

**BHARATHIAR UNIVERSITY,COIMBATORE-641 046**

**B.B.M –IM (Investment Management) with Diploma in Retail Management (CBCS Pattern)**

(For the students admitted during the academic year 2008-2009 and onwards)

**SCHEME OF EXAMINATION – CBCS Pattern**

Part	Study Components	Course Title	Ins. hrs / week	Examinations				Credit
				CIA	CIA	Marks	Total	
	<b>SEMESTER –I</b>							
I	Language-I		6	25	3	75	100	3
II	English-I		6	25	3	75	100	3
III	Core I – Management Process		5	25	3	75	100	4
III	Core II – Financial Accounting		5	25	3	75	100	4
III	Allied Paper I - Mathematics for Management-II		6	25	3	75	100	5
IV	<b>Environmental Studies #</b>		2	-	3	50	50	2
	<b>SEMESTER –II</b>							
I	Language-II		6	25	3	75	100	3
II	English-II		6	25	3	75	100	3
III	Core III – Industrial Psychology		5	25	3	75	100	4
III	Core IV – Economics for Executives		5	25	3	75	100	4
III	Allied Paper II – Mathematics for Management-II		6	25	3	75	100	5
IV	<b>Value Education – Human Rights #</b>		2	-	3	50	50	2
	<b>SEMESTER –III</b>							
III	Core V – Basics of Investment		6	25	3	75	100	4
III	Core VI – Fundamentals of I.T.		6	25	3	75	100	4
III	Core VII – Business Law		6	25	3	75	100	4
III	Allied : III - Taxation Law and Practice		7	25	3	75	100	5
IV	<b>Skill based Subject 1 (Diploma) Paper-I – Retail Environment</b>		3	25	3	75	100	3
IV	<b>Tamil @/Advanced Tamil # (or)Non-major elective-I : Yoga for Human Excellence # / Women’s Rights #</b>		2	-	-	75	75	2
	<b>SEMESTER –IV</b>							
III	Core VIII – Foreign Exchange		5	25	3	75	100	4
III	Core IX – Investment Companies and Intermediaries		5	25	3	75	100	4
III	Core X – Insurance Marketing		5	25	3	75	100	4
III	Core XI – PC Software - MS Office & Tally – Theory		2	10	3	40	50	2
III	Core XII – PC Software - MS Office & Tally – Practical		3	20	3	30	50	2
III	Allied : IV Functional English for Executives		5	25	3	75	100	5
IV	<b>Skill based Subject 2 (Diploma) Paper-II – Consumer Behaviour</b>		3	25	3	75	100	3
IV	<b>Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #</b>		2	-	-	75	75	2

<b>SEMESTER –V</b>							
III	Core XIII – International Finance flows	6	25	3	75	100	4
III	Core XIV – Alternative Forms of Investments	6	25	3	75	100	4
III	Core XV – Financial Derivatives	6	25	3	75	100	4
III	Core XVI – Cost & Management Accounting	5	25	3	75	100	4
III	<b>Elective–I : Research Methods for Management</b>	4	25	3	75	100	5
IV	<b>Skill based Subject 3 (Diploma) Paper-III – Merchandise Management</b>	3	25	3	75	100	3
<b>SEMESTER –VI</b>							
III	Core XVII – Capital Market Reforms	6	25	3	75	100	4
III	Core XVIII - Security Analysis	6	25	3	75	100	4
III	Core XIX - Investment Management	6	25	3	75	100	4
III	<b>Elective –II : – Portfolio Analysis and Management</b>	6	25	3	75	100	5
III	<b>Elective –III : - Project Work &amp; Viva-Voce</b>	2	25	3	75	100	5
IV	<b>Skill based Subject 4 (Diploma) Paper-IV– Customer Relationship Management</b>	4	25	3	75	100	3
V	<b>Extension Activities @</b>	-	-		-	50	1
<b>Total</b>						<b>3600</b>	<b>140</b>

