BANGALORE UNIVERSITY

SYLLABUS 2012-13

BBM DEGREE CORRESPONDENCE COURSE

BANGALORE UNIVERSITY
DEPARTMENT OF COMMERCE
Central College Campus, Bangalore-560 001

BANGALORE UNIVERSITY

DEPARTMENT OF COMMERCE

REGULATIONS PERTAINING TO BBM DEGREE CORRESPONDENCE COURSE

I. Objectives :

1. To develop entrepreneurs
2. To develop ethical managers with inter disciplinary knowledge
3. To develop business philosophers with a focus on social responsibility and ecological sustainability.
4. To prepare students to take the responsibility of full line of marketing function of a company with special reference to SME sector.
5. To prepare students to take the responsibility of full line of human resource function of a company with special reference to SME sector.
6. To develop IT enabled global middle level managers for solving real life business problems and addressing business development issues with a passion for quality, competency and holistic approach.
7. To prepare students to take up higher education to become business scientists, researchers, consultants and teachers, with core competencies.

II. Eligibility for Admission :

Candidates who have completed two - year Pre - University course of Karnataka State or its equivalent are eligible for admission into this course.

III. DURATION OF THE COURSE:

The course of study is 3 years. A candidate shall complete his/her degree within six (6) academic years from the date of his/her admission to the first Year.

IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be English. However, a candidate will be permitted to write the examination either in English or in Kannada.

V. ATTENDANCE:

Attendance for the contact programme arranged for the course is compulsory.

VI. COURSE MATRIX

See Annexure – 1

VII. TEACHING AND EVALUATION:

M.Com, and M.B.A. graduates with B.Com, or B.B.M as basic degree from a recognized university are only eligible to teach and evaluate the subjects including (excepting languages, compulsory additional subjects and core Information Technology related subjects) subjects mentioned in this regulation. Languages and additional subjects shall be taught by the graduates as recognized by the respective board of studies.

VIII. PROJECT REPORT AND VIVA-VOCE:

a. Project Guides will be allotted.
b. The project report in the third year carries 100 marks which shall form part of third year examination. The project guides can be appointed by the directorate either from the University or from the colleges (Only Doctorates & M.Phils). A teacher can guide 8 students.
c. There shall be single valuation of project report and this will be done simultaneously along with Vive - Voce.
d. The Directorate shall submit the project reports of the students, to the university within three days after the completion of third year examination.

e. Candidate shall obtain a minimum of 35% marks (Including Viva-Voce) in this subject (project Report) failing which he she shall revise and resubmit before the commencement of the next examination. However, no student shall be allowed to resubmit the project report after three consecutive chances.

f. The student who fails to submit the project report shall not be permitted to take the examination.

g. The board of examiners shall conduct viva-voce examination for Project Report.

IX. SCHEME OF EXAMINATION:

There shall be a university examination at the end of each year. The maximum marks for the university examination in a paper shall be 100 marks.

X. APPEARANCE FOR THE EXAMINATION: .

a. A candidate shall apply for all the parts in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if candidate shall apply for all the parts in each examination when he/she has submitted the prescribed application for the examination along with the required fees.

b. A candidate who has passed any language under Part-I shall be eligible to claim exemption from the study of the language if he/she has studied and passed the language at the corresponding level.

c. Further, candidates shall also be eligible to claim exemption from studying and passing in those commerce subjects which he/she has studied and passed at the corresponding level, subject to the conditions stipulated by the university.

d. A candidate who is permitted to seek admission to this degree course on transfer from any other University shall have to study and pass the subjects which are prescribed by the University. Such candidates shall not however, be eligible for the award of ranks.

XI. MINIMUM FOR A PASS:

Candidates who have obtained at least 35% of marks in aggregate in each subject shall be eligible for a pass or exemption in the subject. The minimum marks per paper is 35%.

XII. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

1. The results of the First to third year degree examination shall be declared and classified separately as follows:
   a. First Class: Those who obtain 60% and above of the total marks of parts I, II and III.
   b. Second Class: Those who obtain 50% and. above but less than 60% of total marks of parts I, II and III
   c. Pass Class: Rest of the successful candidates who secure 35% and above but less than 50% of marks in part I, II and III.
2. The results of the degree course as a whole shall be declared on the basis of the aggregate marks obtained by the candidates in management subjects of the First year, Second year and Third year degree course put together as follows.
   a. First Class: Those who obtain 60% and above of the aggregate in the management subjects of First year, Second year and Third year degree course.
   b. Second Class: Those who obtain 50% and above but less than 60% of the aggregate marks in the management subjects of the First year, Second year and Third year degree course.
   c. Pass Class: Rest of the successful candidates who obtain 35% and above but less than 50% of the aggregate marks in the management subjects of the First year, Second year and Third year degree course.
   iii) Class and Ranks shall be declared on the basis of the aggregate marks obtained by the candidates in the management subjects of the First to third year of degree course as a whole. However, only those candidates who have passed each year public examination in the first attempt only shall be eligible for the award of ranks. The first ten ranks only shall be notified.

XIII. CONDITIONS TO KEEP TERMS:

a. A candidate is allowed to carry all the previous uncleared papers to the subsequent year/years.

b. Such of those candidates who have failed/remained absent/opt to improve in anyone or more papers (theory/practical/dissertation/project work/field work) henceforth called as repeaters, shall appear for exam in such paper/s during the three immediate successive examinations.

c. The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearances.

XIV. PATTERN OF QUESTION PAPER:

Each theory question paper shall for 3 hours duration for each Examination. The Question paper shall ordinarily consist of three sections, to develop testing of conceptual skills, understanding skills, comprehension skills, articulation and application of skills. The Question Paper will be as per the following Model:

SECTION-A **1. a,b,c,d,e,f,g,h,i,j,**	(Conceptual questions) Answer any EIGHT	(08 X 2 = 16 Marks)
SECTION -B: **2,3,4,5.**	(Analytical questions) Answer any THREE	(03 X 8 = 24 Marks)
SECTION-C: **6,7,8,9,10.**	(Essay type questions) Answer QUESTION NO. 10 and any THREE of the remaining.	(04 X 15 = 60 Marks)
	Total	**100 Marks**

XV. PROVISION FOR IMOROVEMENT OF RESULTS:

The candidates shall be permitted to improve the results of the whole examination or of any Semester or any subject within 30 days after the publication of the result. This provision shall be exercised only once during the course and the provision once exercised shall not be revoked. The application for improvement of results shall be submitted to the Registrar (Evaluation) along with the prescribed fee.

XVI. REMOVAL OF DIFFICULTY AT THE COMMENCEMENT OF THESE REGULATIONS:

If any difficulty arises while giving effect to the provisions of these Regulations, the Vice-Chancellor may in extraordinary circumstances, pass such orders as he may deem fit.

BANGALORE UNIVERSITY

B.B.M. COURSE MATRIX for CORRESPONDENCE COURSE

2012 – 13 (Annual Scheme)

Year	Paper No.	Title of the Paper	Total Marks
I	1.1	Language - I: Kannada / Sanskrit / Urdu / Tamil / Telugu / Additional English / Marathi / Hindi	100
	1.2	Language - II: English	100
	1.3	Financial Accounting	100
	1.4	Business Organization & Environment	100
	1.5	Quantitative Methods for Business	100
	1.6	Market Behaviour & Cost Analysis	100
	1.7	Management Principles	100
II	2.1	Language - I: Kannada / Sanskrit / Urdu / Tamil / Telugu / Additional English / Marathi / Hindi	100
	2.2	Soft Skills and corporate communication	100
	2.3	Marketing and Services Management	100
	2.4	Human Resource Management	100
	2.5	Corporate Accounting	100
	2.6	Banking law & Operations	100
	2.7	Organisational Behavior	100
III	3.1	Income Tax	100
	3.2	Financial Management	100
	3.3	Leagal Aspects of Business	100
	3.4	Strategic Management	100
	3.5	Cost & Management Accounting	100
	3.6	Electives - I	100
	3.7	Electives - II	100

ELECTIVE GROUPS

1. FINANCE GROUP

Year	Paper No.	Title of the Paper	Lecture Hour Per Week	Total Marks
III	3.6	Advanced Financial Management	04	100
	3.7	Security Analysis and Portfolio Management	04	100

2. MARKETING GROUP

Year	Paper No.	Title of the Paper	Lecture Hour Per Week	Total Marks
III	3.6	Consumer Behavior and Marketing Research	04	100
	3.7	Retail Management	04	100

3. HUMAN RESOURCE GROUP

Year	Paper No.	Title of the Paper	Lecture Hour Per Week	Total Marks
III	3.6	Strategic Human Resources Management	04	100
	3.7	Welfare Management & Industrial Regulations	04	100

4. BANKING & INSURANCE GROUP

Year	Paper No.	Title of the Paper	Lecture Hour Per Week	Total Marks
III	3.6	Banking & Forex Management	04	100
	3.7	Life & General Insurance	04	100

1.3 FINANCIAL ACCOUNTING

OBJECTIVE

To acquaint the students with the basic accounting knowledge and preparation of accounts under situations.

