/ Week : 3**  
**Credit : 2**

**Max. Marks : 50**  
**Internal Marks : 20**  
**External Marks : 30**

#### **OBJECTIVE:**

The course aims to provide students a basic understanding in the planning and implementation of enterprise-wide information systems and practical knowledge in Accounting Packages.

**(45 Hours)**

1. Creation, Alteration and Deletion of companies Predefined and user defined Accounting Groups
2. **#Creation, Alteration and Deletion of ledgers#**
3. Financial accounts and Balance sheet preparations
4. Voucher entries **#Double entry mode# & #Single entry mode#**
5. Voucher entries using Cost Centre and Cost Categories
6. Creation and Alteration of Budgets.
7. Voucher entries Applying VAT, TDS and TCS
8. Creation, Alteration and Deletion of inventory masters
9. Accounting Voucher Entries using Stock items
10. Order processing - inventory vouchers
11. Payroll preparation and applying TDS and TCS
12. **#Voucher entries using bill wise details#**
13. Interest Calculation and Multiple Currencies
14. Generation of Accounting and Inventory Reports.

**Note: #.....# Self-Study portion.**

#### **Text Book:**

Alexis Leon, ERP Demystified, Tata McGraw Hill, New Delhi, 2006

#### **Reference Books:**

1. Vinod Kumar Garg and Venkata Krishnan N.K, Enterprise Resource Planning - Concepts and Practice by PHI, New Delhi, 2003.
2. Mary Sumner, Enterprise Resource Planning, Pearson education, New Delhi, 2006.
3. Jagan Nathan Vaman, ERP in Practice, Tata McGraw Hill, New Delhi , 2007.
4. Tally.ERP 9 – FireWall Media Publications, New Delhi, 2012.

## SEMESTER –II: CORE BASED ELECTIVE – II

### CUSTOMER RELATIONSHIP MANAGEMENT

<b>Course Code</b>	<b>: 14PCO2CE2</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

#### OBJECTIVE:

To know the CRM fundamentals and the utilization of technology in managing customers.

**UNIT – I Introduction to Customer Relationship Management 20 hours**  
**#Introduction# – #Emergence of Relationship Marketing# – #Growth of Relational Marketing# – #Distinction between Traditional Marketing and Relationship Marketing#** – The Six Markets Model – Three cornerstones of CRM – Customer Relationship Survey Design – Advantages of CRM – Types of Customer Relationship Programmes – Process Model of Relationship Marketing – Scope for CRM.

**UNIT – II Theoretical Foundations of Relationship Marketing and Customer Relationship 18 hours**  
Theoretical foundations of Relationship Marketing – Neoclassical Paradigm Theories – Neo-Institutional Paradigm Theories – Neo-Behavioral Paradigm Theories. Customer Relationship – Customer Relationship – Categorizing Relationship – Relationship Stages – Models of Stages – **#Customer Segmentation in Relationship Marketing#.**

**UNIT III CRM – The Business Transformation and Communication 17 hours**  
CRM Business Transformation Process – Five Core Areas of Business Transformation – CRM Business Cycle – CRM Implementation – Integration of CRM with ERP – Data Warehousing – Benefits of Data Warehousing - Communication in CRM

**UNIT IV Product Marketing, Customer Loyalty and Customer Partnership 18 hours**  
**#Product Marketing# - #Customer Loyalty# – #Types of Customer Loyalty#** – Features of successful Loyal Scheme – Customer Satisfaction Process – Customer Partnership – Internal Partnership – Supplier Partnership - External Partnership – Developing collaborative relationship.

**UNIT V Implementing Relationship Marketing Programmes 17 hours**  
Implementing Relationship Marketing Programmes – Strategy, Structure and System – Implementing – Technology for Relationship Marketing – Criteria for creating value for customers – Components of a CRM Programme – CRM Process – Critical areas for Customer Care – Evaluation Technological Solution for CRM.