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

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

<b>List of Elective papers (Colleges can choose any one of the paper as electives)</b>		
<b>Elective – I</b>	<b>A</b>	Research Methods for Management
	<b>B</b>	Marketing Research
	<b>C</b>	Consumer Behaviour
<b>Elective – II</b>	<b>A</b>	Portfolio Analysis and Management
	<b>B</b>	HRD (Human Resource Development)
	<b>C</b>	Financial Services
<b>Elective - III</b>	<b>A</b>	Labour Law
	<b>B</b>	Global Business Management
	<b>C</b>	Project Work

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## **SEMESTER - I**

### **MANAGEMENT PROCESS**

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

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

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

#### **UNIT -I**

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

#### **UNIT -II**

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

#### **UNIT -III**

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

#### **UNIT -IV**

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

#### **UNIT - V**

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

### **REFERENCE BOOKS**

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

## FINANCIAL ACCOUNTING

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

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

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

### UNIT - I

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

### UNIT - II

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

### UNIT - III

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

### UNIT - IV

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

### UNIT - V

Preparation of accounts from incomplete records.

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

### REFERENCE BOOKS

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

## MATHEMATICS FOR MANAGEMENT- I

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

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

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

### UNIT - I

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

### UNIT-II

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

### UNIT-III

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

### UNIT-IV

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

### UNIT-V

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

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

### REFERENCE BOOKS

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

## INDUSTRIAL PSYCHOLOGY

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

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

### UNIT - I

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

### UNIT - II

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

### UNIT - III

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

### UNIT – IV

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

### UNIT - V

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

### REFERENCE BOOKS

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

## **ECONOMICS FOR EXECUTIVES**

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

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

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

### **UNIT - I**

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

### **UNIT - II**

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

### **UNIT - III**

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

### **UNIT - IV**

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

### **UNIT - V**

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

### **REFERENCE BOOKS**

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

## MATHEMATICS FOR MANAGEMENT- II

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

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

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

### UNIT - I

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

### UNIT - II

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

### UNIT - III

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

### UNIT - IV

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

### UNIT - V

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

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

### REFERENCE BOOKS

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

### **III - SEMESTER**

#### **BASICS OF INVESTMENT**

##### **Unit – I : Investment : Objectives and Risks**

Introduction; investment; speculation; Gambling; Investment / speculation / Gambling; Increasing Popularity of Investment; Features of an Investment Programme; Risks of Investment; Finance vs. Investment: interacting Decision Element.

##### **Unit – II : The Stock Markets in India**

Introduction, Nature and Function of Stock exchange; the Indian stock markets ; Early History and Development; Organisation of Indian Stock Exchanges; Membership.

##### **Unit – III : Statutory regulation of stock exchanges**

Statutory regulation of Stock Exchanges; Over the counter Exchange of India (OTCEI); National Stock Exchange of India; Automation of Stock Exchanges Secondary Market Developments.

##### **Unit – IV : New Issue Market**

Introduction; Functions; Origination, underwriting, Distribution; Role of the New Issue Market; Disinvestment by Public sector Enterprises.

##### **Unit – V : Listing of Securities**

Introduction; Advantages of Listing; Listing : Is it a Legal Requirement?; General Requirements for Listing.

#### **BOOKS REFERENCES :**

V.K. BHALLA, Investment Management.

### III - SEMESTER

## FUNDAMENTALS OF INFORMATION TECHNOLOGY

### Unit I : Introduction

Computers – Characteristics – Classification –Micro, mini, mainframe and super computers ALU History of Computers – generation of computer hardware, Software, human ware.

### Unit –II : Main Memory

RAM, ROM, PROM, EPROM, EEPROM, FLASH Memory.  
Auxiliary Memory: Magnetic tape, hard disk, floppy Disk, CD –Rom

### Unit –III: I/O Devices

Input Devices: Key board, Mouse, Track ball, Joystick, Scanner, MICR, OCR, OMR, Barcode reader, Light pen.