UNIT 1: FUNDAMENTALS OF ACCOUNTING

Introduction – Meaning and Definition – Objectives of Accounting – Accounting Principles – Accounting Concepts. Rules of Double Entry Book Keeping – Kinds of Accounts - Journal Entries – Ledger.

Unit 2: SUBSIDIARY BOOKS

Meaning – Significance – Types of Subsidiary Books – Purchases Book – Sales Book – Purchase Returns Book – Sales Return Book – Bills Receivable Book – Bills Payable Book – Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper.

UNIT 3: BANK RECONCILIATION STATEMENT

Meaning – Importance - Preparation of Bank Reconciliation Statement

UNIT 4: BILLS OF EXCHANGE

Meaning, concept, accommodation of bills - Discounting of bills – problems on Bills of exchange.

UNIT 5: PREPARATION OF FINAL ACCOUNTS OF PROPRIETARY CONCERN

Preparation of trading account, profit and loss account, and Balance sheet - Treatment of outstanding expenses, prepaid expenses, depreciation, bad debts and reserves.

Unit 6: SINGLE ENTRY SYSTEM

Meaning – Features – Merits – Demerits – Differences – Preparation of Opening Statement of Affairs, Closing Statement of Affairs, Computation of Profit/Loss and revised Statement of Affairs

Unit 7: ACCOUNTING FOR NON-PROFIT UNDERTAKINGS

Meaning – Importance – Revenue Expenditure – Capital Expenditure – Revenue Income - Capital Income – Deferred Revenue Expenditure - Preparation of Receipts and Payments Account – Income and Expenditure Account and Balance Sheet

Unit 8: CONSIGNMENT ACCOUNTS

Introduction – Meaning – Consigner – Consignee – Goods Invoiced at Cost Price – Goods Invoiced at Selling Price – Normal Loss – Abnormal Loss – Valuation of Stock – Stock Reserve – Journal Entries – Ledger Accounts in the books of Consigner and Consignee.

Unit 9: ACCOUNTING FOR JOINT VENTURES

Introduction – Meaning – Objectives – maintenance of accounts in the books of co-venturer – maintaining separate books for joint venture – preparation of memorandum joint venture - problems.

BOOKS FOR REFERENCE

1) Jawaharlal & Seema Srivastava: Financial Accounting , HPH
2) Dr. S.N. Maheswari: Financial Accounting
3) B. S Raman: Financial Accounting
4) Guruprasad Murthy : Financial accounting
5) S P Jain and K. L. Narang: Financial Accounting- I
6) Dr. Anil Kumar, Dr. Rajesh Kumar, B. Mariyappa: Financial Accounting
7) Radhaswamy and R.L. Gupta: Advanced Accounting
8) N. Balwani; Accounting and Finance for Managers.

1.4 BUSINESS ORGANISATION AND ENVIRONMENT

OBJECTIVE:

To familiarize the students with various aspects of Business Organization and its Environment.

Unit 1: INTRODUCTION TO BUSINESS ORGANIZATION

Meaning of Business – Classification of Business Activities – Industry – Types of Industry – Commerce – Trade – Aids to Trade – Commerce – Meaning – Advantages and Disadvantages

Unit 2: FORMS OF BUSINESS ORGANIZATION

Sole Proprietorship – Meaning – Characteristics – Advantages and Disadvantages. Partnership – Meaning – Characteristics – Advantages and Disadvantages - Types of Partners. Co-operative Society - Meaning – Characteristics – Types – Advantages and Disadvantages.

Unit 3: JOINT STOCK COMPANY

Meaning – Definition – Features – Types of Companies – Formation of a Company.

Unit 4: BUSINESS ENVIRONMENT

Meaning and Importance. Dimensions of Business Environment – Political, Economic, Social, Legal, Natural and Technological Environment.

Unit 5: ECONOMIC ENVIRONMENT

Meaning and Importance, Impact of Government policy on business and industry with reference to liberalization, privatization and globalization.

Unit 6: GOVERNMENT POLICIES: Impact of Fiscal, Monetary, Exim policy and Industrial Policy on Business.

Unit 7: SOCIAL AND CULTURAL ENVIRONMENT

Culture, impact of culture on business.

Unit 8: TECHNOLOGICAL ENVIRONMENT: Meaning, features impact of technology on business.

Unit 9: GLOBAL ENVIRONMENT

Nature of Globalization, Manifestations of globalization, and strategies for going global GATT, WTO, and Trading Blocks.

Unit 10: NATURAL ENVIRONMENT : Meaning and influence on business.

BOOKS FOR REFERENCE

1) Dr. Aswathappa: Essentials of Business Environment
2) Francis Cherrunilam : Business Environment
3) Dr. Ramachandra; Business Environment
4) Raj Agarwal – Business Environment

1.5 QUANTITATIVE METHODS FOR BUSINESS

OBJECTIVE

To provide basic knowledge of different quantitative methods for making appropriate business decisions

Unit 1: NUMBER SYSTEM

Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational & Irrational numbers, Real Numbers, HCF & LCM (Simple problems)

Unit 2: THEORY OF EQUATIONS

Introduction – Meaning – Types of Equations – Simple, Linear and Simultaneous Equations (only two variables) Eliminations and Substitution Method only. Quadratic Equation – Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Problems on Commercial Application.

Unit 3: PROGRESSIONS

Introduction – Arithmetic Progression - Finding the 'n^{th} term of an AP and Sum to n^{th} term of AP. Insertion of Arithmetic Means in given terms of AP and representation of AP. Geometric Progression - Finding n^{th} term of GP – Sum to nth Term of GP – Insertion of Geometric Means in given Geometric Progression and also representation of GP.

Unit 4: COMMERCIAL ARITHMETIC

Simple interest, compound interest including half yearly and quarterly calculations, annuities Percentages, bills discounting, concepts of Ratios, duplicate-triplicate and sub-duplicate of a ratio. Proportions, third, fourth and inverse proportion - problems.

Unit 5: INTRODUCTION TO STATISTICS

Introduction – Meaning – Functions – Limitations - Classification and Tabulation of Data, Graphical and diagrammatic representation of data.

Unit 6: MEASURES OF CENTRAL TENDENCY

Introduction – Types of averages – Arithmetic Mean (Simple and Weighted) – Median – Mode.

Unit 7: MEASURES OF DISPERSION

Measurement of mean deviation and standard deviation. Co-efficient of variation, Quartile deviation and Range.

Unit 8: CORRELATION ANALYSIS

Karl Pearson's Co-efficient of correlation, Spearman's Rank Correlation.

Unit 9: INDEX NUMBERS

Meaning & Definition – uses – Classification – Construction of Index Numbers – Methods of constructing Index Numbers – Simple Aggregative Method – Simple Average of Price Relative Method – Weighted index method – Fisher's Ideal method (excluding Time and Factor Reversibility tests) – Consumer Price Index – Problems.

BOOKS FOR REFERENCE

- S.C. Gupta: Business Statistics HPH
- Saha: Mathematics for Cost Accountants.
- Veerachamy : Operation Research, I.K. Intl
- J.K. Singh: Business Mathematics
- Dr. Sancheti & Kapoor: Business Mathematics and Statistics.
- Zamarudeen: Business Mathematics.
- G.R. Veena and Seema: Business Mathematics and Statistics I.K. Intl
- Ranganath: Business Mathematics
- Madappa, mahadi Hassan, M. Iqbal Taiyab – Business Mathematics.
- R.S. Bhardwaj; Business Statistics

1.6 MARKET BEHAVIOUR AND COST ANALYSIS

1.7

OBJECTIVE

The objective is to provide the basic knowledge of market behavior and cost analysis to apply the same in their business decisions.

UNIT 1: BUSINESS CYCLES:

Business cycles – phases of Business cycle – effects of Business cycle – measures to control the Business cycle – meaning and salient features of monitory policy, fiscal policy, industrial policy

UNIT 2: MARKET STRUCTURE:

Perfect competition: features – price and output determination – influence of time element on price and output. Monopoly: features - price and output determination – price discrimination Monopolistic competition: features – price and output determination in short run and long run in industry.

UNIT 3: CONSUMER BEHAVIOUR:

Consumer sovereignty – limitations – approaches to the study of consumer behavior – cardinal approach – law of equi –marginal utility, ordinal approach – indifference curve analysis: properties. Consumer surplus: meaning – analysis – limitations.

UNIT 4: FIRMS AND DECISIONS

Firm: meaning and goals, profit verses value (wealth) maximization dynamics. Decision making, decisions under market uncertainties, tactical verses strategic decisions and game theory.

UNIT 5: MARKET FORCES

Demand: meaning, law of demand, nature of elasticity of demand, determinants of elasticity of demand, cost of advertisement and derived demand relations, measurement of elasticity under graphic method (concepts only). Demand forecasting- meaning and methods (problems on trend projection by least square method). Supply: Law of supply, determinants of supply.

