

BHARATHIAR UNIVERSITY,COIMBATORE-641 046

M.Com – I.T (Information Technology)

(For the students admitted during the academic year 2010-11 and onwards)

SCHEME OF EXAMINATIONS : CBCS Pattern

Study Components	Course Title	Ins. hrs / week	Examinations				Credits
			Dur.Hrs	CIA	Marks	Total	
Semester I							
	Communication Skills	6	3	25	75	100	4
	Financial Accounting	7	3	25	75	100	4
	Operating Systems	7	3	25	75	100	4
	Database Management System	7	3	25	75	100	4
	Elective-I :	3	3	25	75	100	4
Semester-II							
	Direct Taxes	6	3	25	75	100	4
	Management Information System	5	3	25	75	100	4
	Object Oriented Programming with C++	5	3	25	75	100	4
	Software Project Management	5	3	25	75	100	4
	Computer Applications: RDBMS & C++ - Practical-I	6	3	40	60	100	4
	Elective: II :	3	3	25	75	100	4
Semester-III							
	Cost and Management Accounting	7	3	25	75	100	4
	Financial and Investment Management	7	3	25	75	100	4
	Visual Basic	7	3	25	75	100	4
	Banking and Insurance	6	3	25	75	100	4
	Institutional Training (Report 40 marks and Viva 10 mks.)	-	-	50	-	50	2
	Elective-III :	3	3	25	75	100	4
Semester-IV							
	Indirect Taxation	6	3	25	75	100	4
	E-Business	6	3	25	75	100	4
	Computer Applications: Visual Basic - Practical-II	5	3	40	60	100	4
	Project Work & Viva-Voce (Project-160 & Viva-40) (OR) In lieu of Project work, the following two papers may be opted.	10		-	-	200	8
	1. Principles and Practice of Insurance	5	3	(25)	(75)	(100)	(4)
	2. Industrial Law	5	3	(25)	(75)	(100)	(4)
	Elective-IV :	3	3	25	75	100	4
TOTAL		-	-	-	-	2250	90

Electives: List of Group of Elective Papers : (Colleges can choose any one of the Group Papers as Electives) :1. GROUP-A

1. Principles and Practice of Marketing Services
2. Marketing of Financial Services
3. Marketing of Health Services
4. Travel and Hospitality Services

2. GROUP-B

1. Financial Markets and Institutions
2. Indian Stock Exchanges
3. Futures and Options
4. Fundamental and Technical Analysis

3. GROUP-C

1. Principles of International Trade
2. Export and Import Procedure
3. Institutions Facilitating International Trade
4. India's International Trade

* In the core subjects, Number of Papers both theory and practical are included wherever applicable. Existing number of papers to be offered. However, the total credit and marks for core subjects remains the same as stated above.

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

III Semester :

1. Industrial/Institutional Training is to be made compulsory. The Student should take it up during the II Semester holidays and submit a report in the III Semester.
2. It carries 50 marks with 2 credits. Breakup for 50 marks (Only Internals)
Report 40 marks, Viva-voce 10 marks (Department level under the chairmanship of HOD)
3. Institution to be visited :
Banks, Insurance Companies, trading, manufacturing and service organizations, auditor office and other financial institutions.
4. Duration of the visit : minimum of 21 days
5. Marks for the industrial training out of 50 should be sent to the University alongwith the III Semester Internal marks.

IV Semester :

1. Project Work and Viva-voce examination will be optional for the colleges. They can either opt for project or 2 theory papers in the IV semester which are given as below:
 1. Principles and Practice of Insurance 2. Industrial Law
 - a. If Project is opted by the college 200 marks with 8 credits will be awarded. The break-up of marks will be as follows: Project Work 160 mks.(80%) – Viva -40 mks.(20%)
External Examiners will be appointed by the University for conducting the viva-voce exam along with the concerned internal examiner.
Monthly review of the project work has to be conducted by the guide along with the head of the department for a systematic progress of the work.
 - b. If the theory papers are opted instead of project work, the marks and credits will be given as other core papers i.e., CIA – 25 marks and semester exam-75 marks.

SEMESTER I

PAPER-I COMMUNICATION SKILLS

UNIT I

Business Communication - Objectives and Scope - Ethics of Communication - Language – Arts - Basics - Punctuation, Grammar and Word usage - Electronic Technology in global business communication: Internet, Fax, e-mail - Work Team Communication - Group Communication - Variables - Solving group problems - Ethical dimensions - Strategies for communicating across culture.

UNIT II

Principles of Business Writing - Planning - Drafting - Revising - formatting – 3Ps of Business writing (problem, process, product) for Goodwill messages, Routine Messages and Negative news – Replies.

UNIT III

Report writing - Characteristics - purpose - Types - periodic reports - situational report - Proposals - Policies and procedure - Report structure - writing research reports technical reports - norms for including exhibits & appendices.

UNIT IV

Non-verbal communication - personal appearance posture - body language - use of charts, diagrams & tables - visual & audio visual aids for communication - Dyadic communication:- face to face communication - telephonic conversation.

UNIT V

Conducting Meetings: Procedure - preparing Agenda, minutes and resolutions - conducting seminars and conferences:- Procedure of Regulating speech - evaluating oral presentation – Interview Skills – Resume preparation & Structure of Resume - Group Discussion – Presentation Skills.

Note : Question Paper shall cover 100% theory

BOOKS FOR REFERENCE:

1. Developing Communication Skills - Krishnamohan & Meera Bannerjee
2. Mastering Business Communication, McMillan - Woolcott & Unwin
3. Business Communication – AITBS - Raisher
4. Assignment & Thesis writing. - Anderson & Others
5. Business Communication. - Rajendra Paul and Koralahalli
6. Basic Business Communication. - Lesikar and Flatley
7. Business English - L.Gartside
8. Business English - Nagamiah, et al.

PAPER - II FINANCIAL ACCOUNTING

UNIT - I

Introduction to financial accounting - meaning - general principles and concepts Accounting concepts and conventions – Accounting standards - financial statements - revenues - expenses and income - Recording and reporting accounting information - Journal – Ledger accounts - Trial balance - Balance sheets.

UNIT - II

Accounting for assets and liabilities - cash and internal control of cash - cash sales –cash payments- Voucher system - voucher register – petty cash - Bank reconciliation.

UNIT – III

Accounting for marketable securities, stocks, bonds - current liabilities and pay rolls -Accounts payables – Unearned – Income & expenditure – receipts & payments - Revenue and accrued liabilities - pay roll accounting.