**Note: #.....# Self-Study portion.**

#### **Text Book Recommended**

Customer Relationship Management, Dr. S. Sheela Rani, Margham Publications, Chennai.

#### **Books for Reference**

1. Customer Relationship Management- Concept and Cases – Alok Kumar Rai, PHI Learning Private Ltd.
2. Customer Relationship Management - Stanley A. Brown: John Wiley & Sons, Canada, Ltd.
3. Customer Relationship Management - Jagdish Seth, et al:

## SEMESTER –II: CORE BASED ELECTIVE– II

### CONSUMER BEHAVIOUR

<b>Course Code</b>	<b>: 14PCO2E2</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

#### **OBJECTIVES:**

To explain basic theory and techniques of Consumer Behaviour and to examine the important factors influencing Consumer Behaviour in a changing business environment to take the marketing decisions

#### **UNIT – I CONSUMER BEHAVIOUR – AN INTRODUCTION 18 hours**

What is C B Why to study CB. Application of Consumer behaviour principle to strategic marketing. Role of Marketing in Consumer behaviour, **#Market Segmentation#** and Consumer behaviour.

#### **Unit – II CONSUMER AS AN INDIVIDUAL 18 hours**

**#Consumer needs and Motivation,#** Personality and Consumer Behaviour, Psychographics Consumer Perception, attitudes, attitude formation and change, Learning.

#### **UNIT – III CONSUMER IN A SOCIAL & CULTURAL SETTING 16 hours**

Group dynamics and consumer reference groups, Family, Social class and Consumer behaviour, the influence of Culture on Consumer behaviour. Sub – Cultural and Cross Cultural Consumer Analysis.

#### **UNIT – IV CONSUMER DECISION MAKING PROCESS 22 hours**

Personal influence and the opinion leadership. Diffusion of innovation process, Consumer Decision making process, Comprehensive models of consumer decision making. New Product purchase and repeat purchase.

#### **UNIT – V CONSUMER BEHAVIOUR APPLICATIONS 16 hours**

Consumer Behaviour applicable to Profit and Non Profit Service Organizations, Societal Marketing Concept, Marketing Ethics, Consumer movement, **#Government Policy and Consumer Protection,#** Indian Consumer and Marketing Opportunities in India.

**Note: #.....# Self-Study portion.**

#### **Recommended Text books:**

1. Consumer Behaviour – Ramanuj Majumdar PHI learning PVT Ltd.,
2. Consumer Behaviour, CL Tyagi and Arun kumar, Atlantic publishers.
3. Consumer behaviour, concepts, Applications and cases – MS Raju, Dominic Xardel, Vikas publishing House PVT Ltd.,
4. Consumer Behaviour, By David L. LOUDON Albert J. Della Bitta – India Edition Tata Mcgraw Hill. Co
5. Consumer Behaviour and Marketing Strategy By J. Paul Peter and Jerry C. Olson, Special Indian Edition – Tata Mcgraw Hill.

## SEMESTER –III: CORE – IX

### RESEARCH METHODS

<b>Course Code</b>	<b>: 14PCO3C9</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

#### OBJECTIVE:

To enable the students to understand the basic concepts of Research Methods

#### UNIT I

**18 hours**

Research – Meaning and Definition, Scope and Objectives – Types of Research – Descriptive, Survey, Case Study and Experimental Research.

#### UNIT II

**18 hours**

Research Design – Definition – Significance, Types and Components of Research design -Formulation of Research Problem- **#Procedure of preparing Review of literature#**.

#### UNIT III

**18 hours**

Data Collection – Primary Data – Observation, Interview, Questionnaire and Projective – Secondary Data – Sources – **#Data Processing, Analysis and Interpretation#**.

#### UNIT IV

**18 hours**

Sampling – Techniques - Errors – Hypothesis – Sources and Types - Testing of Hypothesis – Test of Significance – t-test, z-test, Chi-square test.