Output Devices: VCU, classification & characteristics of Monitors, printer, Plotter, Sound card & Speaker.

### Unit –IV

Introduction to computer software –OS – classification & function of OS – Programming Languages machine – Assembly Language – High level Languages – Types of High level Languages – Computers & Interpreters.

### Unit –V

Internet basics –WWW – Web pages – web browsers- searching the web Internet Assess.

Electronic Mail: Introduction – E.Mail-basis – Advantages creating e-mail id.

E-commerce : Introduction –Applications.

### Text Books:

1. Fundamental of Information Technology Alexis leon, Mathews

### Reference Books :

1. C.S.V. Murthi, Information Technology
2. R.Parameswaran – Computer Application in Business.

## BUSINESS LAW

**Goal:** To enable the students to acquire knowledge of legal aspects of business

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

- ✓ Law of contract, Law of sale of goods
- ✓ Law of Agency, Negotiable Instruments Act,....

### **UNIT - I LAW OF CONTRACT**

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract - Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact.

### **UNIT II**

Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract.

### **UNIT - III LAW OF SALE OF GOODS**

Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

### **UNIT - IV**

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

### **UNIT V**

Negotiable Instruments Act 1881-Negotiable Instruments-Characteristics-cheque-Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.

### REFERENCE

1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile La
5. K.P.Kandasami - Banking Law & Practice

## TAXATION – LAW AND PRACTICE

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

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

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

### UNIT – I

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

### UNIT – II

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

### UNIT – III

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

### UNIT – IV

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

### UNIT – V

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

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

#### **BOOKS RECOMMENDED**

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

**III - SEMESTER**  
**DIPLOMA IN RETAIL MANAGEMENT PAPER – I**  
**RETAIL ENVIRONMENT**

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

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

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

**Contents :**

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**REFERENCE BOOKS :**

Swapna Pradhan — Retailing Management — Text and Cases, Tata McGraw Hill — 2<sup>nd</sup> edition, 2004.

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

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

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

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## FOREIGN EXCHANGE

### UNIT – I

Foreign exchange : Meaning – Administration of foreign exchange – Functions of the foreign exchange department of a bank – Foreign exchange market in India – Exchange Control : Objectives and Methods.

### UNIT - II

Exchange Arithmetics: Nostro and Vostro Accounts : Spot and Forward Deals for the purchase and sale of foreign currencies – selection of buying and selling rates and calculation of appropriate forward rates.

### UNIT – III

Export Financing : Packing Credit Advances, Advances against duty drawback, Other services to exporters – post – shipment finance : Purchase/Negotiation of exporters – post – shipment finance : Purchase/Negotiation of export bills, scrutiny of bills drawn under letter of credit, collection of export bills, advance against bills under collection and consignment exports.

### UNIT - IV

Export – Import Bank of India : Lending to Indian exporters, Lending to foreign governments and companies, loans to commercial banks in India, Non – lending services and Forfeiting. Export Credit Guarantee Corporation of India Limited : Standard policies, Specific policies and guarantee to banks.

### UNIT - V

Import Financing : Import licenses – Letter of Credit : Mechanism and types –Opening of a letter of credit – Payment of import bills – import trust receipt – Deferred payment imports – Foreign currency loans.

### BOOKS RECOMMENDED

- ❖ Francis - International Trade and Export Management.
- ❖ C.Jeevanandam - Foreign exchange – Practice, concepts and control.
- ❖ Reserve bank of India - Exchange control manual – Vol.I & II.
- ❖ S.K.Verghese - Financing Foreign Trade.
- ❖ K.K.Andley and V.J.Mattoo - Foreign exchange – principles and practice.

## **IV - SEMESTER**

### **INVESTMENT COMPANIES AND INTERMEDIARIES**

#### **Unit – I : The Brokerage Business**

Introduction; Functions of a Brokerage Firm; Brokerage Information; Functional Specialisation of Members; Selecting a Broker and a Brokerage Firm; Execution of Order; Types of Transactions in a Stock Exchange; Mechanics of Share Trading; Features of Share Trading; Carry Forward Facility and the Theory of Badla.