UNIT - IV

Property, plant and equipment; acquisition and depreciation - Disposal of property, plants, and equipments - disposal of fully depreciated assets with no cash proceeds - sale at an amount equal to the residual value; sales above and below the book value - sales before the end of estimated life - intangible assets - amortization of intangibles – Analysis of financial statements.

UNIT – V

Accounting from Incomplete records – Final Accounts of Companies.

Note: Question paper shall cover 40% Theory and 60% Problems.

BOOKS FOR REFERENCE:

- | | |
|----------------------------------|---------------------------------|
| 1. Financial Accounting | - Jain & Narang |
| 2. Financial Accounting | - N.Vinayakam & B.Charumathi |
| 3. Advanced Financial Accounting | - J.R.Monga |
| 4. Financial Accounting | - S.N.Maheswari & S.K.Maheswari |

PAPER - III OPERATING SYSTEMS

UNIT -I

Introduction: Early Operating Systems – Buffering and Spooling – Multiprogramming – time-sharing – Protection – Operating – System Structures. Process Management: Process Concept – Hierarchy of Process – Critical Section Problem – Semaphores – Process Co-ordination Problems – Inter Process Communication.

UNIT -II

CPU Scheduling: Scheduling Concepts – Scheduling Algorithms – Algorithm Evaluation – Multiple Processor Scheduling. Deadlock: Deadlock Problem – Characterization - Prevention – Avoidance – Detection – Recovery.

UNIT -III

Memory Management: Introduction – Multiple Partition – Paging – Segmentation – Paged Segmentation – Virtual Memory Concept – Overlays – Demand Paging and Performance – Page Replacement .

UNIT -IV

Secondary Storage Management: Physical Characteristics – Disk Scheduling – Disk Scheduling Algorithm – Sector Queuing. File Systems: File Operations – Access Methods – Allocation Methods – directory Systems – File Protection.

UNIT -V

Comparative study – Introduction to DOS, UNIX/LINUX, Windows 9X, Windows NT.

Note : Question Paper shall cover 100% theory

BOOKS FOR REFERENCE:

1. Operating System Concepts - James L.Peterson, Abraham Silberchatz
2. An Introduction to Operating System - Harvey M.Deitel,
3. Operating Systems – Design and Implementation - Andrew S. Tanenbaum

PAPER - IV DATABASE MANAGEMENT SYSTEM

UNIT – I

Database System Architecture Basic concepts - Data system, operational data, data independence, Architecture for a database system, Distributed databases. Storage Structures - Representation of Data. Data Structures and corresponding operators - Introduction, Relation Approach, Hierarchical Approach, Network approach.

UNIT – II

Relational Approach - Relational Data Structure : relation, Domain, attributes, keys. Relational Algebra : Introduction, Traditional set operation. Attribute names for derived relations, special relational operations.

UNIT – III

Embedded SQL - Introduction – Operations not involving cursors and involving cursors – Dynamic statements. Query by Example – Retrieval operations, Built-in functions, update operations, QBE Dictionary. Normalization - Functional dependency, First, Second, third normal forms, Relations with more than one candidate key, Good and bad decomposition.

UNIT – IV

Hierarchical Approach - IMS data structure. Physical database, Database description, Hierarchical sequence. External level of IMS - Logical Databases, the program communication block. IMS Data manipulation - Defining the program communication Block - DL/I Examples.

UNIT – V

Network Approach - Architecture of DBTG system. DBTG Data Structure - The Set construct, Singular sets, sample schema, the external level of DBTG – DBTG Data manipulation.

Note : Question Paper shall cover 100% theory

BOOKS FOR REFERENCE:

1. Database Systems concepts by Abraham Silberschatz, Henry F Korth
2. An Introduction to Database System – Bipin C Desai.
3. An Introduction to Database System – C.J.Dates.

SEMESTER II PAPER -V DIRECT TAXES

UNIT – I

Income Tax Act – Definition – Income – Agricultural Income – Assessee – Previous year – Assessment year – Residential status – Scope of Total Income – Capital and Revenue – Receipts and Expenditure – Exempted Incomes.

UNIT – II

Computation of Income from Salaries and Income from House property.

UNIT – III

Computation of Profits and Gains of Business or profession – Calculation of Depreciation – Capital Gain.

UNIT – IV

Computation of Income from other sources – Set - off and carry Forward of Losses. Deduction from Gross Total Income – Assessment of Individuals.

UNIT – V

Income Tax Authorities – Procedure for Assessment – Collection of Tax.

Note: Question paper shall cover 40% Theory and 60% problems.

Books for Reference:

- | | | |
|------------------------------|---|-------------------|
| 1. Direct Taxes | - | B.B.Lal |
| 2. Income Tax Law & Practice | - | Gaur & Narang |
| 3. Income Tax Law & Practice | - | Dr.H.C.Mehrotra |
| 4. Tax Laws | - | Dinkar Pagare |
| 5. Income Tax | - | Bhagavathi Prasad |

PAPER VI :MANAGEMENT INFORMATION SYSTEM

UNIT-I

Management Information System – Meaning-Features - Requisites of an effective MIS – MIS Model – Components – subsystems of an MIS – Role and Importance – Corporate Planning for MIS – Growth of MIS in an organization – Centralisation Vs Decentralisation of MIS support – Limitations of MIS.

UNIT-II

System Concepts – Elements of System – Characteristics of a system – Types of systems – Categories of Information system – System Development life cycle.

Information systems in Business and Management – Transaction Processing System-Information Repeating and Executive Information System.

UNIT-III

Data Base Management Systems – Conceptual Presentation – Client Server Architectures networks – Business process Re-Engineering (BPR)

UNIT-IV

DSS and AI – DSS Models and Software – Decision Making Process – Structural. Semi - Structured and un-structured Problems – Sensitivity Analysis – Goal Seeking Analysis – Optimizing Analysis – Overview of AI – neural networks – Fuzzy logic Systems – Genetic Algorithms – Expert Systems.

UNIT-V

Management Information Technology – Management Information Resources and Technologies – IS architecture and Management – Centralized. Decentralized and Distributed – EDI – supply chain management – ERM and ERP.

Reference Books :

1. Aman jindal – Management Information System, Kalyani Publishers, New Delhi, 2003.
2. Garden B. Davis & Margrethe H.Olson – Management Information System – Hill Publishing, New Delhi.
3. Dr.S.P.Rajagopalan – Management Information System, Margham Publications, Chennai.2006.
4. L.M.Prasad & Usha Prasad – Sulthan Chand & Sons – Management Information System.
5. James A O Brein & George M Marakas-Tata Mc Graw hill-Management Information System.
6. Kenneth C Laudon & Jane P.Laudan-Prentice Hall – Management Information System.