#### UNIT V

**18 hours**

Report Writing – Meaning, Significance – Types – Format – **Presentation.**

**(Marks: 80% Theory and 20% Problems)**

**Note: #.....# Self-Study portion.**

#### **Text Book Recommended:**

C.R. Kothari , Research Methodology.

#### **Books for Reference:**

1. Tripathi - Research Methodology in Social Sciences
2. Patten Shetti - An introduction to Research Methods in Social Sciences
3. Nakkiran & Selvaraj - Research Methodology

**SEMESTER –III: CORE – X**  
**INVESTMENT AND PORTFOLIO MANAGEMENT**

<b>Course Code</b>	<b>: 14PCO3C10</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

**OBJECTIVE:**

To make the students acquaint with the basic concept of Investment & Security Analysis and to enable them to understand the process of Portfolio Analysis

**UNIT I: 18 hours**

Investment Management – Nature and Scope – Financial Institutions and Markets in India - New Issue Market and Stock Exchange in India – Meaning and Functions - OTCEI.

**UNIT II: 20 hours**

Security Valuation – Return – **#Risk#** – **#Types#** - Investment Alternatives – Investment Avenues – New Instruments: GDRs, ADRs, Derivatives and Options – Mutual Funds – Meaning, Features and Types.

**UNIT III: 14 hours**

**#Investor#** – **#Types#** – Investor Protection and SEBI– SEBI Regulations: In Primary Market – In Secondary Market - Credit Rating – Meaning - Benefits - Credit Rating Agencies.

**UNIT IV: 20 hours**

Fundamental Analysis: Economic Analysis - Economic Indicators – Industry Analysis – Types of Industries - **# Industry Growth Cycle#** – Influential Factors – Company Analysis – Factors to be considered- Technical Analysis: Assumptions – Technical Indicators – Dow Theory – Technical Analysis Vs Fundamental Analysis – Efficient Market Theory – Forms of Market.

**UNIT V: 18 hours**

Portfolio Analysis – Meaning and Steps – Markowitz Portfolio Selection Model – Sharpe’s Model - CAPM – Portfolio Performance Evaluation – Formula Plans – Types.  
**(100% Theory)**

**Note: #.....# Self-Study portion.**

**Text Recommended:**

1. Punithavathy Pandiyan – Security Analysis & Portfolio Management, Vikas Publishing House Pvt Ltd. New Delhi 2008.

**Books For Reference:**

1. Preeti Singh – Investment Management, Himalaya Publishing House, Mumbai, 2003.
2. V.K. Bhalla - Investment Management, S Chand & Sons, New Delhi.
3. De Fisher & R J Jordan – Security Analysis & Portfolio Management, Printice Hall of India.
4. Sidney Cottle, Graham & Dadd – Security Analysis, Tata McGraw Hill, New Delhi, 1989.



**SEMESTER –III: CORE – XI**  
**HUMAN RESOURCE MANAGEMENT**

<b>Course Code</b>	<b>: 14PCO3C11</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

**OBJECTIVE:**

To enlighten the students on Human Resource Management Policies and Practices.

**UNIT I**

**15 hours**

Human Resource Management – Meaning - Objectives – Significance – Functions – Evolution and Development of HRM – **#Distinction between HRM and Personnel Management#** -Human Resource Planning – Importance and Features - Process of Human Resource Planning.

**UNIT II**

**15 hours**

Recruitment - Sources - Techniques – Selection Procedure – Types of Tests and Interviews – Placement Criteria – **#Benefits of Induction #**– Training - Importance and Methods.

**UNIT III**

**20 hours**

Human Resource Development – Meaning and Significance - Techniques of Management Development – Performance Evaluation and Development – Performance Appraisal - Uses and Techniques – **#Managerial Appraisal #- #Purposes#**.

**UNIT IV**

**20 hours**

Career Planning - Meaning - Objectives and Importance - Steps – Career Development – Techniques - Counselling - Benefits and Process – **#Absenteeism and Labour Turnover# - #Causes and Effects#** - Job Evaluation - Methods – Advantages - Problems.