#### **Unit – II : Investment Companies**

Introduction; Investment Company – The Concept; Types of Investment Companies; SEBI Guidelines for Mutual Fund authorization; RBI Guidelines on Mutual Funds; Mutual Funds 2000; Mutual Fund Operations in India; Money Market Mutual Funds; Computation of Net Asset Value (NAV).

#### **Unit – III : Market Indexes**

Introduction; Methods of Stock Indexes; Leading Stock Price Indexes; Bombay Stock Exchange Sensitive Index of Equity Prices.

#### **Unit – IV : Method of Compilation**

Method of Compilation; Bombay Stock Exchange; National Index of Equity prices; RBI Index of Security Prices; Other indexes of Security Prices.

#### **Unit – V : Human Factor in Stock Markets**

Introduction, Pyramids and Ponzi Schemes; Blind Faith and High Hopes; Speculative Bubbles; Stock-Market Bubbles; The Great Crash; Oct'87 Stock Market Crash and its Aftermath; The Scam.

#### **BOOKS RECOMMENDED**

- ❖ Dr. Preethi Singh – Investment Management

## IV - SEMESTER INSURANCE MARKETING

### **UNIT-I: Introduction to Insurance**

Meaning of risk- Classification of Risk- Functions of Insurance – Benefits – Nature of Insurable Risks- Development of Insurance – classes of Insurance.

### **UNIT-II : Marketing of Insurance.**

Introduction- Basic concepts- Insurance Market- Structure – Buyers- Intermediaries- Sellers/suppliers of Insurance- Problems in Insurance marketing.

### **UNIT-III: Insurance Companies.**

Proprietary companies- Mutual Companies- Classification – Self Insurance – Advantages and Disadvantages- Organizational Structure of Insurance companies – Re-Insurance- International Insurance Market.

### **UNIT-IV : Users of Insurance Services.**

Users of Insurance Services -Behavioral profile of users – Market segmentation of Insurance – Significance – Marketing Information system for Insurance organization.

### **UNIT-V: Insurance Product**

Meaning –product planning and Development – product mix- Promotion Mix- Price Mix-Place Mix – The people – Insurance Marketing in the Indian Environment.

### **Reference :**

1. Insurance – Julia Holyoake / Billweipers – CIB publications.
2. Services marketing – S.M.JHA-Himalaya publishing House.

## IV-Semester

### PC SOFTWARE (MS OFFICE)

#### Unit-I

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

#### Unit-II

Word Basics – Using Auto text – Using Auto Correct Word editing technique-finding and replacing text – Checking spelling – using templates- formatting – Formatting with styles creating tables.

#### Unit-III

Excel Basics- entering data- Selecting Ranges- Editing entries – formatting entries- Simple Calculation- naming cells and Ranges- Data display- printing worksheets –copying entries between workbooks – Moving sheets between workbook-deleting sheets- Creating graphs.

#### Unit-IV

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

#### Unit-V

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

#### Text Books

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

**IV - SEMESTER**  
**PROGRAMMING LABORATORY**  
List of Practical

**MS-Word**

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

**MS – EXCEL**

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

**MS ACCESS**

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

**MS POWER POINT**

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

## FUNCTIONAL ENGLISH FOR EXECUTIVES

**Goal:** To enable the students to acquire knowledge of MIS

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

- ✓ Computer based information system
- ✓ MIS support for the functions of management
- Parts of speech – basic grammar rules in English.
- **Enhancing the reading ability** of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, Business Line, Economic Times., etc. and magazines like business world,etc.

### Unit – II

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

### Unit – III

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

### Unit – IV

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

### Unit – V

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

## Functional English for Executives

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

### **Objective of this paper:**

To develop the language and communication skills of the students.