PAPER –VII OBJECT ORIENTED PROGRAMMING WITH C++

UNIT – I

Evaluation of Programming Paradigm – Elements of Object oriented programming - Data Encapsulation and Abstraction classes – Inheritance – Derived classes – Polymorphism – Operator overloading – Friend functions – Polymorphism – virtual functions – Merits and demerits of OOP – Popular OOP languages – C++ at a glance – Applications of C++ - C++ statements – structure of C++ program.

UNIT – II

Data types – character set – Token, Identifiers and Keywords – variables – operators and expressions –Control flow – IF, IF. . Else, Nested If.. Else, For loop, While. loop, do. while loop, break statement, switch statement, continue statement and go to statement. Arrays – operations on arrays – Multidimensional arrays – strings – string manipulations. Functions – Function components – Library functions – Inline functions.

UNIT – III

Classes and objects – Class specification – class objects – Accessing class members – defining member functions – Data Hiding – Friend functions and friend classes. Constructor – parameterized constructors – destructors – constructor overloading – order of constructor and destructor – copy constructor.

UNIT – IV

Operator overloading – operators – Rules for overloading operators – Data conversion. Inheritance – Forms of inheritance – single, multiple, multi level, hierarchal and hybrid inheritance – when to use inheritance – Benefits of Inheritance.

UNIT – V

Virtual functions and Polymorphism – need for virtual functions – Pointers to derived class objects – Pure virtual functions – Abstract classes – Rules for Virtual functions – Data file operations – Opening of file – closing of file – stream state member functions – reading/writing a character from a file – structure and file operations – classes and file operations.

Note : Question Paper shall cover 100% theory

BOOKS FOR REFERENCE:

1. Object Oriented Programming with C++ - E.Balagurusamy.
2. Mastering C++ - K.R.Venugopal, Raj kumar, T.Ravishanker.,
3. Programming with C++ - D.Ravichandran
- 4 C++: The Complete Reference. - Herbert Schildt

PAPER –VIII SOFTWARE PROJECT MANAGEMENT

UNIT -I

Introduction to Software Projects – An Overview of Project Planning – Project Evaluation – Selection of an appropriate Project approach – Software effort estimation.

UNIT -II

Activity Planning – Project Schedules – Sequencing and Scheduling Projects – Network Planning Model – forward and backward pass-Identifying the Critical path-Activity float-Shortening Project Duration – Identifying Critical Activities-precedence networks.

UNIT -III

Risk Management – Resource Allocation – Monitoring and Control – Managing People and Organizing Teams – Planning for Small Projects.

UNIT -IV

Software Configuration Management – Basic Functions – Responsibilities – Standards – Configuration Management – Prototyping – Models of Prototyping.

UNIT -V

Project organizations and Responsibilities – Line of Business Organisations – Project organizations – Evolution of Organisations .

Note: Question Paper shall cover 100% theory

BOOKS FOR REFERENCE:

1. Software Project Management - Mike Cotterell, Bob Hughe
2. Introduction to Software Project Management and Quality Assurance - Darrel Ince, H.Sharp and M.Woodman
3. Software Project Management - Walker Royce

PAPER -IX : COMPUTER APPLICATIONS PRACTICAL –I (RDBMS & C++)

Computer Application Practical –I
II Semester Practical List (DBMS & C++)

DBMS

1) Create a table - use name **Software** with the fields and insert the values:

Field name	Field type	Field size
Programmer name	character	15
Title	character	20
Language used	character	15
Software cost	number	10 with 2 decimal places
Development cost	number	10
Software sold	number	3

Queries:

- a) Display the details of software developed by “PRAKASH”.
- b) Display the details of the packages whose software cost exceeds “2000”.
- c) Display the details of the software that are developed in “C++”.
- d) What is the price of costliest software developed in “C”.
- e) Display the details of the programmer whose language used is same as “Suresh”.

2) Create a table **Company** with the following fields and inserts the values:

Field name	Field type	Field size
Company name	character	15
Proprietor	character	15
Address	character	25
Supplier name	character	15
No of employees	number	4
GP percent	number	6 with 2 decimal places

Queries:

- a) Display all the records of the company which are in the ascending order of GP percent
- b) Display the name of the company whose supplier name is “Telco”.
- c) Display the details of the company whose GP percent is greater than 20 and order by GP percent
- d) Display the detail of the company having the employee ranging from 300 to1000
- e) Display the name of the company whose supplier is same as like Tata’s.

3) Create a table named **Employee** with the following fields and insert the values:

Field name	Field type	Field size
Employee Name	character	15
Employee Code	number	6
Address	character	25
Designation	character	15
Grade	character	1

Date of Joining	Date	-
Salary	number	10 with 2 decimal places

Queries:

- Display name of the employees whose salary is greater than "10,000".
- Display the details of employees in ascending order according to Employee Code
- Display the total salary of the employees whose grade is "A".
- Display the details of the employee earning the highest salary.
- Display the names of the employees who earn more than "Ravi"

4) Create a table named **Student** with the following fields and insert the values:

Field name	field type	field size
Student Name	character	15
Gender	character	6
Roll No.	character	10
Department Name	character	15
Address	character	25
Percentage	number	4 with 2 decimal places

Queries:

- Calculate the average percentage of the students.
- Display the names of the students whose percentage is greater than 80
- Display the details of the student who got the highest percentage.
- Display the details of the students whose percentage is between 50 and 70.
- Display the details of the students whose percentage is greater than the percentage of Roll No = 12CA01

5) Create the table PRODUCT with the following fields and insert the values:

Field name	field type	field size
Product no	number	6
Product name	character	15
Unit of measure	character	15
Quantity	number	6with 2 decimal places
Total amount	number	8 with 2 decimal places

Queries:

- Using update statements calculate the total amount and then select the record.
- Select the records whose unit of measure is "Kg"
- Select the records whose quantity is greater than 10 and less than or equal to 20
- Calculate the entire total amount by using sum operation
- Calculate the number of records whose unit price is greater than 50 with count operation

6. Create the table PAYROLL with the following fields and insert the values:

Field name	field type	field size
Employee no	number	8
Employee name	character	8
Department	character	10
Basic pay	number	8 with 2 decimal places
HRA	number	6 with 2 decimal places
DA	number	6 with 2 decimal places
PF	number	6 with 2 decimal places
Net pay	number	8 with 2 decimal places

Queries:

- Up date the records to calculate the net pay.
- Arrange the records of employees in ascending order of their net pay
- Display the details of the employees whose department is: sales”
- Select the details of employees whose HRA \geq 1000 and DA \leq 900
- Select the records in descending order

7. Create a table route chart having following fields:

routeidno number(3), routeno number(3), origin varchar(10), destination varchar(10), fair number(3), distance number(3), capacity number(3), code varchar(8)