**UNIT V**

**20 hours**

Reward System – Wage and Salary Administration - Methods of Wage Payments – Bonus Criteria - Fringe Benefits – Types - Non Monetary Rewards – Motivation – Concept and Theories - Maslow, Mc Gregor and Herzberg - Team Building – Objectives - **Job #Satisfaction# – #Determinants#**.

**Note: #.....# Self-Study portion.**

**Text Recommended:**

P. Subba Rao – Personnel and Human Resource Management, Himalaya Publishing House

**Books for Reference:**

1. S.S. Khanka – Human Resource Management, S.Chand & Sons.
2. C.B. Gupta - Human Resource Management - Text and Cases, Sultan Chand & Sons.
3. L.M. Prasad - Human Resource Management, Sultan Chand & Sons

**SEMESTER –III: CORE – XII**

**ADVANCED CORPORATE ACCOUNTING**

<b>Course Code</b>	<b>: 14PCO3C12</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

**OBJECTIVE:**

To enable the students to understand the importance of Corporate Accounting on the basis of International Accounting Standards

**UNIT I** **18 hours**

# **Accounting Standards**# - Valuation of Goodwill – Valuation of Shares.

**UNIT II** **18 hours**

Liquidation – Statement of Affairs and Deficiency Accounts – Liquidator Final Statement of Account - #**Human Resource Accounting**#.

**UNIT III** **18 hours**

Accounts of Holding Companies – including Chain Holdings – Preparation of Consolidated Balance Sheet - Social Responsibility Accounting.

**UNIT IV** **18 hours**

Final Accounts of Banking companies (New Format) - Inflation Accounting.

**UNIT V** **18 hours**

Final Accounts of Insurance Companies (New Format) – Accounts of Electricity and Railway Companies under Double Accounts System – Replacement of Capital Assets

**(Marks: Theory – 20% and Problems – 80%)**

**Note: #.....# Self-Study portion.**

**Text Recommended**

1.M. C. Shuckla, T. S. Grewal & S.C. Gupta – Advanced Accounts, Vol II S.Chand & co, New Delhi, 2013.

**Books for Reference**

1.R. L. Gupta & M. Radhaswamy - Advanced Accountancy, Sulthan Chand & Sons, New Delhi, 2013.

2.S.P. Jain & K.L. Narang - Advanced Accountancy, Kalyani Publications, New Delhi, 2013.

3.T.S. Reddy & A. Murthy - Corporate Accounting, Margham Publications, Chennai, 2013.

## SEMESTER –III: CORE BASED ELECTIVE – III

### ORGANISATIONAL BEHAVIOUR

<b>Course Code</b>	<b>: 14PCO3CE3</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

#### OBJECTIVE:

To make the students understand the basics of individual behaviour and group behaviour of people at work and enable them to gain knowledge relating to overall development of the organization.

#### UNIT I

**15 hours**

Organisational Behaviour – Meaning – Characteristics – Disciplines contributing to OB – #Relationship with other Social Sciences #– Approaches to OB – Hawthorne Experiments.

#### UNIT II

**15 hours**

Perception: Process – Factors influencing perceptual selection and Distortion in Perception – Learning: Theories of Learning – OB Modification - Attitude: #Factors influencing formation of Attitude#.

#### UNIT III

**20 hours**

Personality: Theories of Personality – Determinants – Types - Group Dynamics: Formal and Informal Groups – Group Cohesiveness – #Group Decision-making#.

#### UNIT IV

**20 hours**

Leadership: - Theories - styles – Morale - Factors - Effect - Morale and Productivity - Conflict Management: Role Conflict – Goal Conflict and Inter personal conflict - Conflict Management Process.

#### UNIT V

**20 hours**

Organisational change – Resistance to change and Overcoming resistance to change – Organisational Development – OD Process and Techniques – #Organisation Culture#– Factors influencing organisation culture – Organisational Effectiveness – Process and factors influencing organizational effectiveness.