### **Objective of the examination:**

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

## **Internal Assessment: (Maximum: 50 marks)**

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

### **Unit-I: Reading ability of students**

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

### **Unit-II: Spontaneous writing skill**

The teacher can ask the students to write

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

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

### **Unit-III: Spontaneous speaking skill**

The teacher can

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

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

(Maximum: 10 marks)

#### **Unit-IV: Presentation skill**

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

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

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

(Maximum: 10 marks)

#### **Unit-V: Interpersonal communication skill**

The teacher can organize Group Discussion.

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

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

(Maximum: 10 marks)

### **External Assessment: (Maximum: 50 marks)**

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

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**IV – SEMESTER**  
**DIPLOMA IN RETAIL MANAGEMENT PAPER – II**  
**- CONSUMER BEHAVIOUR**

**Subject Description:** This course presents the basics of consumer behaviour

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

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

Understood consumer motivation and perception

Learnt consumer learning and attitude

Learnt consumer decision making

**UNIT-I**

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

**UNIT –II**

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

**UNIT – III**

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

**UNIT – IV**

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross  
Cultural Customers Behaviour Strategies.

**UNIT-V**

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

**REFERENCE BOOKS:**

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

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

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

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

## INTERNATIONAL FINANCE FLOWS

- Unit – I : Foreign Portfolio Investment : Introduction; function portfolio investment; Major capital movement.
- Unit – II : Foreign Investment in India : Emerging Trends and Policy developments : Introduction; Policy and Development; External Commercial Borrowings; Portfolio Investment;
- Unit – III : Modern Portfolio Theory – Oriental Approach to Assess the Riskiness of Foreign Claims : Introduction, How to Generate the Distribution of Portfolio Returns; Foreign Portfolio Investment; regulatory Framework.
- Unit – IV : Techniques of Portfolio Investment : Techniques of Portfolio Investment; Global Depository Receipts (GDRs);
- Unit – V : International Taxation : Introduction; The Benefits and Costs of Openness; Efficiency; Incidence; The Problem and Promise of Tax Harmonization.

### Books for Reference :

1. Donald E. Fischer & Ronald J. Jordan, *Security Analysis and Portfolio Management*, Prentice Hall of India Private Limited, New Delhi, 1999.
2. Lorie, James H. and Hamilton, Marry T., *The Stock Market, Theories and Evidence*, Homewood, Illinois : Richard D. Irwin 1973.
3. Investment - Jack Clark Francis & Richard W.Taylor.

## V – SEMESTER

### ALTERNATIVE FORMS OF INVESTMENTS

#### **Unit – I : Bond Valuation and Analysis**

Introduction; Reasons for Issuing Bonds; Bond Features; Types of Bonds; Bond Prices; Yields and Interest Rate; Bond Intrinsic Values; Duration and Immunization; Bond Immunization;.

#### **Unit – II : Preference Share valuation and Analysis**

Introduction; Features of Preference Shares; Preference Share Yields; Current Yield, Holding Period Return, Yield to call Date.

#### **Unit – III : Equity Shares**

Introduction; changing Attitude towards Equity Ownership; Equity Capital Terminology; Nature of Equity Shares.

#### **Unit – IV : Dividend Policies and Decisions**

Introduction; Cash Dividend; Stock Dividend (Bonus Shares).

#### **Unit – V : Types of Dividend Policy**

The firm's Dividend Policy : (A) Short Term Dividend Policy - Alternative Policies; - Stable Rupee Dividend; - Target Payment Ratios; Regular and Extra Dividends; (B) Long-Term Dividend Policy – Dividend as a Passive Residual, Irrelevance of Dividends – MM Theory; Arguments for Relevance; Dividend Provisions Under the Companies Act, 1956.

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

1. Reilly, Frank K., *Investment Analysis and Portfolio management*, The Dryden press, 1989.
2. Russell J. Fuller & James L. Farrell, Jr, *Modern Investments and Security Analysis*, McGraw-Hill International Edition, New Delhi, 1987.
3. Investment Management - V.K. Bhalla

## FINANCIAL DERIVATIVES

**Unit – I : Options** : Introduction; uses of options, types of options; option valuation and pricing; factors determining option price, characteristics; appreciation factor. Binomial Model black-scholes model; Delta; Theta; Gamma; Vega, Rho, hedging option portfolios in practice; index options portfolio insurance put-call parity relationship.