Perform the following queries:

- Insert into records
- Select all the records
- Select a particular record with origin cbe
- Select all the vehicles with capacity greater than 10
- Rename the table
- Delete a particular record with origin cbe and destination chennai
- Change the destination for a particular record
- Display those records that originate in cbe and terminate in chennai
- Update the table to set a distance between cbe and chennai to be 450
- Display only those records whose origin begins with c
- Alter the table to add a column time with datatype as long

8. Create two tables orderlist1&2 with the following fields:

pno number(3), supplier varchar(15), pname varchar2(10), qty number(3), city varchar(15)

Perform the following queries:

- Insert the records
- Select part field in both tables using union without eliminating duplicate and with duplicate
- Select all the part from the table2 which are not present in table1
- Select a common part name from the two tables
- Update the table1 by setting the qty to 500 where pno and city are 101& chennai respectively
- Delete the records of shanthi from table2

9. Create two tables course & batch with following fields:

COURSE:coursecodeno number(5),course name varchar(20), syllabus varchar(20)

BATCH:bcode number(5),coursecode number(5),starting date date, duration number(3),coursefee number(10,2),net income number(10,2),expected income number(10,2)

Perform the following queries:

- Insert the details for course and batch tables with 10 records
- Show the description of the two tables
- Select all the fields from course & batch tables
- Select all the fields from course & batch tables where coursecode=10
- Select all the fields from batch table where starting date=march 10th
- Select batch code from batch table where net income>50000
- Select course name, batch code & starting date from batch & course tables where course code in batch table and course code in course table are equal
- Select a syllabus from course where coursecode=5

10. Create a table publisher with fields:

pcode varchar(5), pname varchar(15), pcity varchar(15), pstate varchar(15)

Create table book with fields:

bcode varchar(5), btitle varchar(15), pcode varchar(5), bprice number(5,2)

Perform the following queries:

- Insert the records into the table publisher and book .
- Describe the structure of the tables.
- Show the details of the book with the title ‘Basic of C Program’.
- Show the details of the books with price > 300.
- Show the details of the book with pname ‘kalyani publishers’.
- Show the details of the book whose publisher city is ‘Newyork’.
- Select the bcode, btitle, pcode and sort by bprice.
- Count the number of books of publisher ‘Sultan chand’.
- Find the name of the publisher starts with ‘S’.
- Select the bcode, title and price of books whose price>200 and <500.

C++

1. Pay Roll calculation (Using simple program)
2. Find out EOQ, Minimum Level, Maximum Level, Re-order level (Using simple program)
3. Write a program to prepare a mark statement using necessary control statement.
4. Write a c++ program to calculate working capital using class and objects (member function should write inside and outside the class)
5. Program to calculate contribution, P/v Ratio, BEP and Margin of safety using Functions.
6. Calculate Simple Interest and compound interest using inline functions.
7. Calculate Depreciation – by using constructors and Destructors
8. Write a C++ program to calculate the sum and product of two complex numbers using operator overloading.
9. Write a c++ program to prepare cost sheet using inheritance
10. Write a program that will read a worker’s name, department, designation and basic pay and then compute the net salary after withholding income tax.
 - Gross salary = Basic+DA+HRA+CCA+Perks
 - Net salary = Gross salary – income tax.

The computation of perks depends on the level, while the income tax depends on the gross salary.

PAPER X :COST AND MANAGEMENT ACCOUNTING

UNIT-I

Cost Accounting – Meaning – Definition – Difference between Financial and Cost Accounting – Importance of Cost Accounting – Relationship between Cost and management Accounting – Methods of Costing – Elements of Cost – Cost Concepts – preparation of Cost Sheet – Material Control – Fixation of Stock levels – E.D.Q.- Pricing of material issues – inventory Control.

UNIT-II

Labour Cost – Methods of Wage payment – Incentive Systems – idle time – over-time – labour Turnover – Causes of Labour Turnover – overheads – allocation and absorption of overheads.

UNIT-III

Nature and Scope of Management accounting – Meaning – Objectives – Importance – limitations – Financial Statement Analysis – Ratio Analysis – Uses and limitations of Ratios.

UNIT-IV

Funds Flow and Cash Flow statements.

UNIT-V

Cost – Volume – Profit Analysis – marginal costing – Bank Even Analysis – Managerial application of Marginal Costing – significance – limitations – Budgeting and Budgetary Control – Preparation of Budgets – Material Procurement – Production – Sales – Flexible and Cash budgets.

Note : Distribution of marks for Theory and Problems shall be 40% and 60% respectively.

Reference Books :

1. Jain and Narang – Cost Accounting.
2. R.S.N.Pillai and Bagavathy – Cost Accounting.
3. Jain and Narang – Cost and Management Accounting.
4. Sharma and Shashi K.Gupta – Management Accounting.
5. S.N.Maheswari – Management Accounting.

PAPER XI : FINANCIAL AND INVESTMENT MANAGEMENT

UNIT-I

Financial Management – Meaning – Nature and Scope – Objectives – Role and Functions of Financial Management – Financial Decisions – Relationship between Risk and Return – Sources of Finance – Short-term and Long-term Finance.

UNIT-II

Cost and Capital – Meaning – Importance-Cost of Debt, Performance, Equity and Retained earnings – Theories of Capital Structure – Net – Income approach – MM Hypothesis – determinants of Capital Structure.

UNIT-III

Working Capital Management – Determinants and Computation of Working capital – Cash Management – Receivables management – Inventory management.

UNIT-IV

Investment Management – Meaning – Nature and Scope – Importance of Investment management – Factors Influencing Investments – Investment media – Features of Investment Programme - Investment Process – Development of Financial System in India.

UNIT-V

Capital Market – New Issues Market – Stock Exchanges – B.S.E – N.S.E – O.T.C.E.I – Kinds of Trading activities – Listing of Securities – S.E.B.I and its Role and Guidelines.

Note : Question paper shall cover 60% Theory and 40% Problems.

Reference Books :

1. S.N.Maheswari – Financial Management
2. R.K.Sharma and Shashi K.Gupta – Management Accounting.
3. I..M.Pandy – Financial management.
4. Gurusamy – Indian Stock Market.
5. V.K.Bhalla – Investment Management.
6. Preeti Singh – Investment Management.

PAPER XII - VISUAL BASIC

UNIT - I

First steps with Microsoft VB6: Integrated Development Environment - First program in VB - Introduction to forms: Common properties, methods and events.

UNIT - II

Intrinsic Controls: Text box controls, Label and frame controls, command button, check box and option button controls, list box and combo controls, picture and image controls, drive-list box, dir-list box and file list box controls and other controls, control arrays.