**Note:** #.....# *Self-Study portion.*

#### **Text Books Recommended:**

1. Keith Davis - Organisational Behaviour and Human Behaviour at work
2. S.S. Khanka – Organisational Behaviour, S.Chand & Co.,

#### **Books for Reference:**

1. Fred Luthans - Organisational Behaviour
2. Keith Davis – Human Behaviour at work
3. L.M. Prasad – Organisational Behaviour – Sultan Chand & Sons
4. K. Aswathappa – Essentials of Organisational Behaviour
5. Stephan Robinson - Organisational Behaviour

## SEMESTER –III: CORE BASED ELECTIVE– III

### SUPPLY CHAIN MANAGEMENT

<b>Course Code</b>	<b>: 14PCO3CE3</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

#### OBJECTIVES:

To explain basic theory and techniques of supply chain to examine the issue and problems associated with supply chain in a changing business environment.

#### UNIT I

**18 hours**

Goals and Principles of Supply Chain Management- Bullwhip effect and its impact on supply chain performance.

#### UNIT II

**18 hours**

Flow Management and its importance: Management of material flow in the supply chain- Management of information flow- Management of cash flow and value flows

#### UNIT III

**16 hours**

Customer Service strategy: Bench marking best practices - **#Customer relationship Management#** - Out-bound logistics resources planning and management.

#### UNIT IV

**22 hours**

Quick response systems in Manufacturing-Management of in-bound logistics- E-supply chain cases.

#### UNIT V

**16 hours**

Supply chain cost analysis- Supply chain performance measures- Issues in Global supply chain.

**Note: #.....# Self-Study portion.**

#### **Recommended Text books:**

1. Introduction to supply chain management Robert B. and others India Edition, PHI learning PVT Ltd.,
2. Supply chain management – John T. Ment Z FR By Response Books, a division of Sage Publications. [www.sagepublications.com](http://www.sagepublications.com)
3. Supply chain management – Rahul V. Altekar, By PHI learning PVT Ltd.,
4. World class supply chain management India Edition, By Burt – Dobler – Starling Tata Mcgraw Hill Co.

## SEMESTER –III: EXTRA CREDIT – I

### CO-OPERATION IN ABROAD

<b>Course Code</b>	<b>: 14PCO 3EC1</b>	<b>Max. Marks</b>	<b>: 100*</b>
<b>Hours/ Week</b>	<b>: -</b>		
<b>Credit</b>	<b>: 5*</b>		

#### OBJECTIVE:

To prepare the students to get expert knowledge of the Co-operative movement in various countries.

#### UNIT I

**Co-operative Movement in Great Britain :** Co-operative Development in England – Origin and Growth – Features of Rochdale Society – Success of Consumer Co-operative Movement – Objectives – Working of Whole Sale Societies and Retail Societies – Constitution Objects – Working – Reasons for the Success of the Movement.

#### UNIT II

**Co-operative Movement in Germany :** Credit Movement in Germany – Evolution of Credit Movement in Germany – Raiffeisen Societies – Special features – Principles – Objects – Schulze Delitzseh System – Urban Bank – Objects – Working – Differences between Raiffeisen and Schulze System.

#### UNIT III

**Co-operative Movement in Denmark :** Dairy Co-operative in Denmark – Structure – Special Features – Place of Dairy Co-operatives in Denmark Economy – Causes for the Success of Dairy Co-operative – Export Societies – Co-operative Egg Export Associations.

#### UNIT IV

**Co-operative Movement in Japan :** Industrial Co-operation in Japan –Rural Background of Japan – Birth of Cooperatives in Japan – Different Types of Co-operatives in Japan – Industrial Cooperatives – Structure – Objects – Functions.

#### UNIT V

**Co-operative Movement in Canada :** Co-operative Movement in Canada – Working Features – Co-operative Marketing Societies in Canada – Wheatpools and Their Working – Co-operatives Marketing and Purchasing Associations.