**Unit – II : Futures**

Introduction; Future Markets; Future contracts and Future Trading, Margin, Clearing House and Clearing Margins; Futures Versus options; Synthetic Futures; Futures Versus Forward markets; Strategies for Futures Markets.

**Unit – III : Swaps**

Swaps – The Teenage Years; Swaps- The Laundry List; the Basic Swap Structures; Fixed Rate Currency Swap; Currency Coupon Swap; Risks Specific to Users; How to Reduce Swap Risk?; International Bank Capital rules and Swaps; Swaptions; Equity Caps and Floors.

**Unit – IV : Convertible Securities**

Introduction; Convertible Debentures; Features; Objectives of Convertible debentures; Valuation of Convertible Debentures; implications of the convertible bond issue for the issuing company; convertible preference share; future of the convertible securities.

**Unit – V : Warrants**

Introduction; Considerations for shares issued through warrants; Gearing effect; valuing Warrants; Lapse of Warrants; Warrants Attached to Debenture; Similarities between options and Warrants.

### BOOKS FOR REFERENCE :

1. John Hull, Financial Derivatives.
2. Bishnupriya Mizra, Financial Derivatives.
3. Sathya Debasash., financial Derivatives, Excel books

## **SEMESTER - V**

### **COST AND MANAGEMENT ACCOUNTING**

**Goal:** To enable the students to acquire knowledge of Accounting for managerial decisions

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

- ✓ Cost sheet, Material issues, Labour cost...
- ✓ Financial statement analysis, Budgeting,...

#### **UNIT I (Theory questions only)**

Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting  
- Elements of cost-cost concepts and costs classification.

#### **UNIT II (Problems and theory questions)**

Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

#### **UNIT III (Problems only)**

Financial statement Analysis - preparation of comparative and common size statements - analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

#### **UNIT IV (Problems only)**

Fund flow analysis-cash flow analysis (problems only)

#### **UNIT V (Problems and theory questions)**

Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis. Budgeting and preparation of various budgets.

(Theory carries 20 marks and problems carry 80 marks)

#### **REFERENCE BOOKS:**

1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna & K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting

V –SEMESTER

**DIPLOMA IN RETAIL MANAGEMENT  
PAPER III – MERCHANDISE MANAGEMENT**

**Subject Description:** This course presents the basics of merchandising

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

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

Understood merchandising planning

Learnt merchandise buying

Learnt visual merchandising

**UNIT-I**

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

**UNIT –II**

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

**UNIT – III**

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

**UNIT –IV**

Merchandise performance — retail pricing — merchandise allocation — analyzing merchandise performance — methods.

**UNIT-V**

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

**REFERENCE BOOKS:**

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

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

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

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

## VI – SEMESTER

### CAPITAL MARKET REFORMS

#### **Unit – I : Capital Market Reforms**

Introduction; The Primary Securities Market; The Secondary Securities Market; Policy Initiatives and Developments; Primary Market Reforms; Secondary Market.

#### **Unit – II : Equity Valuation and Analysis**

Introduction; Active Equity Investment Styles; Equity Valuation Models; Present Value Estimation; Basic Models; Zero Growth Model, Constant Growth Model, Variable Growth Rate of Dividends; Valuation Model for Cyclical Stock; Models Based on Price-Earnings Ratios.

#### **Unit – III : Valuation Equations**

Valuation Equations to find expected return; Trend-current, Analyst's Best Estimate (ABE), Random Valuation Model; Intrinsic Value.

#### **Unit – IV : Government Securities**

Introduction; Size of the Debt and its composition in India; The yield structure of the government securities; The concept of a yield curve; shape of the yield curve. Sensitivity of the yield curve.