UNIT 6: COST AND PROFIT PLANNING

Cost: meaning of short run and long run costs, fixed and variable costs, explicit and implicit costs, opportunity cost and incremental cost (concepts only). Total cost, average cost and marginal cost behavior in short run and long run – marginal costing: CVP Analysis: BEP, BE Chart and calculation of margin of safety, P.V. ratio: profit planning (including problems).

UNIT 7: PRICING PRACTICES AND STRATEGIES

Determinants of pricing policy, pricing methods: marginal cost pricing, target rate pricing, product line pricing, administered pricing, competitive bidding, dual pricing, transfer pricing. Price discrimination: requirements, types and dumping strategies. Pricing over product life cycle: skimmed pricing, penetration pricing, product –line pricing and price leadership. Linear Programming: problems on profit maximization and cost minimization in graphic method with two variables only.

UNIT 8: COST OF CAPITAL AND CAPITAL BUDGETING

Meaning and types of capital, specific cost of capital on: debt, preference shares and equity shares and weighted average cost of capital (concepts only). Capital budgeting: meaning and significance, present value of money and its calculation, methods of investment appraisal (simple problems on PB period and NPV methods only).

References

1. D.M. Mithani: Managerial Economics, Himalaya Publishing House, New Delhi.
2. P.L Mehta: Managerial Economics, Sultan Chand & Sons, New Delhi.
3. R.L Varshney and K.L Maheshewari: Managerial Economics, Sultan Chand & Sons, New Delhi.
4. H.L Ahuja: Business Economics, S. Chand & Company Ltd., New Delhi.
5. Reddy & Appananiah: Economics for Business
6. K.M. Pandey & Others: Economics for Managerial Decisions
7. K.P.M Sundaram: Micro Economics, Sultan Chand & Sons, New Delhi.
8. M.L. Jhingan &J.K. Stephen: Managerial Economics, Vrinda Publishihing (P) Ltd. Delhi.
9. Manoj Kumar Mishra : Managerial Economics, Voyu Education of India, New Dehli.
10. Srivastava R.M. : Financial Management – Management and Policy ,HPH
11. Khan and Jain: Financial Management, Tata McGraw Hill Education Private Ltd., New Delhi
12. R.K. Sharma and S.K. Gupta: Financial Management, Kalyani Publications, Ludiana.
13. Atmanand ; Managerial Economics
14. B. Singh; Managerial Economics

1.8 MANAGEMENT PRINCIPLES

OBJECTIVE

To enable the students to understand the principles of management and why individuals, groups and organizations behave as they do.

Unit 1: INTRODUCTION TO MANAGEMENT

Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Management as a science art or profession - Management & Administration - Principles of management - Social responsibility of management and Ethics.

Unit 2: EVOLUTION OF MANAGEMENT THOUGHT

Contributions made by Taylor, Gantt, Gilbreth, Fayol, Weber, Elton Mayo, Chester Bernard, Maslow, Herzberg, Likert and McGergor.

Unit 3: PLANNING

Nature importance and purpose of planning - Planning process, Objectives - Types of plans (Meaning only) - Decision making – importance & steps.

Unit 4: ORGANIZING

Nature and purpose of organization, Principles of organization - Types of organization - Departmentation, Committees - Centralization Vs decentralization of authority and responsibility - Span of Control - MBO and MBE(Meaning only)

Unit 5: STAFFING

Nature and importance of staffing - Process of selection, recruitment and training

Unit 6: DIRECTING

Meaning and nature of directing - Motivation theories (Maslow's, Herzberg, McGregors X & Y theory) –

Unit 7: COMMUNICATION

Meaning and importance, barriers to communication, types of communication - Coordination meaning and importance.

Unit 8: CONTROLLING

Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control, Dimensions or Types of Control -(a) Feed forward control (b) Concurrent Control (Real Time Information & Control), (c) Feedback Control v) Techniques of Control - Brief review of Traditional Techniques & Modern Techniques of Control.

BOOKS FOR REFERENCE

1) Manmohan Prasad: Management Concepts & Practice
2) Koontz & O'Donnell, Management.
3) Appaniah & Reddy, Business Management.
4) L M Prasad, Principles of management.
5) Rustum & Davan, Principles and practice of Management.
6) Rajesh Visvanathan, Principles of Management .
7) S V S Murthy, Essentials of Management.
8) Thomas. N. Duening & John. M. Ivan cevich, Management, Principles and Guidelines, Biztantra Publications.
9) Tripathi & Reddy, Principles of Management.
10) V.S.P Rao; Management - Text and cases
11) P. Diwan; Management principles & Practices.

2.2 SOFT SKILLS AND CORPORATE COMMUNICATION

OBJECTIVE: *To develop both Oral and written communication skill concerning organizational and Busies issues*

Unit 1: ATTITUDE AND EMOTIONAL INTELLIGENCE

Importance of Attitude – Meaning of Positive Thinking and Positive Attitude – how to build positive attitude – effects of negative attitude and how to overcome them. Significance of interpersonal relationships in personal and professional life - Tips to enhance interpersonal relationships - Emotional Intelligence.

Unit 2: VISION, GOAL SETTING & TIME MANAGEMENT

Meaning of Vision – doing things for the right purpose – Setting and achieving goals – importance of goal setting – periodicity in goal setting – short, medium, long-term – methods to achieve set goals. General principles of stress management and Time Management.

Unit 3: ELEMENTS OF COMMUNICATION

Meaning, Importance, objectives & Principles of Communication, types and forms of communication, Process, impediments of effective communication, strategies for effective communication.

Unit 4: COMMUNICATION SKILLS

Significance – process of communication - – forms of communication - Communication Gap – listening skills – Basics of Managerial Speaking Skills – Body Language – How to develop matter for a speech, Presentation aids and effective use of presentation aids.

Unit 5: NONVERBAL COMMUNICATION

Body Language, Gestures, Postures, Facial Expressions, Dress codes, The Cross Cultural Dimensions of Business Communication, Listening & Speaking, Techniques of Eliciting Response, Probing Questions, Observation, Business and social etiquettes.

Unit 6: INTERVIEW TECHNIQUES

Importance of Interviews, Art of conducting and giving interviews, Placement interviews - discipline interviews - appraisal interviews – exit interviews.

Unit 7: MEETINGS

Importance, Meetings opening and closing Meetings Participating and Conducting Group discussions. Brain Storming, E- Meetings

Unit 8: BUSINESS COMMUNICATION

Business letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application letters - Bio-data, Covering Letter, Interview Letters, Letter of Reference. Memos, minutes, Circulars & notices.

BOOKS FOR REFERENCE

1) Rai & Rai : Business Communication, Himalaya Publishing House, Mumbai
2) Lesikar, R.V.&Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. Ludlow, R. & Panton, F. (1998).
3) M.S. Rao : Soft Skills – Enhancing Employability, I.K. Intl
4) The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
5) Ritwik Haldar: A T.B. of Business Communication
6) Adair, J. (2003). Effective Communication. Pan Mcmillan.
7) Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.
8) Rajkumar – Basic Business Communication

2.3 MARKETING AND SERVICES MANAGEMENT

OBJECTIVE:*To familiarize the students with the principles of marketing and focus them towards marketing management with different aspects of services and services management.*

UNIT 1: INTRODUCTION TO MARKETING

Meaning and definition - Goals - Concepts of Marketing – Approaches to Marketing – Functions of Marketing – marketing management: meaning - process – functions - importance.

UNIT 2: MARKETING ENVIRONMENT

Meaning – demographic- economic – natural – technological – political - legal – socio cultural environment. MARKET SEGMENTATION AND CONSUMER BEHAVIOUR - Meaning & Definition - Bases of Market Segmentation – Consumer Behavior – consumer decision making process - Factors influencing Consumer Behavior.

UNIT 3: MARKETING MIX

Meaning – elements – PRODCUT – product mix, product line - product life cycle – product planning – new product development – branding - packing and packaging. PRICING – factors influencing pricing, methods of pricing (only meaning), and pricing policy - PHYSICAL DISTRIBUTION, meaning, factors affecting channels, types of marketing channels, PROMOTION – meaning and significance of promotion personal selling and advertising – direct marketing.

Unit 4: SERVICES MANAGEMENT

Introduction - Meaning of Services – Concepts - Characteristics of Services - Classification of Services - Marketing mix in service industry- Growth of Service Sector - Service processes – Building Customer Loyalty - Managing the Service Sector.

Unit 5: TOURISM AND TRAVEL SERVICES

Introduction - Evolution of Tourism industry - Concept and Nature of Tourism - Significance of Tourism Industry- Market segmentation in tourism- Marketing mix of Tourism - Recent Trends in Tourism and Travel Services.

Unit 6: BANKING AND INSURANCE SERVICES

Banking - Introduction - Traditional Services - Modern Services - Recent Trends in Banking Services. Insurance - Introduction - Meaning and Definition of Insurance - Types of Insurance - Life Insurance Products of Life Insurance - General Insurance - Types of General Insurance.

Unit 7: HEALTHCARE AND EDUCATIONAL SERVICES

Hospitals - Evolution of Hospital Industry - Nature of Service - Risk involved in Healthcare Services - marketing of medical services - Hospital extension services - Pharmacy, nursing - medical Transcription . Educational services - A brief insight into Indian Education System - Issues in Education - Modern Trends in Education Service.