#### Recommended Text Books

- 1) Bedi, R.D., Theory, History and Practice of Co-operation, R.Lall Book Depot, Meerut (UP), 1996.
- 2) Hajela, T.N., Co-operation Principles, Problems and Practice, Konark Pub.(P) Ltd., Delhi 1994.
- 3) Krishnaswami, V.R., Fundamental of Co-operation, S.Chand & Sons, Delhi, 1999.
- 4) Kulkarni, Theory & Practice of Co-operative in India and Abroad, Co-operative Books Depot, Bombay, 2000.
- 5) Mamoria, C.B. and Saksena, Co-operation in India, Kitab Mahal, Allahabad, 1995.
- 6) Mathur, B.S., Co-operation In India, Sanity Haven Pub., Agra, 1998.

**SEMESTER – IV: CORE – XIII**  
**LABOUR LAWS AND INDUSTRIAL RELATIONS**

<b>Course Code</b>	<b>: 14PCO4C13</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

**OBJECTIVE:**

To enable the students to acquire knowledge on Industrial Legislations and the nature of relations existing between the Labour and Management.

**UNIT I**

**18 hours**

The Factories Act, 1948: Objectives of the Act – Health, safety, welfare measures – Working hours, weekly holidays and annual leave with wages – Safety of women and young workers.

The Trade Union Act, 1926: Objectives and provisions of the Act – Definitions- Registration of Trade union – Duties and liabilities of a registered trade union- Rights and privileges – **#Amalgamation and dissolutions of trade union#**.

**UNIT II**

**18 hours**

Payment of Wages Act, 1936: Objectives – Rules regarding payment of wages – Authorised and unauthorised deductions from wages – Penalty for offences. The Minimum Wages Act, 1948 : Objectives – Procedure for fixation and revision of minimum wages – Payment of minimum rates of wages – Authorities under the Act – Claims and penalties.

**UNIT III**

**18 hours**

The Employees State Insurance Act, 1948: Objectives - ESI corporation, standing committee, medical benefit fund – ESI fund – Rules regarding contribution – Benefits – ESI court and its powers. The Provident Fund Act 1952: Objectives – EPF schemes – Administration of scheme – Determination of money due from employees.

**UNIT IV**

**18 hours**

Industrial Relations: Definition and scope – Objectives and importance of Industrial relations – factors - Approaches – Collective bargaining: Meaning and features – Importance – Principles – Contents of collective bargaining agreement – Forms of collective bargaining – Process. **#Workers' participation in management#**.

**UNIT V**

**18 hours**

Industrial Conflicts : Definition and classification – Causes of industrial conflicts – Strikes and Lockouts – Industrial disputes machinery: Conciliation and Adjudication – Preventive and curative methods – Causes of Grievances – Grievance procedure – Principles and objectives of Code of Discipline.

**Note: #.....# Self-Study portion.**

**Text Books Recommended:**

1. N.D.Kapoor – Elements of Industrial Law – Sultan chand & Sons.
2. Mamoria, Mamoria & Gankar – Dynamics of Industrial Relations –Himalaya Publishing House.

**Books for Reference:**

1. K.R.Bulchandani – Industrial Law –HPH.
2. V.V.Giri – Labour management relations in India –
3. P.C.Tripathi – Personnel management and industrial relations – Sultan chand & sons
4. A.M. Sharma – Industrial relations.
5. S.C Srivastava – Industrial Relations and Labour Laws Vikas Publications

**SEMESTER – IV: CORE – XIV**  
**INTERNATIONAL MARKETING**

<b>Course Code</b>	<b>: 14PCO4C14</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>Hours/ Week</b>	<b>: 6</b>	<b>Internal Marks</b>	<b>: 40</b>
<b>Credit</b>	<b>: 5</b>	<b>External Marks</b>	<b>: 60</b>

**OBJECTIVES:**

To understand the concept and techniques of international marketing and train students to develop and implement plans for entering into international markets.