UNIT - III

Variables & Procedures: Scope & Lifetime of variables, native datatypes, aggregate datatypes - Arrays-VB for application and VB libraries: Control flow, Working with numbers, Strings, Date and Time.

UNIT - IV

Databases: Data access SAGA, VB Data Base Tools, ADO Data Binding, Data Environment designer, crash course in SQL.

Database Programming: ADO at work-setting up a connection, Processing data.

UNIT - V

Tables and Reports-Datagrid control, Flexgrid control, Data Report - Data Report Designer.

Books for Reference:

1. Visual Basic 6 Programming, Black Book-Steven Holzner, Dreamtech Press Publisher, New Delhi
2. Programming Microsoft Visual Basic- Francesco Balenda, WP Publications and Distributors.
3. Visual Basic 6-Gary Cronell, TataMcGraw Hill Publishing Compnay Ltd.
4. Visual Basic 6 – How to Program, H.M.Deitel., P.J.Deital and T.R.Nieto

PAPER -XIII BANKING AND INSURANCE

UNIT – I

Banking – Definition – Banking system – Role of Banks in Economic Development – Central Bank – Functions – Credit control measures – Role of RBI in regulatory and controlling banks.

UNIT – II

E-Banking – meaning – E-banking and financial services – Risk management for E-banking – Internet Banking – Mechanics of Internet Banking – Drawbacks of Internet Banking – Future outlook.

UNIT – III

Mobile Banking – meaning – Services – Security issues – Telephone Banking – Mechanism – Telephone Banking system – call centers - ATM – The cash machine – Features – ATM mechanism – Functions – Importance – shared ATM Network Indian scenario - ATM – The cash machine – Features – ATM mechanism – Functions – Importance – shared ATM Network Indian scenario.

UNIT – IV

Insurance – Definition – Cost and benefits of Insurance – Elements of an Insurable risk – Principles of Insurance – Kinds of Insurance – Globalization of Insurance- Need and Global picture of Insurance – Globalization and its impact on Insurance.

UNIT V

Enterprise Risk Management – ERM Basics – Identifying Risk exposures – Emerging role of Chief Risk Officer – Liberalization of Insurance Markets – Issues and concerns – Insurance players in India.

Note : Question Paper shall cover 100% theory

BOOKS FOR REFERENCE :

1. Banking Theory Law and Practice - Dr.S. Gurusamy,
2. Indian Banking System - K.C. Shekhar and Lakshmy Shekhar
3. Banking Theory and Practice - T.N. Chhabra
4. Indian Banking - S. Nataraj and R. Parameswaran,
5. Insurance and Risk Management. - Dr.P.K.Gupta

PAPER XIV : INDIRECT TAXATION

UNIT-I

Special features of Indirect Taxes – Contribution to government revenues – Taxation under the constitution – Cannons of Indirect Tax – Advantages and disadvantages of Indirect taxes – Comparison of Direct and Indirect.

UNIT-II

Levy and collection of Excise duty Objectives of Excise duty – Kinds of Excise Duty – Basic condition for liability to Excise concept of Goods – Excisability and Intermediate products – Packing, labeling and branding of goods – Valuation procedures – Excisable goods – Registration in central Excise – Formalities for Automatic or Deemed Registration.

UNIT-III

VAT – Terms and Definitions – origin – VAT policies and system – Registration of Dealers – Input and output Tax – Design of Exempted sales and zero Rated sales – Penalties – Filing of return – Forms & schedules – Service Tax – main features.

UNIT-IV

Customs duty – objectives – Different Types of Customs Duties – Abatement of duty in damaged or Determined goods – Remission on duty on lost, destroyed or abandoned goods – Customs tariff Act 1985 – Objectives of CTA – Customs Duty – Drawbacks and merits.

UNIT-V

Central Sales Tax Act 1956 – Objectives of the CST - Levy and Collection of CST – Sales and Deemed sales – Subsequent sales – kinds of registration – security for dealer – Registration procedures – Penalties.

Reference Books :

1. V.S.Datey – Indirect Taxes, Taxmann Publications (P) Ltd., New Delhi, 2002.
2. Balachandran – Indirect Taxation – Sultan Chand & Co., New Delhi, 2006.
3. R.I. Gupta & V.K.Gupta – Indirect Tax.

PAPER XV : E-BUSINESS

UNIT- I

Introduction to Information Technology and business-Evolution of the Internet-Commercialization of the Internet – E-Commerce – Definition-Characteristics-E-Business – Introduction – Status – Benefits of E-Commerce – Building a E-Commerce strategy.

UNIT- II

E-Business – Intelligent E-Business – Problems with Conventional E-Business Systems – Customer centric – Operational Excellence in planning and execution – Trading Communities- Business process Optimization – Business Process – Implementing process Improvement.

UNIT- III

E-Business design – E-Business trend Setting – Customer Relationship Management – E-Business Architecture.

UNIT- IV

Supply chain Management – Definitions – E-Commerce Relationship among trading partners – Components of SCM. SCM and E-Business, Infrastructure- E-procurement.

UNIT- V

E-Business strategy- Electronic Data Interchange – Basic steps to E-Business – Using E-mail Efficiently – The next generation of Decision Support Systems.

Books for References:

1. E-Business Road map for success - Ravi Kalakota & Marica Robinson, Addison - Wesley
2. Building an Intelligent E-Business - David Ferris and Larry Whipple – Prentice Hall.
3. Business on the Net – Kamallesh N. Agarwala, Amit Lal, Deekshe Agarwala – Macmillan – New Delhi.
4. The E-Business (R) Evolution – Daniel Amor – Prentice Hall.

PAPER-XVI : Computer Application Practical –II
IV Semester Practical List (Visual Basic)

Visual Basic

1. Write a VB program to use Menu Editor for adding a picture and also increase, decrease the height and width of the image box, option button & check box.
 2. Write a VB program to prepare a pay slip.
 3. Write a VB program to calculate depreciation.
 4. Write a VB program to calculate Various Leverages.
 5. Write a VB program to find the PV and FV by using Financial Functions.
 6. Write a VB program to use MDI Form and include the image list control.
 7. Write a VB program to find the currency conversion.
 8. Program to compute cost of capital using Finance function.
 9. Program to design advertisement copy using Image and Picture, File, Drive and Directory.
 10. Program to prepare Capital Budget using Option Button and check box.
 11. Design a form to link it with inventory management table from database.
 12. Design a form using option button, combo box, and list box for preparing a supermarket bill.
 13. Program to create customer database and prepare report using Flex Grid control and common control.
 14. Program to create student database and prepare report using ADO control and common control.
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Paper XVII – Project Work & Viva Voce.
(OR)

1. Principles and Practice of Insurance
 2. Industrial Law
-

1. Principles and Practice of Insurance

UNIT-I

Introduction to Insurance – Meaning definition – Nature and functions – Types of Insurance – Role and importance of insurance - Principles of insurance classification of Insurance.