Unit 8: HOSPITALITY SERVICES

Hotels, Facilities: the Guest Cycle; Classification of hotels; Marketing mix of hospitality industry

Unit 9: EMERGING ISSUES IN MARKETING AND SERVICES SECTORS

Concept marketing - E-business - Tele-marketing - M-Business - Green Marketing - Relationship Marketing - Customer Relationship Management - database marketing - gorilla marketing. Contribution of services sector to GDP, Employment Generation and export. FDI in services sector Growth of services sector in India.

BOOKS FOR REFERENCE

1. K.Karunakaran : Marketing Management
2. Dr. Shajahan. S: Service Marketing (Concept, Practices & Cases); Himalaya Publishing House, Mumbai; First Edition 2001.
3. Shanker, Ravi: Services Marketing - the Indian Perspective; Excel Books, New Delhi;
4. Cengiz Hakseveretal :Service Management and Operations'; Pearson Education.
5. Philip Kotler : Marketing Management
6. Ramesh and Jayanthi Prasad : Marketing Management, I.K. Int
7. Stanton W.J. etzal Michael & Walker, Fundamentals of Management.
8. P N Reddy & Appanniah, Essentials of Marketing Management.
9. Sontakki, Marketing Management.
9. S.H.H Kazmi : Marketing Management.

2.4 HUMAN RESOURCE MANAGEMENT

OBJECTIVE

To familiarize the students with concepts and principles of Human Resource Management

Unit 1: INTRODUCTION

Human Resource Management: Meaning of HRM, Importance of HRM, Objectives and functions, process of HRM, systems and Techniques, Role of human resource manager, duties and responsibilities of human resource manager, typical organization set up of human resource department.

Unit 2: HUMAN RESOURCE PLANNING

Human resource planning recruitment, Selection and Placement: Meaning and Importance of Human Resource Planning, benefits of human resource planning, meaning of recruitment, selection, placement and training methods of recruitment and selection – Uses of tests in selection, Problems involved in placement.

Unit 3: TRAINING AND INDUCTION

Meaning of training and induction, Objectives and purpose of induction – Need for training benefits of training, Identification of training needs, methods of training.

Unit 4: PERFORMANCE APPRAISAL AND COMPENSATION

Meaning of performance appraisal - Objectives of performance appraisal, Methods of performance appraisal and limitations.

Principles and techniques of wage fixation, job evaluation, Compensation – Meaning of Compensation, Objectives of Compensation.

Unit 5: PROMOTION AND TRANSFERS

Purpose of promotion, basis of promotion, Meaning of transfer, reasons for transfer, types of transfer, right sizing of work force, Need for right sizing.

Unit 6: WORK ENVIRONMENT

Meaning of work environment, Fatigue, Implication of fatigue, causes and symptoms of fatigue, monotony and boredom, factors contributing to monotony and boredom, Industrial accidents Employee safety, Morale, Grievance and Grievance handling, Personnel record & Personnel Audit.

Unit 7: HUMAN RESOURCES DEVELOPMENT

Meaning of HRD, role of training in HRD, Knowledge Management, Knowledge resources

Unit 8: RECENT TECHNIQUES IN HRM

Employees for lease - Moonlighting by employees – Blue moon to Full moon – Duel Career Groups – Flexi time and Flexi work – Training and Development – Organization and Educational Institutes – HR Accounting – Exit Policy and Practices – Future of HRM

Unit 9: GLOBALISATION AND HUMAN RESOURCE MANAGEMENT

Introduction - Impact on employment-Impact on HRD-Impact on wages and benefits - Impact on Trade Unions - Impact on collective bargaining-Impact on participative Management and Quality Circles – Managing Diversified cultures - problems in relation to Transnational and multi nationals.

BOOKS FOR REFERENCE:

1) C.B. Memoria, Personnel Management
2) Edwin Flippo, Personnel Management
3) Aswathappa, Human Resources Management
4) Rajkumar : Human Resource Management , I.K. Intl
5) Subba Rao, Personnel & Human Resources Management
6) Michael Porter, HRM and human Relations
7) Biswanth Ghosh, Human Resource Development and Management
8) VSP. Rao; Human Resources Management

2.5 CORPORATE ACCOUNTING

OBJECTIVE

The objective of this course is to enable the students to have a comprehensive awareness about the provisions of the Company's Act and corporate accounts.

Unit 1: COMPANY FINAL ACCOUNTS

Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items – Tax deducted at source – Advance payment of Tax – Provision for Tax – Depreciation – Interest on debentures – Dividends – Rules regarding payment of dividends – Transfer to Reserves – Preparation of Profit and Loss Account and Balance Sheet in vertical form.

UNIT 2: PROFIT PRIOR TO INCORPORATION:

Meaning – calculation of sales ratio - time ratio - weighted ratio – treatment of capital and revenue expenditure – ascertainment of pre incorporation and post incorporation profits by preparing profit and loss account – balance sheet.

Unit 3: MERGERS AND ACQUISITION OF COMPANIES

Meaning of Amalgamation and Acquisition – Types of Amalgamation – Amalgamation in the nature of Merger – Amalgamation in the nature of Purchase - Methods of Purchase Consideration – Calculation of Purchase Consideration – Accounting for Amalgamation as per AS-14 – Pooling of Interest Method and Purchase Method – Entries and Ledger Accounts in the Books of Transferor Company and Entries and Preparation of Balance Sheet in the books of Transferee Company.

Unit 4: VALUATION OF GOODWILL

Meaning – Circumstances of Valuation of Goodwill – Factors influencing the value of Goodwill – Methods of Valuation of Goodwill - Average Profit Method – Super Profit Method – Capitalization of Super Profit Method – Annuity Method – Capitalization of Profit Method.

Unit 5: VALUATION OF SHARES

Meaning – Need for Valuation – Factors Affecting Valuation – Methods of Valuation – Asset Backing or Intrinsic Value Method – Yield Method – Earning Capacity Method – Fair Value Method - Rights Issue and Valuation of Rights Issue.

Unit 6: INTERNAL RECONSTRUCTION

Internal Reconstruction: Meaning – Forms of Reconstruction – Alternation of Capital and Capital Reduction – Internal Reconstruction Vs Amalgamation – internal Reconstruction - internal Construction Vs Absorption Vs External Reconstruction – Scheme for Internal Reconstruction of a company, problems

Unit 7: LIQUIDATION OF COMPANIES

Meaning – Types of Liquidation – Order of Payment - Calculation of Liquidator's Remuneration – Preparation of Liquidators Final Statement of Account.

BOOKS FOR REFERENCE

1. Arulanandam & Raman: Corporate Accounting - II
2. R L Gupta and M Radha Swamy, Advanced Accountancy
3. B.S. Raman, Advanced Accountany Vol. I and II
4. Shukla and Grewal, Advanced Accountancy
5. Maheshwari, Advanced Accounting Vol I & II
6. Jain & Narang, Corporate Accounting
7. VK. Goyal; Corporate Accounting

2.6 BANKING LAW AND OPERATIONS

OBJECTIVE

To familiarize the students with banking services and prepare them with requisite skills to manage.

Unit 1: BANKER AND CUSTOMER

Introduction - Meaning of Banker – Meaning of Customer – General & Special Relationships.

Unit 2: NEGOTIABLE INSTRUMENTS

Introduction – Meaning & Definition – Features – Kinds of Negotiable Instruments: Meaning, Definition & Features of Promissory Notes, Bills of Exchange, Cheque - Crossing of cheque – types of crossing – Endorsements: Meaning, Essentials & Kinds of Endorsement.

Unit 3: PAYING BANKER

Nature of Banking Business, Negotiable Instruments and their characteristics, payment of cheques and protection to the paying banker, dishonour of cheques – grounds – payment of cheque and other instruments – mandatory function of the banker.

Unit 4: COLLECTING BANKER

Collection of cheques and other instruments – protection to the collecting banks under the Negotiable Instruments Act, Endorsements of cheques, Bills of Exchange – different types of Endorsement – Forged Endorsements – Holder for Value – holder / payment in due course.

Unit 5: LENDING BANKER:

Principles of Bank Lending – Kinds of lending facilities such as Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit – NPA: meaning, circumstances & impact – regulations of priority lending for commercial banks.

Unit 6: TYPES OF CUSTOMERS AND ACCOUNT HOLDERS

Types of Customers and Account Holders: Procedure and practice in opening and operating the accounts of customers particularly individuals including minors – Partnership Firms – Joint Stock Companies – executors and trustees – clubs and associations – HUF. Step to be taken in case of death, lunacy, bankruptcy, winding up or in case of garnishee orders – non-resident accounts – payment of pension.

Unit 7: SERVICES TO CUSTOMER

Remittance of funds by demand drafts, mail transfers, telegraph/telex transfer – safety lockers, safe custody of articles – standing instructions.

Unit 8: RECENT TRENDS IN BANKING

New technology in Banking – E-services – Debit and Credit cards. Internet Banking, Tele-Banking, ATM, Electronic Fund Transfer, MICR, RTGC, DEMAT.