#### **Unit – V : Non Security Forms of investment**

Introduction, currency; commercial bank investment schemes; demand deposits, recurring types deposits, time deposits; social security funds; post office time deposit; life insurance; units; fixed deposits with companies; bullion; real estate.

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

1. Avadhani V.A., *Investment and Security Analysis in India*, Himalaya Publishing House, Second Edition, 1992.
2. Cootner, Paul H., *The Random Character of Stock Market Prices*, Cambridge, Mass: M.I.T. press 1964.
3. Gupta L.C., *Rates of Return on Equities the Indian experience*, Delhi Oxford University Press, Bombay, Calcutta, Madras, 1981.

**VI – SEMESTER**

**SECURITY ANALYSIS**

**Unit – I : Fundamental Security Analysis**

Introduction, An analysis of the economy; determining the current state of the economy; significance and interpretation of the economic indicators, industry analysis; the expansion stage; the stagnation stage; reason for decline in the competitive position of an industry; investment classification of industries;

**Unit – II : Company Analysis**

Company analysis : marketing, accounting policies; profitability, capital structure; financial analysis, operating efficiency; management, fundamental security analysis, an appraisal.

**Unit – III : Technical Analysis**

Introduction; Basic technical assumptions; technical vs. fundamental analysis. The Dow Theory; Elliott wave principle;

**Unit – IV : Charting as a technical tools**

Charting as a technical tools; types of charts; important chart patterns; limitations of charts; technical indicators; Technical analysis – An Evaluation.

**Unit – V : Efficient Market Theory**

Introduction, Forms of the Efficient market hypothesis; semi-strong form; implication; challenge to security analysis; efficient market theory : An appraisal.

**TEXT BOOK:**

1. Security analysis and Portfolio management – Punithavathi Pandian

**Reference books:**

1. Investment - Jack Clark Francis & Richard W.Taylor
2. Investment Management - V.K. Bhalla
3. Modern Portfolio Theory and Investment analysis - Elton and Gurbar

## INVESTMENT MANAGEMENT

**Goal:** To enable the students to acquire knowledge of Investment management

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

- ✓ Investment avenues
- ✓ Security analysis,...

### UNIT I

Concept of investment-important - alternate forms of investment-LIC schemes-bank deposits-government securities-mutual fund schemes-post office schemes-provident fund-company deposits-real estate-gold & silver.

### UNIT II

Investment in shares and debentures-comparison with other forms of investment-primary market: role of NIM mechanics of floating new issues secondary market: function-mechanics of security trading-OTCEI-NSE futures & options.

### UNIT III

Risk-kinds-measures of risk-returns. Valuation of securities - valuation of bonds-valuation preference and equality shares.

### UNIT IV

Security analysis-fundamental analysis: economic, industry and company analysis-technical analysis: Dow theory-types of shares -important share patterns.

### UNIT V

Efficient Market theory. Random Walk Theory-weak form-semi strong form .Portfolio Analysis: Markowitz theory-optimum portfolio.

### REFERENCE BOOKS:

- |                  |                        |
|------------------|------------------------|
| 1. Preethi Singh | Investment Management  |
| 2. Bhalla G.S.   | Investment Management  |
| 3. Francis       | Investment Management  |
| 4. Dr.Avadhani   | Stock Market Analysis. |

## **Diploma Paper – IV - CUSTOMER RELATIONSHIP MANAGEMENT**

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

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

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

Understood Relationship Marketing

Learnt Sales Force Automation

Learnt Database Marketing

### **UNIT – I**

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

### **UNIT – II**

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

### **UNIT – III**

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

### **UNIT – IV**

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

### **UNIT – V**

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

### **REFERENCE BOOKS:**

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

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

Philip Kotler, Marketing Management, Prentice Hall, 2005

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

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List of Elective papers (Colleges can choose any one of the paper as electives)		
<b>Elective – I</b>	<b>A</b>	Research Methods for Management
	<b>B</b>	Marketing Research
	<b>C</b>	Understanding Consumer Behaviour
<b>Elective – II</b>	<b>A</b>	Portfolio Analysis and Management
	<b>B</b>	HRD (Human Resource Development)
	<b>C</b>	Financial Services
<b>Elective - III</b>	<b>A</b>	Labour Law
	<b>B</b>	Global Business Management
	<b>C</b>	Project Work