UNIT-II

Life Insurance – Meaning – Kinds of policies and plans – Types of Life Insurance products – Annuity contracts and their uses – Role of L.I.C. of India.

UNIT-III

Health Insurance – Individual and group insurance products – Mediclaim policies – its benefits – Cattle Insurance – Personal accident insurance.

UNIT-IV

General insurance – Marine, Fire, Motor and Miscellaneous Insurance – Insurance marketing – Network and customer service.

UNIT-V

Claims and settlement – Legal aspects – Guidelines for settlement of claims – IRDA – Regulatory provisions under IRDA Act 1999 – Regulations 2000 – IRDA Regulations 2002 – Protection of policy holders interest.

Reference Books :

1. M.N.Mishra – Insurance Principles and Practices.
2. G.S.Panda – Principles and Practices of Insurance.
3. P.Periasamy – Principles and Practices of Insurance
4. B.S.Bodla, M.C.Garg & K.P.Singh –Insurance Fundamentals, Environment and Procedures.
5. P.K.Gupta – Insurance and Risk Management.
6. Inderjit Singh, Rakesh Katyal and Sankly arrora – Insurance-Principles and Prqctices.

2. INDUSTRIAL LAW

UNIT-I

Factories Act 1948 – Provisions relating to health, Safety, Welfare – Employment of Child and young men – Audit workers – Women workers – The Child Labour (Prohibition and Regulation) Act 1986 – Child Labour Rules 1988.

UNIT-II

Trade Unions Act 1926 – Definition – Registration – Rights and Privileges – Cancellation of registration - Political fund – Industrial Disputes Act 1947 – Provisions relating to strike, lockout, retrenchment, Layoff and closure – Machinery to solve disputes.

UNIT-III

Payment of Bonus Act 1965 – Meaning of Gross Profit – Computation of available and allocable surplus – Eligibility for bonus – Minimum and Maximum bonus – Exemption – Applicability of the act – Payment of wages Act 1936 – permissible deductions – Time and Mode of payment – Minimum wages Act 1948 – The Tamilnadu Payment of subsistence Allowance Act 1981.

UNIT-IV

Social security Legislation – Employees State Insurance Act 1948 – Definition – Medical Board – Purpose for which funds can be spent – Benefits – Employees provident Funds and miscellaneous Provisions Act 1952 – Scope – Object – Application of the Act – Definition – Employees PF Scheme – Employees Family pension scheme and Fund – Workmen’s compensation Act 1923 – Employer’s liability and Non-liability – Ways open to workmen for claiming compensation – Disability – Partial – Permanent – Total disablement – Accusation – Diseases.

UNIT-V

The Payment of Gratuity Act 1972 – Gratuity – Scope and coverage – Definition – Payment of Gratuity – Compulsory Insurance – Protection of Gratuity – Environmental Protection Act – The Industrial Employment (Standing order) Act 1946.

Reference Books :

1. N.D.Kapoor – Industrial Law
2. P.L.Mallick – Industrial Law.
3. Factory Laws applicable Tamilnadu by S.Vaidyanathan, Madras Book Agency.
4. S.MShukla and R.N.Saxena – Industrial Law
5. P.P.S.Gogna – Business and Industrial law

Electives : List of Group Elective Papers :
(Colleges can choose any one of the Group Papers as Electives) :

1. GROUP-A

1. Principles and Practice of Marketing Services
2. Marketing of Financial Services
3. Marketing of Health Services
4. Travel and Hospitality Services

2. GROUP-B

1. Financial Markets and Institutions
2. Indian Stock Exchanges
3. Futures and Options
4. Fundamental and Technical Analysis

3. GROUP-C

1. Principles of International Trade
 2. Export and Import Procedure
 3. Institutions Facilitating International Trade
 4. India's International Trade
-

GROUP-A

1. Principles and Practice of Marketing of Services
 2. Marketing of Financial Services
 3. Marketing of Health Services
 4. travel and Hospitality services
-

SEMESTER I

Paper I – Principles and Practice of Marketing of Services

- Unit I - Services: - Meaning and definition of services – Importance of services in Indian Environment – Classification of services – Characteristic features of services – Growth of the service sector – Economic policy on services – Differences between goods and services.
- Unit II - Service Marketing: - Concept – Significance – Customer’s expectation in Service Marketing – Managing demand and supply in service business.
- Unit III - Marketing Mix for Services – Marketing mix of selected services: - Personal care Marketing – Entertainment Marketing – Education Marketing – Communication Marketing – Electricity Marketing.
- Unit IV - Key Services Marketing:- Banking services – Insurance services – Transport services – Tourism services – Hotel services- Consultancy services – Hospital services - Market segmentation.
- Unit V - Service Quality: - Introduction – Measurement of Service Quality – Scope of Service Quality – Tools for achieving Service Quality – Causes of Service Quality – Problems – Principles guiding improving of service quality.

Books for Reference:

1. Services Marketing - P.N. Reddy, H.R. Appannaiah, S. Anil Kumar, Nirmala.
2. Services Marketing - S.M. Jha.
3. Services Marketing - Dr.S. Shajahan.

SEMESTER II

Paper II - Marketing of Financial Services

- Unit I - Financial Market in India – Financial Sector Reforms – Money Market – Capital Market – Bond Market – Types of Bonds.
- Unit II - Stock Exchanges – Objectives of NSE – Bombay Stock Exchange (BSE) –OTCEI.
- Unit III - Plastic cards – Types of Card – Current Trends in Credit Card Industry – Benefits of of Plastic Cards – Dis advantages of Plastic Cards. Bancassurance – Benefits of Bancassurance – Distribution Channels in Bancassurance – Success of Bancassurance.
- Unit IV - Insurance Services – Insurance Sector Reforms – Types of Insurance Companies – Need of Insurance – Types of Insurance Policies – Role of Life Insurance.
- Unit V - Real Estate Industry – Concept – Classification – Benefit of Real Estate Investment – Developments in the Indian Real Estate Markets. Securitization: Mechanism of Securitization – Advantages of Securitization – Securitization in India.

Books for Reference:

Financial Services	- Nalini Prava Tripathy
Financial Markets & Institutions	- Frederic S. Mishkin
Financial Institutions and Markets	- L.M.Bole

III SEMESTER
PAPER III - MARKETING OF HEALTH SERVICES

UNIT I

Marketing plans for services: process, strategy formulation, resource allocation and monitoring services communications- customer focused services- service quality- SERV QUAL model.