BOOKS FOR REFERENCE

1. Gordon & Natrajan , Banking Theory Law and Practics
2. Tannan M.L: Banking Law and Practice in India.
3. Sheldon H.P: Practice and Law of Banking.
4. S.P.Srivastava : Banking Theory & Practice
5. Kothari N. M: Law and Practice of Banking.
6. Maheshwari. S.N.: Banking Law and Practice.
7. S.Vipradas & J.K.Syan : Bank Lending
8. Shekar. K.C: Banking Theory Law and Practice.
9. Gagendra & Poddar : Law and Practice of Banking
10. V. Iyengar; Introduction to Banking.

F-3 B.C.C

2.7 ORGANISATIONAL BEHAVIOUR

OBJECTIVE

To enable the students to understand the Organizational Behavior and Change.

Unit 1: ORGANIZATIONAL BEHAVIOUR

Organization – Meaning and Significance – the study of organization behaviour – Definition – Scope and Application in Management – contributions of other disciplines – Organizational Structure – Challenges – facing management – Emerging Organizations.

Unit 2: PERCEPTION

Meaning – need – perceptual process – perceptual Mechanism – factors influencing perception –Interpersonal Perception.

Unit 3: MOTIVATION

Meaning – Nature – Motivation Process – Theories of Motivation (Maslow's Need Hierachy Theory – Herzberg's Two Factor Theory – McGregor Theory of X and Theory Y) – Financial and Non Financial Incentives – Job Enrichment.

Unit 4: ATTITUDES

Meaning – Characteristics of Attitudes – Components of Attitude – Attitude and Behaviour – Attitude formation and Measurement of Attitudes.

Unit 5: LEARNING AND BEHAVIOUR MODIFICATION

Principles of learning & Reinforcement – Observational learning – cognitive Learning – Organizational Behaviour Modification – Steps in Organizational Behaviour – Modification Process – Organizational Reward systems.

Unit 6: PERSONALITY

Determinants of Personality – Biological Factors – Cultural factors – Family and Social Factors – Situational Factors–Personality attributes influencing OB, Interactive Behaviour & Interpersonal conflicts.

Unit 7: GROUP DYNAMICS

Meaning – Types of Groups – Functions of Small Groups – Groups Size Status – Managerial Implications – Group Behaviour – Group Norms – Cohesiveness – Group Think.

Unit 8: LEADERSHIP

Formal and Informal Leadership – Characteristics – Leadership Styles – Autocratic / Dictatorial – Democratic / Participative. Free Reign / Laissez Faire – Leadership Styles & Management Activities.

Unit 9: ORGANISATIONAL CHANGE

Meaning – Nature of work change – Pressure of Change – Change Process – Types of Change – factors influencing Change – Resistance to Change – Overcoming Resistance – Organizational Development – Different Techniques.

BOOKS FOR REFERENCE

1. K.Aswathappa, Organizational Behaviour
2. Fred Luthans, Organizational Behaviour
3. Karampal : Management Process & Organisational Behaviour, I.K. Intl
4. M. Gangadhar, V.S.P. Rao and P.S. Naran, Organizational Behaviour
5. N.S. Gupta, Organizational Behaviour
6. M. N. Mishra, Organizational Behaviour
7. Sharma R.K. & Gupta S.K., Management and Behaviour Process
8. VSP Rao: Organizational Behaviour.

3.1 INCOME TAX

OBJECTIVE: The Objective of this subject is to expose the students to the various provision of Income Tax Act relating to computation of Income of individual assesses.

Unit 1: INTRODUCTION TO INCOME TAX

Brief History of Indian Income Tax - Legal Frame Work – Types of Taxes - Cannons of Taxation – Important Definitions: Assessment, Assessment Year, Previous Year (including Exceptions), Assessee, Person, Income, Casual Income, Gross Total Income, Agricultural Income (including Scheme of Partial Integration) – Scheme of taxation. Meaning and classification of Capital & Revenue. Income tax authorities: Powers & functions of CBDT, CIT & A.O. (Theory only).

Unit 2: EXEMPTED INCOMES AND RESIDENTIAL STATUS

Introduction – Exempted Incomes U/S 10 - Restricted to Individual Assessee. Residential Status of an Individual – Determination of Residential Status – Incidence of Tax – Problems

Unit 3: INCOME FROM SALARY

Meaning – Definition - Basis of Charge – Advance Salary – Arrears of Salary – Allowances – Perquisites – Provident Fund - Profits in Lieu of Salary – Gratuity - Commutation of Pension - Encashment of Earned leave - Compensation for voluntary retirement - Deductions from Salary U/S 16 – Problems on Income from Salary.

Unit 4: INCOME FROM HOUSE PROPERTY

Basis of Charge – Deemed Owners – Exempted Incomes from House Property – Composite Rent - Annual Value – Determination of Annual Value – Treatment of Unrealized Rent – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property.

UNIT 5: PROFITS AND GAINS FROM BUSINESS AND PROFESSION

Meaning and Definition of Business, Profession – Vocation - Expenses Expressly Allowed – Allowable Losses – Expenses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on Business relating to Sole Trader and Problems on Profession relating to Chartered Accountant, Advocate and Medical Practitioner.

Unit 6: CAPITAL GAINS

Basis of Charge – Capital Assets – Transfer of Capital Assets – Computation of Capital Gains – Exemptions U/S 54, 54B, 54D, 54EC, 54F– Problems on Capital Gains.

Unit 7: INCOME FROM OTHER SOURCES

Incomes – Taxable under the head Other Sources – Securities – Kinds of Securities – Rules for Grossing Up – Ex-Interest Securities – Cum-Interest Securities – Bond Washing Transactions – Problems on Income from Other Sources.

Unit 8: DEDUCTIONS FROM GROSS TOTAL INCOME:

Deductions u/s: 80 C, 80 CCC, 80 CCD, 80 D, 80 DD, 80 E, 80 G, 80 GG, 80 U.

Unit 9: SET-OFF AND CARRY FORWARD OF LOSSES

Meaning – Provisions for Set Off and Carry Forward of Losses (Theory only)

Unit 10: ASSESSMENT OF INDIVIDUALS

Computation of Total Income and Tax Liability of an Individual Assessee

BOOKS FOR REFERENCE

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
4. Gaur & Narang: Income Tax.

3.2 FINANICIAL MANAGEMENT

OBJECTIVE: *To enable students to understand the basic concepts of financial management, salient features of international finance and the role of financial management in decision-making.*

Unit 1: INTRODUCTION

Meaning of Finance – Business Finance – Finance Function – Aims of Finance Function – Organization structure of finance department - Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager – Financial Planning – Steps in Financial Planning – Principles of a Sound Financial Planning.

Unit 2: TIME VALUE OF MONEY

Introduction – Meaning & Definition – Need – Future Value (Even Flow – Uneven Flow & Annuity) – Present Value (Even Flow – Uneven Flow & Annuity) – Doubling Period – Concept of Valuation -- Valuation of Bonds & Debentures. Simple Problems.

Unit 3: FINANCING DECISION

Introduction – Meaning of Capital Structure - MM's theory- Net income approach – Net operating income approach - Factors influencing Capital Structure – Optimum Capital Structure – Computation & Analysis of EBIT, EBT, EPS – Leverages. Simple Problems.

Unit 4: RISK ANALYSIS

Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis –Problems.

Unit 5: INVESTMENT DECISION

Investment Decision: Introduction – Meaning and Definition of Capital Budgeting – Features – Significance – Process – Techniques: Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return. Simple Problems.

Unit 6: DIVIDEND DECISION

Dividend Decision: Introduction-Meaning & Definition-Determinants of Dividend Policy-Types of Dividends.

Unit 7: WORKING CAPITAL MANAGEMENT

Introduction – Concept of Working Capital – Significance of Adequate Working Capital – Evils of Excess or Inadequate Working Capital – Determinants of Working Capital – Sources of Working Capital.

UNIT 8: CASH MANAGEMENT:

Cash Management-Motives of Holding Cash-Cash Management Techniques – Preparation of Cash Budget

UNIT 9: RECEIVABLES MANAGEMENT:

Receivables Management – Preparation of Ageing Schedule and Debtors Turnover Ratio – Inventory Management Techniques – Problems on EOQ.

UNIT 10: INTERNATIONAL FINANCIAL MANAGEMENT:

Issus Involved in International Business and Finance, methods of payment, International Monetary system – features of FOREX management.

BOOKS FOR REFERENCE

1. R.M. Srivastava: Financial Management
2. S N Maheshwari, Financial Management.
3. Khan and Jain, Financial Management.
4. Sharma and Sashi Gupta, Financial Management.
5. I M Pandey, Financial Management.
6. Prasanna Chandra, Financial Management.
7. Sudhindra Bhatt; Financial Management.

3.3 LEGAL ASPECTS OF BUSINESS

OBJECTIVE: To orient the students on the legal environment of business and its implications on business decisions.