Elective – I	<b>A</b>	Research Methods for Management
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#### **UNIT -I**

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

#### **UNIT -II**

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

#### **UNIT -III**

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

#### **UNIT -IV**

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

#### **UNIT -V**

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

#### **TEXT BOOKS:**

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

Elective – I	<b>B</b>	MARKETING RESEARCH
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### **UNIT -I**

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

### **UNIT -II**

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

### **UNIT -III**

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

### **UNIT -IV**

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

### **UNIT -V**

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

### **TEXT BOOKS:**

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

Elective – I	C	Consumer Behaviour
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**Objectives:**

On successful completion of the course the students should have

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

**UNIT -I**

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

**UNIT -II**

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

**UNIT -III**

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

**UNIT -IV**

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

**UNIT -V**

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

**REFERENCES:**

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

Elective – II	A	Portfolio Analysis and Management
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**Unit – I : Portfolio Analysis : Risk and Return**

Introduction; Portfolio and Security Returns; Risk; Portfolio Risk; When diversification Does not help; when diversification can eliminate risk; the insurance principle; borrowing and lending.

**Unit – II : Portfolio choice : utility theory and indifference curves**

Introduction; utility functions; linear utility function and risk; concave utility function and risk; indifference curves.

**Unit – III : Markowitz : Portfolio Selection Model**

Introduction; Markowitz Model; the mean variance criterion; corner portfolios; Dents in the efficient set dominance principle; Modifications to the Efficient Frontier; Critique.

**Unit – IV : Sharpe : The Single Index Model**

Introduction Characteristics lines; portfolio characteristic Lines; constructing the optimal portfolio.

**Unit – V : Capital Asset Pricing Model**

Introduction, Assumptions, the Security Market Line, CAPM Vs. Market Model; Realism of the Capital Asset pricing model.

**BOOKS FOR REFERENCE :**

1. Portfolio Management - S.K.Baura
2. Investment Analysis and Portfolio Management – Reilly
3. Security analysis and Portfolio management - Fischer and Jordan

Elective – II	<b>B</b>	HRD (Human Resource Development)
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**Course Number :**

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

**UNIT I:**

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

**UNIT II:**

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

**UNIT III:**

Potential Appraisal and Development. Career planning and Development.

**UNIT IV:**

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

**UNIT V:**

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

**REFERENCES:**

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

Elective – II	C	Financial Services
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**Objectives:**

On successful completion of the course the students should have:

- To learn the various financial services provided by NBFCs.
- To understand the modes of raising capital from domestic and foreign market.
- To evaluate feasibility of projects on hire purchase and leasing.
- To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

UNIT I

Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds -Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

UNIT II

Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - Lease Accounting - Types of leases.

UNIT III

Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV

Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

UNIT V

Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

REFERENCES :

1. M.Y.Khan, Indian Financial Systems.
2. K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.
3. R.M.Srivastava, Indian Financial System.
4. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
5. T.Sundar Rajan, Merchant Banking.
6. L.M.Bhole, Financial Institution & Markets.
7. Habel J.Johnson, Financial Institution & Markets.
8. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.
9. Nalini Prava Tripathy, Financial Instruments and Services, Prentice Hall of India, New Delhi.

Elective – III	A	Labour Law
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**Objectives:**

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

- Legislations relating to Industrial Disputes and Labour welfare

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**REFERENCES:**

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

Elective III	<b>B</b>	Global Business Management
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**UNIT -I**

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

**UNIT -II**

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

**UNIT -III**

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

**UNIT -IV**

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

**UNIT -V**

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

Recommended Books:

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

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Elective – III	<b>C</b>	Project Work & Viva-Voce
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