UNIT II

Hospital services- Selecting Health Care Professionals- Emerging trends in Medicare- Marketing Medicare – Thrust areas for Medicare services.

UNIT III

Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix- Strategic Marketing for Hospitals.

UNIT IV

Online Health Services- Organization of Online Health Care Business- On-line Marketing and On-line financial & clinical transaction.

UNIT V

Legal system: Consumer Rights & Protection, medicine safety rules- Food & Nutrition Security in India - Health Promotion Agencies.

Note : The Question Paper shall cover 100% Theory.

Books for Reference

1. Marketing Health Services : Richard .K. Thomas
2. Service Marketing : S.M. Jha
3. Changing Trends in Health & Nutrition : Sujata, K.Dass
4. Teaching Today's Health : David J. Ans Paugh & Gene Ezell
5. Marketing for Health services: A framework for communications, evaluation & Total Quality Management : Rod Sheaff
6. Service Marketing : Helen Woodruffe
7. Service Marketing : P.K. Sinha & S.C. Sahoo

IV SEMESTER
PAPER IV - TRAVEL AND HOSPITALITY SERVICES

UNIT I

Tourism: Concept- Nature of Tourism: Significance of Tourism – Classification – Tourism in India – Future of Tourism – Basic and Geographical Components of Tourism – Definitions of Tourist and Foreign Tourist – Elements of Tourism.

UNIT II

India – A Tourist Destination- Tourism Marketing: the concept – users of Tourism Services – Product Planning and Development – Market Segmentation for Tourism – Marketing Information System for Tourism

UNIT III

Marketing Mix for Tourism – the Product Mix – Promotion Mix – Price Mix – the Place Mix – the people – Tourism Marketing in Indian Perspective.

UNIT IV

Hospitality Services: Hotels – classification of Hotels by physical characteristics – classification of hotels by price level.

UNIT V

Behavioural profile of users – Market Information System for Hotels – Product Planning and Development – Marketing Mix for Hotels – Hotel Marketing in Indian Perspective.

Note : The Question Paper shall cover 100% Theory.

Books for Reference:

1. Tourism and Travel Management – Bishwanath Ghosh
 2. International Tourism Management – A.K. Bhatia
 3. Services Marketing – S.M.Jha
-

GROUP-B

1. Financial Markets and Institutions
 2. Indian Stock Exchange
 3. Futures and Options
 4. Fundamental and Technical Analysis
-

SEMESTER I
PAPER I
FINANCIAL MARKETS & INSTITUTIONS

UNIT I

Financial Markets – An Overview – Money Market – Call Money Market – Commercial Paper Market – Commercial Bill Market – Certificate of Deposit (CD) Market – Treasury Bill Market – Government or Gilt-edged Securities Market.

UNIT II

Capital Market–An Overview – Capital Market Instruments – Capital Market Reforms – New Issue Market(NIM) – Debt Market – Foreign Exchange Market – Derivatives Market.

UNIT III

Financial Services Institutions – Clearing corporation of India Limited (CCIL) – Credit Rating and Information Services of India Limited (CRISIL) – Discount and Finance House of India Limited (DFHIL).

UNIT IV

Investment Information and Credit Rating Agency of India Limited (Icra) – Over the Counter Exchange of India (OTCEI) – National Securities Depository Limited (NSDL) – Securities Trading Corporation of India Limited (STCI).

UNIT V

Financial Institutions – Money Market Institutions – Capital Market Institutions – National Housing Bank–Functions and working – Export-Import(EXIM) Bank of India – NABARD.

Books for Reference:

1. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Co.,Ltd.
2. Financial Instruments and Services, Nalini Prava Tripathy, Prentice Hall of India.
3. Financial Markets and Institutions, S. Gurusamy, Vijay Nicole Imprints (P) Ltd.,
4. Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Co., Ltd.
5. Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.

SEMESTER II
PAPER II
INDIAN STOCK EXCHANGES

UNIT I

Stock Exchange-Meaning and Functions – World’s Stock Exchanges – Indian Stock Exchanges-Origin and Growth-Organisation Structure-Mode of Organisation-Membership-Stock Exchange Traders – Stock Exchange Trading-Jobbers Vs.Brokers-Stock Exchange Dealings-Trading of Securities.

UNIT II

Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence of India Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities Contracts Rules 1957 – Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian Stock Exchanges-Demutualization.

UNIT III

Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing – Delisting – Insider Trading – Speculation- Speculation Vs. Gambling-Investors Vs Speculators – Investor Protection.

UNIT IV

The Securities Contracts (Regulation) Act, 1956-Important provisions – SEBI-Functions and working.

UNIT V

Internet Stock Trading-Meaning and features-Current Scenario-Regulating Internet Stock Trading-IPOs on the Internet-e-IPO – E-commerce Act and Internet Stock Trading – Stock Index Futures.

Books for Reference:

1. Financial Services and Markets: Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd,
2. Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
3. Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.
4. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Company Limited.

III-SEMESTER
PAPER III – FUTURES AND OPTIONS

UNIT I

Introduction to Derivatives – Definition of derivatives products – participants in derivatives market, economic forever of derivatives market.

UNIT II

Index Derivatives – Index number – economic significance of index movements – types of Indices – desirable attributes of an index – Derivatives in Nifty and Sensex.

UNIT III

Forward contracts - Limitations of forward markets – futures – Distinction between Future and Forward contracts – Futures terminitory options – Options terminitory , Call options and Put option.

UNIT IV

Pay off for buyer (long futures) of futures – pay off for seller (short futures) of futures – Hedging, speculation and arbitrage – Options pay off – pay off profit for buyer of call options – pay off profit for writer of call options. Hedging and speculation in options.

UNIT V

Evolution of Commodity Markets – Commodity markets in India – Newyork Mercentile Exchange- London Metal Exchange , Chicago Board of Trades –Tokyo Commodity Exchange, Chicago Mercantile Exchange.

Books for Reference:

- 1.Financial Services and Markets : Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd,
- 2.Financial Services : M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
- 3.Financial Services : Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.
- 4.The Financial and Analysis of Capital : A.J. Merrett, Allen Ykes projects
- 5.Financial Management : P.V. Kulkarni & B.G. Sathya Prasad
- 6.Financial Management : M.Y. Khan & P.K. Jain

IV SEMESTER

Paper IV - FUNDAMENTAL AND TECHNICAL ANALYSIS

UNIT I

Investment - meaning – importance – security analysis – risk and return – various approaches to security valuation.