**UNIT –I**      International Marketing and Environment      **18 hours**

Nature, Importance and scope of International Marketing - Influence of physical, economic, socio-cultural, political and legal environments- **#Scanning and monitoring global marketing environment#**

**UNIT – II**      International Market and Product Planning      **18 hours**

Screening and selection of markets - International market entry strategies-Export licensing - Major Product decisions- Product design, labeling, packaging, branding and product support services - Product standardization vs. adaptation - **#Managing product line - International trade product life cycle - New product development#**

**UNIT –III**      International Product Pricing and Distribution      **18 hours**

Pricing for International Markets - **#Factors affecting international price determination#** - International pricing process and policies - Delivery terms and currency for export price quotations - Transfer pricing - Distribution channel strategy -International distribution channels - Role and functions - Selection and management of overseas agents - Logistic management in International distribution.

**UNIT – IV**      International Promotion Strategies      **18 hours**

**#Communications across countries# - #Complexities and issues#** - International promotion tools and planning – Advertising, personal selling, publicity and sales promotion - Developing international promotion campaign- Standardization - Planning for direct mail, sales literature, Trade fairs and Exhibitions

**UNIT – V**      International Marketing Trends      **18 hours**

Emerging trends in international marketing - International Marketing through Internet- Ecological Concerns and international marketing ethics – Role of Government in Promoting International marketing - **#International marketing problems and prospects in India.**

**Note: #.....# Self-Study portion.**

**Text book Recommended:**

1. Bhattacharya - Export Marketing Strategies for Success - Global Business Press, New Delhi - 1991

**Books for Reference:**

1. Cateora, Phillip R. and John L. Grahm -International Marketing -10 th ed., Irwin McGraw Hill
2. Jain, Subash C - International Marketing Management - 6th ed., South Western College Publishing – International Thompson Publishing Company. Cincinnati -2004.
3. John - International Marketing - Prentice Hall of India Private Ltd., New Delhi – 2007.

## SEMESTER – IV: EXTRA CREDIT - II

### ORGANISATION DEVELOPMENT

<b>Course Code</b>	<b>: 14PCO 4EC2</b>	<b>Max. Marks</b>	<b>: 100*</b>
<b>Hours/ Week</b>	<b>: -</b>		
<b>Credit</b>	<b>: 5*</b>		

#### OBJECTIVE:

To make the basics the students understand of individual Interventions and group Interventions of people at work and enable them to gain knowledge relating to overall development of the organization.

#### Unit I

Introduction to Organization Development - Concept - Nature and Scope of O.D. - Historical Perspective of O.D. - Underlying Assumptions & Values - Theory and Practice on change and changing - The Nature of Planned Change - The Nature of Client Systems - Group Dynamics - Intergroup - Dynamics and Organizations as Systems.

#### Unit II

Operational Components of O.D. – Diagnostic - Action and Process – Maintenance Components - Action Research and O.D.

#### Unit III

Interventions - Team Interventions - Inter – group Interventions – Personal - Interpersonal and group process Interventions - Comprehensive Interventions - Structural Interventions.

#### Unit IV

Implementation and Assessment of O.D - Implementation – conditions for failure and success in O.D. efforts - Assessment of O.D. and change in Organizational performance - The impact of O.D.

#### Unit V

Some key considerations and issues in O.D. - Issues in Consultant – Client relationships - Mechanistic & Organic systems and the contingency approach - The future of O.D - Some Indian experiences in O.D.

#### **Recommended Text books :**

- 1.Organization Development and Change – By Cummings and Worely Cengage learning .
- 2.Management of Change and Organisation Development, SK Bhatia, Deep and Deep publishers.
3. Organization Development and Transformation, Special Indian Edition by Wendell .L French and others. Tata Mcgraw Hill. Co.
4. Organisation Development Principles, Process and Performance By Amitab Mehta , year 2009 - Global India Business Publications, New Delhi.