UNIT 1: INTRODUCTION TO BUSINESS REGULATIONS:
Introduction - nature of law - meaning and definition of business laws - scope and sources of business laws.

UNIT 2: INDIAN CONTRACT ACT
Indian Contract Act, 1872: Definition of Contract - essentials of a valid contract (detailed discussion) - classification of contracts - remedies for breach of contract.

UNIT 3: SPECIAL CONTRACTS:
Contract of Indemnity and guarantee-Agency-Bailment-Pledge: meaning-essentials features and parties

UNIT 4: SALE OF GOODS ACT:
Definition of contract of sale - essentials of contract of sale - conditions and warrantees - rights and duties of buyer, rights of an unpaid seller.

UNIT 5: INFORMATION TECHNOLOGY ACT:
Introduction to Cyber Law in India, salient features of IT Act, 2000, importance of Cyber Law, Digital Signature, cyber crimes.

UNIT 6: COMPETITION ACT:
Objectives of Competition Act, the features of Competition Act, **CAT,** offences and penalties under the Act, Competition Commission of India.

UNIT 7: CONSUMER PROTECTION ACT, 1986:
Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Rights of the consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission.

UNIT 8: INDIAN PATENT ACT:
Indian Patent Laws and WTO Patent Rules: Meaning of IPR, invention and non-invention, procedure to get patent, restoration and surrender of lapsed patent, infringement of patent,

UNIT 9: FEMA 1999:
Objects of FEMA, salient features of FEMA, definition of important terms: authorized person, currency, foreign currency, foreign exchange, foreign security, offences and penalties.

UNIT 10: ENVIRONMENT PROTECTION ACT:
Objects of the Act, definitions of important terms: environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, rules and powers of central government to protect environment in India.

BOOK REFERENCE:

1. Niraj Kumar: Business Legislation
2. N.D. Kapoor, Business Laws, Sultan chand publications.
3. K.R.Bulchandni, Business Laws,
4. S.C. Sharama: Business Law, I.K. Intl
5. K. Aswathappa, Business Laws, Himalaya Publishing House,
6. Tulsion Business Law
7. SS. Gulshan; Business Law

3.4 STRATEGIC MANAGEMENT

OBJECTIVE: The Objective of this course is to expose the students to the various strategic issues such as strategic planning, implementation and evaluation etc.

Unit 1: BUSINESS POLICY
Definition and Importance of business policy, Purpose of business policy, Objectives of business policy

Unit 2: UTILITY AND APPLICATTION OF STRAGEGIC MANAGEMENT
Meaning and definition of strategy – Need for strategic management, Process of Strategic Management, Strategic Decision – making, reason for failure of strategic management – strategists and their role in strategic management.

Unit 3: ENVIRONMENTAL APPRAISAL
The Concept of environment, The Company and its environment – scanning the environment relating to opportunities and resources based on appraisal of the environment (Situation Analysis – Opportunities and Threats Analysis)

Unit 4: STRATEGIC PLANNING
Strategic planning process, strategic plan – corporate level strategies – Stability strategy – Expansion Strategy – Merger Strategy – retrenchment Strategy – Restructures Strategy.
Business level Strategy – SBU- (Strategic Business Units, jCost Leadership, Decentralization)

Unit 5: IMPLEMENTATION OF STRATEGY
Activating Strategy – Interrelation between formation and implementation – Aspects of Strategy Implementation – Project Implementation, Procedural implementation
Structural Implementation Structural Considerations, Structures for Strategies – Organizational design and change – Organizational Systems.
Behavioural implementation – Leadership – Implementation, Corporate Culture, Corporate Policies and use of power
Functional and operational implementation: Functional Strategies, Functional Plans and policies. Financial, Marketing, Operational and personnel dimensions of functional plan and policies, Integration of functional plans and policies

Unit 6 STRATEGIC EVALUATION
Strategic Evaluation and Control, Operational Control, Overview of Management Control, Focus on KRA (Key Result Areas)

Unit 7: STRATEGIC ALLINCES, PARTNERSHIPS, NETWORKS
Selection of alliance partners - Managing Strategic alliance: Structuring the Alliance, Balancing trust and risk – Dissolution of Alliance. Success and Failure of Strategic Alliances

Unit 8: SOCIAL RESPONSIBILITIES
The Company and its Social Responsibilities, Social Responsibility for Economic Growth, Social Unit

Books for Reference:

1. R.Najundaiah & Dr. S. Ramesh, Strategic planning and business policy
2. Azhar Kazmi, Business Policy and Strategic Management
3. P.Subba Rao : Business Policy and Strategic Management
4. Mecheael, Business Policy and Environment
5. Verma, Business Policy
6. Ghosh P.K. Business Policy and Strategic Planning and Management
7. Lawrence, Business Policy and Strategic management
8. Sukul Lomesh, P.K. Mishra, Business Policy and Strategic Management
9. N. Balwani; Strategic Management and Business Policy.

3.5 COST AND MANAGEMENT ACCOUNTING

OBJECTIVE: The objective is to explain elements of cost, preparation of cost sheet, methods of costing and the use of techniques of management account ting.

Unit 1: COST ACOUNTING

Meaning of Cost accounting – comparison between cost accounting and financial accounting – Installation of costing system, advantages- limitations.

Unit 2: ELEMENT OF COST

Concept of cost, cost centre, cost unit and cost object, methods of costing, techniques, classification of costs. Elements of cost - cost sheet – Items not included in cost- Tender – price quotation (Problems)

Unit 3: METHODS OF COSTING

Single or output costing – job and contract costing-process costing, (simple problems)

Unit 4: MANAGEMENT ACCOUNTING

Meaning of management accounting - Differences between cost accounting and management accounting – Advantages – limitations

Unit 5: MARGINAL COSTING

Meaning – Difference between absorption costing and marginal costing. Cost volume profit analysis, break even analysis, margin of safety limiting or key factor,

Unit 6: STANDARD COSTING

Meaning – principles – types – setting up standards, variance analysis, Material, labour and overhead variances (Theory only)

Unit 7: BUDGETING AND BUDGETARY CONTROL

Budget-Meaning- definition- budgetary control-objectives-advantages and limitations- Types of Budgets-Production-Sales –Flexible- cash budgets (problems) Zero based budgeting.- performance budgeting

Unit 8: FUND FLOW STATEMENT AND CASH FLOW STATEMENT

Meaning of fund flow- application of funds- statement of changes in working capital – advantages of fund flow statement (problems)

Cash Flow statement- Preparation of Cash flow statement -As 3 Indirect Method (problems)

Unit 9: FINANCIAL RATIO ANALYSIS

Introduction- meaning – significance-classification of ratio - advantages - limitation (Problems)

BOOKS FOR REFERENCE

1. M.N.Arora: Cost and Management Accounting
2. S.P. Jain & K L Narang, Cost and Management Accounting
3. Prabhu Dev, Cost Accounting
4. Palaniappan & Hariharan : Cost Accounting, I.K. Intl
5. Nigam, Theory and Techniques of Cost Accounting
6. M Y Khan & P K Jain, Management Accounting
7. Dr. S.N. Maheshwari, Elements of Management Accounting
8. Jawahar Lal, cost Accounting
9. P.K. Sinha; Accounting & Costing for Managers

ELECTIVE GROUPS

1. FINANCE GROUP:

3.6 ADVANCED FINANCIAL MANAGEMENT

OBJECTIVE: To familiarize the students with Advance Financial Management decisions

Unit 1: FINANCIAL POLICY

Meaning – Scope - Interface of Corporate Financial Policy and other Managerial Functions – Decision in Corporate Financing Policy – Debt Financing – Internal Financing - Factors to be considered in formulating Financing Policy – Problems on EPS and Point of Indifference.

Unit 2: SOURCES OF CAPITAL

Long Term Sources – Meaning – Equity Shares – Preference Shares – Debentures – Differences between Shares & Debentures – Retained Earnings – Long Term Loans and Loans from Financial Institutions.

Unit 3: COST OF CAPITAL

Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems.

Unit 4: INVESTMENT DECISIONS AND RISK ANALYSIS

Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis –Problems.

Unit 5: CAPITAL STRUCTURE THEORIES

Introduction – Capital Structure – Capital Structure Theories - Net Income Approach - Net Operating Income Approach - Traditional Approach – MM Approach – Problems.

Unit 6: DIVIDEND THEORIES

Introduction – Irrelevance Theory – MM Model. Relevance Theories - Walter Model - Gordon Model – Problems on Dividend Theories.

Unit 7: PLANNING AND FORECASTING OF WORKING CAPITAL

Concept of Working Capital – Determinants of Working Capital – Estimating Working Capital Needs – Operating Cycle – Cash Management – Motives of Holding Cash – Cash Management Techniques – Preparation of Cash Budget – Receivables Management – Preparation of Ageing Schedule and Debtors Turnover Ratio – Inventory Management Techniques – Problems on EOQ.