UNIT II

Fundamentals analysis – meaning – Market analysis – Indices of NSE and BSE

UNIT III

Industry analysis – meaning – methods - Company analysis – meaning – methods.

UNIT IV

Technical analysis – meaning – Dow Theory – Elliot Wave Theory

UNIT V

Moving Averages – Charts – macd -relative strengths.

Books for Reference:

1. Investment analysis and portfolio management : Reily.
2. Portfolio management : S.K. Baura.
3. Modern portfolio theory and investment analysis : Elton and Gurbar.
4. Securities analysis and portfolio management : Fischer and Jordan.
5. Investment :Jack Clark Francis & Richard w.Taylor.
6. Investment management :V.K.Bhalla.

GROUP-C

1. Principles of International Trade
 2. Export and Import Procedure
 3. Institutions Facilitating International Trade
 4. India's International Trade
-

I SEMESTER

PAPER I - PRINCIPLES OF INTERNATIONAL TRADE

Unit I

The global Economy - Perspective on the theory of International Trade - The importance of International trade - Counter Trade - Forms of Counter Trade - Reasons for Growth of Counter Trade - Global Trade and Developing Countries.

Unit II

International commodity Agreements - Quota agreements, Buffer stock Agreements - Carriage - State Trading - Bilateral and Multilateral contracts. Gains from Trade - Terms of Trade - Factors influencing the terms of trade.

Unit III

Tariff - Meaning - Tariffs, Taxes and Distortions - Imports Tariffs and Export Taxes - Export Subsidies - Arguments for free Trade - Arguments for protection - Demerits of protection - Trade barriers.

Unit IV

International Investments - Types of Foreign Investment - significance of Foreign Investments - Limitations and Dangers of Foreign Capital - Factors affecting International Investment - Foreign Investment by Indian companies.

Unit V

Multinational Corporation - Definition and Meaning - Importance of MNCs - benefits of MNCs - Criticism - Globalization - Meaning - stages - Essential conditions for Globalization - Implications and Importance of Globalization - Benefits - Obstacles to Globalization in India - Factors favoring Globalization.

Books for References:

1. International Trade - Theory and Evidence - By James R. Markusen, James R. Melvin, William H. Kaempfer & Keith E. Maskus.
2. International Trade and Export Management - Francis Cherunilam
3. International Business - Francis Cherunilam

Second Semester

Paper II Export and Import Trade Procedures

Unit I

Exports - Recent measures to boost Country's Exports - Rules for successful exporting - Preliminaries for starting export business - Deemed exports and its benefits - Finance for Exports.

Unit II

Different Categories of exporters - Registration of Exports – Appointing Overseas agents – Obtaining an export license – Arranging finance for exports – Packing goods for exports – Marketing goods for export.

Unit III

Excise procedure – Insuring goods against Marine risks – Preparing export documents – Institutional support for Exports – Compulsory quality control and pre-shipment Inspection – Labeling – Shipping and customs clearance of goods.

Unit IV

Import Trade law in India – Preliminaries for starting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of Payments – Liberalization of Imports.

Unit V

Retirement of Import Documents and RBI's directives for making payment for Imports – Customs clearance of Imported Goods and payments of customs Duty – Imports under special schemes.

Books for References:

1. How to Export and How to Import – Nabhi publications
2. Export management – P.K. Khurana
3. Export Management – T.A.S. Balagobal
4. A Guide on Export Policy, Procedure and Documentation – M.I.Mahajan – Snow white publications

III SEMESTER

PAPER III - INSTITUTIONS FACILITATING INTERNATIONAL TRADE

UNIT I

Export promotion in India-Department of Commerce- Functional divisions- Advisory bodies-Commodity organizations-Export promotion councils (EPCs)- Commodity Boards- Autonomous bodies- Service Institutions and organizations-Government trading organizations-State trading corporations- Major STC's in India- State export –Promotion agencies- Impediments in export promotion.

UNIT II

Role of RBI in export finance –Role of commercial banks-Small Industrial Development Bank of India (SIDBI) - Objectives-Schemes-Export and Import bank of India (EXIM) - Objectives-Functions-Export Credit Guarantee Corporation of India (ECGC) – Functions – Special functions of ECGC.

UNIT III

World Trade Organisation – GATT – Objectives-Evolution of WTO-Functions- Principles of WTO- Organisation structure- WTO agreements-GATS-TRIMS-TRIPS-Objectives of IPRS-benefits- Limitations-Procedure of dispute settlement –WTO and anti dumping measures-Evaluation of WTO- drawbacks/Criticisms.

UNIT IV

International Monetary Fund (IMF)-Objectives- Organisation and management- Resources-Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-Purpose-Organisation structure- Guiding principle- Leading programs.

UNIT V

International Development Association (IDA)-Objectives-Memberships – Loan assistance- International Financial Corporation (IFC)- Objectives-Main features- Asian Development Bank(ADB)- Objectives-UNCTAD-Functions-Basic principles- International trade centre.

Note : The Question Paper shall cover 100% Theory.

Books for Reference:

1. International Business (Text & cases) : Francis cherunilam.
2. International Marketing : Rakesh Mohan Joshi.
3. International Business (Text & cases) : P. Sudha Rao
4. International Business Environment : Francis cherunilam.
5. Export Marketing : Achaya and Jain.
6. Export Marketing : B.S. Rathir & J.S. Rathir

IV SEMESTER

PAPER IV - INDIA'S INTERNATIONAL TRADE

UNIT I

Development of Foreign Trade Policy- Indians Foreign Trade since 1951- EXIM policy 1992-1997- Objectives –Features; 1997-2002 policy- Salient features; EXIM policy 2002-2007 - Features; Foreign Trade Policy 2004-2009 - Salient features.

UNIT II

Legal frame work of India's foreign trade –Foreign trade (Development and regulation) Act, 1992 – Foreign Trade Regulation Rules, 1993- Foreign Trade (Exemption from application of rules in certain cases) Order 1993 – Exchange control regulation in India.

UNIT III

India's export trade – Historical prospective - Trends – Composition of export trade – Direction of exports of principal products – Export of services – Export promotion – Objectives – Promotion measures – EOUs, EPZs and SEZs.

UNIT IV

Imports- Technology import contract- Technology policy and environment – selection and transfer issues – Law of protection of intellectual Property rights, Patents and Trade marks

UNIT V

Global trade and developing countries – Highlights of Indian's trade performances - Determinants of Export and Import – Major problems of India's export sector – Impact of recent changes in foreign trade policy.

Note : The Question Paper shall cover 100% Theory.

Books for Reference:

1. International Trade and Export Management - Francis cherunilam.
 2. Export Management - T.A.S Balagopal
 3. International Trade - M.L. Varma
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