BOOKS FOR REFERENCE

1. Narandra Singh : Advanced Financial Management
2. S N Maheshwari, Financial Management Principles and Practice.
3. R.M.Srivastava ; Financial Management and Policy
4. Khan and Jain, Financial Management.
5. Sharma and Sashi Gupta, Financial Management.
6. I M Pandey, Financial Management.
7. Prasanna Chandra, Financial Management.
8. PV Kulkarni & BG Sathya Prasad, Financial Management.
9. P.K. Sinha: Financial Management.

3.7 SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Unit 1: INTRODUCTION TO INVESTMENT MANAGEMENT

Meaning of Investment – Selection of Investment – Classification of Securities – Risk and Uncertainty – Types of Risks – Risk and Expected Return – Measurement of Portfolio Risk – Benefits of Diversification – Investment Strategies – Types of Companies and Stocks – Matrix approach in Investment Decision – Investment Avenues

Unit 2: SECURITY ANALYSIS

Introduction – Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis. Technical Analysis – Dow Theory – Advanced Declined Theory – Chartism Assumptions of Technical Analysis.

Unit 3: MODERN PORTFOLIO THEORY

Introduction – Mean – Variance Model – Capital Market Line – Market Portfolio – Capital Asset Pricing Model – Security Market Line – Beta Factor – Alpha and Beta Coefficient – Arbitrage Pricing Model.

Unit 4: PORTFOLIO MANAGEMENT

Markowitz Model – Sharpe Model – Jensen and Treynor Model

Unit 5: ANALYSIS OF RISK AND RETURN

Concept of total risk, factors contributing to total risk, systematic and unsystematic risk, interest rate risk, market risk, management risk, purchasing power risk. Capital allocation between risky & risk free assets-Utility analysis

Unit 6: ANALYIS OF STOCK

Fundamental & Technical Analysis of equity stock. Concept of intrinsic value. Objectives and beliefs of fundamental analysts. Economy-Industry-Company framework, Economic analysis and forecasting.

Unit 7: BEHAVIOUR OF STOCK MARKET

Behaviour of stock market prices – The market mechanism, testable hypothesis about market efficiency, implications of efficiency market hypothesis for security analysis and portfolio management. Asset pricing theories, CAPM

RECOMMENDED BOOKS:

1. Preeti Singh: Security Analysis and Portfolio Management
2. Kevin, Investment and Portfolio Management
3. A.P. Dash : Security Analysis and Portfolio Management , I.K. Intl
4. Prasanna Chandra, Investment Analysis and Portfolio Management, Mcgraw-Hill
5. Fischer and Jordan, Security Analysis and Portfolio Management, Prentice Hall
6. Avadhani, Investment Management, HPH
7. Punithvathy Pandian – Security analysis & portfolio Mgt
8. Sudhindra Bhatt; Security Analysis & Portfolio Management.

F-4 D.C.C

2. MARKETING GROUP

3.6 CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Unit 1: CONSUMER BEHAVIOUR

Introduction to Consumer Behaviour - A managerial & consumer perspective; why study consumer behaviour? ; Applications of consumer behaviour knowledge; current trends in Consumer Behaviour; Market segmentation & consumer behaviour.

Unit 2: INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR

Consumer needs & motivation; personality and self-concept; consumer perception; learning & memory; nature of consumer attitudes; consumer attitude formation and change.

Unit 3: ENVIRONMENTAL DETERMINANTS OF CONSUMER BEHAVIOUR

Family influences; the influence of culture; subculture & cross cultural influences; group dynamics and consumer reference groups; social class & consumer behaviour.

Unit 4: CONSUMER'S DECISION MAKING PROCESS

Problem recognition; Search & Evaluation; Purchase processes; Post-purchase behaviour; personal influence & opinion leadership process; diffusion of innovations; Models of Consumer Behaviour; Researching Consumer behaviour; consumer research process.

Unit 5: CONSUMER SATISFACTION

Concept of Consumer Satisfaction; Working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint.

Unit 6: MARKETING RESEARCH

Introduction to marketing research - nature, characteristics, scope, uses & limitations; Interaction between management and marketing research; Marketing information system and decision support system in marketing research; Assessing information needs; scientific method & research process; steps in research process; types of research.

Unit 7: COLLECTION & ANALYSIS OF DATA

Sources of Secondary data; methods of collection of primary data; construction of questionnaire and interview schedule; Sampling designs and sample size - organizing data collection & field force - Editing, Coding & tabulation of data; techniques of data analysis; interpretation of data.

Unit 8: REPORT WRITING & PRESENTATION

Role & types of report; content of report; principles of report preparation; Presentation & Communication.

Unit 9: TRADITIONAL & EMERGING APPLICATIONS OF MARKETING RESEARCH

Product research; price research; distribution research; advertising research; market & sales research; customer database and relationship marketing; Internet Marketing Research.

REFERENCE BOOKS:

1. Suja. R. Nair, Consumer behavior and Marketing Research, I Edn, Himalaya Publishing House, Mumbai, 2003.
2. Boyd, Westfall & starch, Marketing Research, text & cases, seventh edition, AITBS, New Delhi
3. G.c. Beri, Marketing Research, Tata McGraw Hill publishing company, New Delhi.
4. Prof. M.N. Mishra, Modern Marketing Research; First Edition, Himalaya Publishing House, Mumbai.
5. Malhotra, Marketing Research.
6. Suja.R.Nair, Consumer behaviour in Indian perspective, I Edn, Himalaya Publishing House, Mumbai, 2003.
7. Sontakki; Consumer Behaviour.
8. Schiffman; Consumer Behaviour.
9. Batra/Kazmi; Consumer Behaviour

3.7 RETAIL MANGEMENT

OBJECTIVE: To expose students to acquire skills in Retail Management.

Unit 1: INTRODUCTION TO RETAILING

Definition – functions of retailing - types of retailing – forms of retailing based on ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retailing in India – Influencing factors – present Indian retail scenario.

Unit 2: RETAIL CONSUMER BEHAVIOUR

Buying decision process and its implication to retailing – influence of group and individual factors. Customer shopping behaviour Customer service satisfaction. Retail planning process – Factors to consider – Preparing a complete business plan – implementation – risk analysis.

Unit 3: RETAIL OPERATIONS

Choice of Store location – Influencing - Factors Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Store Layout and visual merchandising – Store designing – space planning. Retail Operations: Inventory management – Merchandise Management – Category Management.

Unit 4: RETAIL MARKETING MIX

Retail marketing mix – an Introduction. Retail marketing mix: Product – Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Retail marketing mix: Pricing – Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Retail marketing mix: Place – Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Retail marketing mix: Promotion – Setting objectives – communication effects - promotional mix.

Unit 5: HUMAN RESOURCE MANAGEMENT IN RETAILING

Introduction - Manpower planning – recruitment and training – compensation – performance appraisal.

Unit 6: IMPACT OF IT IN RETAILING

Non store retailing The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in retailing.

Unit 7: EMERGING TRENDS IN RETAILING

Introduction – FDI in Retailing – Emergence of Shopping Malls – Impact of Shopping Malls on Small Business Houses – Foreign Retail Business Houses Vs Indian Large Retail Business Houses - Retailing from the International perspective.

BOOKS FOR REFERENCE

1) R.S.Tiwari : Retail Management , HPH
2) Barry Bermans and Joel Evans, "Retail Management – A Strategic Approach", 8th edition, PHI private limited, Newdelhi, 2002.
3) Suja Nair: Retail Management
4) A.J.Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, Newdelhi, 2003.
5) Retailing Management by Swapna Pradhan, 2/e, 2007 & 2008, TMH
6) Integrated Retail Management by James R. Ogden & Denise T.
7) Ogden, 2007, Biztantra
8) Araif Sakh: Retail Management
9) Retail Management – Levy & Weitz-TMH 5th Edition 2002
10) Retail Management by Rosemary Varley, Mohammed Rafiq-
11) Retail Management by Chetan Bajaj-Oxford Publication.
12) Retail Management by Uniyal & Sinha-Oxford Publications.
13) Retail Management - A. Sivakumar, Excel Books.

3. HUMAN RESOURCES GROUP

3.6 STRATEGIC HUMAN RESOURCES MANAGEMENT

Unit 1: UNDERSTANDING STRATEGIC HRM:
Traditional Vs strategic HR, Typology of HR activities, 'Best fit' approach Vs 'Best practice' approach, HR strategy and the role of national context, sectoral context and organizational context on HR strategy and practices, Investment perspective of human resources.

Unit 2: INVESTMENT PERSPECTIVES OF HR
Investment Consideration, investments in Training and Development, investment Practices for improved Retention, investments job secure work courses, Nontraditional investment Approaches.

Unit 3: HR STRATEGY FORMATION:
Brief overview of strategic planning and planning in SBUs, HR Strategy and HR Planning, HR Strategy in Multinational, Global and Transnational companies, HR contributions to strategy competitive intelligence resource reallocation decisions

Unit 4: HR STRATEGY IN FOWRKFORCE UTILISATION:
Efficient utilization of Human resource cross training and flexible work assignment work teams no unionization, Strategies for employee shortages, Strategies for employee surpluses

Unit 5: MANAGING STRATEGIC ORGANIZATION
Managing Strategic Organizational renewal- Managing change and OD, instituting TQM Programmes, Creating Team based Organizations, HR and BPR, Flexible work arrangement.

Unit 6: STRAGIES FOR PERFORMANCE AND DEVELOPMENT:
Strategic dimensions of performance management, balanced scorecard, EVA, etc.

Unit 7: HR STRATEGY FOR TRAINING AND DEVELOPMENT:
Benefits, planning and strategizing training, integrated learning with performance management system and compensation.

Unit 8: HR STRATEGY IN GLOBAL ECONOMY:
Managing Global Human Resources - HR and the internationalization of business, Improving international Assignments through selections, Training and maintaining international Employees, Developing international Staff and Multinational Teams, Multinational, Global, and Transnational Strategies, Strategic Alliances, Sustainable Global Competitive Advantage, Globally Competent Managers, Location of Production Facilities.

REFERENCE BOOKS

1. Rajesh Visvanathan: Strategic Human resource Management Himalaya Publishion House
2. Human Resource Strategy Dreher, George F./ Dougherty, Thomas W. Tata
3. Rajkumar : Human Resource Management, I.K. Intl
4. McGraw Hill Handbook of Strategic HRM Thekey to Improved Business Performance Armstrong, Michael / Baron, Angela. Jaico Publishing House 2007
5. P.Subba Rao : essentials of Human resource Management and Industrial Relations HPH
6. R.L. Dhar- Strategic Human Resource Management

3.7 WELFARE MANAGEMENT AND INDUSTRIAL REGULATIONS

Unit 1: MANAGEMENT OF LABOUR WELFARE

Introduction, History, Definition. Scope, objectives, Principles, Theories & Limitations.
Role, Qualifications, Functions, Duties of Labour Welfare Officer & Difference between Personnel Manager & Welfare Officer.

Unit 2: MANAGEMENT OF TRAINING

Definition – meaning – need for training – Importance of training – Objectives of training – Concepts of education – training and development – overview of training functions – types of training. Process of training - Steps in training – identification of job competencies – criteria for identifying training needs (person analysis – task analysis – organization analysis) – assessment of training needs – methods and process of needs assessment

Unit 3: MANAGEMENT OF SAFETY IN INDUSTRY

Safety Management - Concept of Safety, Applicable areas, unsafe actions & Conditions. Responsibility of Safety - Society, Govt., Management, Union & employees. Safety Officer - Appointment, Qualification, Duties of safety officer. Safety Committee - Membership, Functions & Scope of Safety committee. Motivation & Training of employees for safety in Industrial operations. Disaster Management - Designing, Importance & implementation of Disaster Control Action Plan.

Unit 4: FACTORIES ACT, 1948

Approval, Licensing and registration – Inspecting Staff – Health – Welfare – Working Hours – Annual Leave with wages – Periodical Returns – Registers and Records.

Health: Cleanliness, disposal of waste, ventilation, dust and fume, artificial humidification, overcrowding, lighting, drinking water, toilets, spittoons.

Safety: Fencing of machinery, work on or near machinery in motion, employment of young persons on dangerous machines, Safety officer.

Welfare: Washing facilities, facilities for storing and drying clothing, facilities for sitting, first aid appliances canteens, shelters and restrooms, crèches. Working hours for adults, annual leave with wages.

Unit 5: PAYMENT OF WAGES ACT – 1936

Definitions; Responsibility for payment of wages; fixation of Wage period; Time of Payment of Wages; Mode of Payment; Deductions from wages for absence from duty, damage or loss, for services rendered, recovery of advances & loans; Maintenance of registers and records; Penalty for offences; Payment of undisbursed wages in case of death.

Unit 6: PAYMENT OF BONUS ACT – 1965

Definitions, eligibility for bonus, payment of minimum and maximum bonus, disqualification for bonus, set on and set off allocable surplus, time limit for payment of bonus.

Unit 7: WORKMEN COMPENSATION ACT:

Introduction, Scope, accidents ariding during and in the course of employment, circumstance when the workmen is basic or not basic for compensation.

Unit 8: PAYMENT OF GRATUITY ACT – 1972

Definitions, continuous service, payment of gratuity, compulsory insurance, nomination, determination of the amount of gratuity.

BOOKS FOR REFERENCE

1. AM Sarma, Aspects of Labour Welfare & Social Security
2. MS Pandit & Shobha Pandit, Business Law
3. P.L.Malik, Industrial Law
4. N.D.Kapoor, Industrial Law
5. Personnel Management - C. B. Mamoria
6. Industrial Law - P. L. Malik
7. Industrial Law - J. K. Bareja
8. Aspects of Labour Welfare & Social Security - A. M. Sarma
9. Labour Problems & Social welfare - R.C. Saxena
10. B.D. Singh ; Industrial Relations & Labours laws

4. BANKING AND INSURANCE GROUP

3.6 BANKING AND FOREX MANAGEMENT

OBJECTIVE:

The objective of this course is to acquaint students with the banking technology and their foreign exchange management.

Unit 1: BRANCH OPERATION AND CORE BANKING

Introduction and evolution of bank management - Technological impact in banking operation - Total branch computerization - Concept of opportunities - Centralized banking - Concept, opportunities, challenges and implementation

Unit 2: DELIVERY CHANNELS

Over of delivery channels - Automated Teller machine (ATM) - Phone banking - call centers - Internet banking - Mobile banking - Payment gateways - Card technologies - MICR electronic clearing

Unit 3. BACK OFFICE OPERATIONS

Bank back office management - Inter branch reconciliation - Treasury management - Forex operations - Risk management - Data center management - Network management - Knowledge management (MIS/DSS/EIS) - Customer relationship management (CRM).

Unit 4. INTER BANK PAYMENT SYSTEM

Interface with payment system network - structured financial messaging system - Electronic fund transfer RTGSS - Negotiated dealing systems and securities settlement systems - Electronic Money - E-cheques.

Unit 5: FOREIGN EXCHANGE MARKET

The Foreign Exchange Market, Structure and Organization - Mechanics or Currency Trading - Types of Transactions and Settlement Dates - Exchange Rate Quotations and Arbitrage - Arbitrage with and without Transaction Costs - Swaps and Deposit Markets - Option Forwards - Forward Swaps and Swap Positions - Interest Rate Parity Theory.

Unit 6: MARKET FUTURE

Currency and Interest Rate Futures, Future Contracts, Markets and Trading Process, Future Prices Spot and Forward, Hedging and Speculation with Currency Futures - Interest Rate Futures - Foreign Currency Options - Option Pricing Models - Hedging with Currency Options - Future Options - Innovations.

Unit 7: EXCHANGE RATE

Exchange Rate Determination and Forecasting - Setting the Equilibrium Spot Exchange Rate - Theories of Exchange Rate Determination - Exchange Rate Forecasting.

Unit 8: RISK MANAGEMENT

Foreign Exchange Risk Management - Hedging, Speculation and Management of Transaction Exposure - Using Forward Markets for Hedging - Hedging with Money Market, Currency Options and Currency Futures - Internal Hedging Strategies - Speculation in Foreign Exchange and Money Markets.

Unit 9: RATE MANAGEMENT

Management of Interest Rate Exposure - Nature and Measurement - Forward Rate Agreements (FRA's) Interest Rate Options, Caps, Floors and Collars. Cap and Floors - Options on Interest Rate Futures, Some Recent Innovations - Financial Swaps.

BOOKS FOR REFERENCE

1. Avadhani V.A.: International Finance Theory and Practice.
2. Chaudhuri & Agarwal: Foreign Trade and Foreign Exchange, HPH
3. Tannan M.L: Banking Law and Practice in India.
4. Sheldon H.P: Practice and Law of Banking.
5. Somanatha : International Financial Management, I.K. Intl
6. Kothari N. M: Law and Practice of Banking.
7. Maheshwari. S.N.: Banking Law and Practice.
8. Shekar. K.C: Banking Theory Law and Practice.
9. Harris Manville, International Finance.
10. Keith Pibean, International Finance.
11. Timothy Carl Kesta, Case and Problems in International Finance.
12. P.A. Apte, International Financial Management.
13. Madhu Vij, International Finance.
14. Levi, International Marketing Management.

3.7 LIFE AND GENERAL INSURANCE

OBJECTIVE : *To enable the students to understand various aspects of Life & General Insurance.*

Unit 1: INTRODUCTION TO LIFE INSURANCE

Introduction to Life Insurance - Principles of Life Insurance - Life insurance products, pensions and annuities - Life insurance underwriting - Need for selection - Factors affecting rate of mortality - Sources of data - Concept of extra mortality - Numerical methods of undertaking - Occupational hazards.

Unit 2: LEGAL ASPECTS OF LIFE INSURANCE

Legal Aspects of Insurance - Indian contract Act, special features of Insurance contract. Insurance laws, Insurance Act, LIC Act, IRDA Act.

Unit 3: CLAIM MANAGEMENT

Claim Management - Claim Settlement - Legal Framework - Third party Administration, Insurance ombudsman - Consumer Protection Act.

Unit 4: RE-INSURANCE (LIFE INSURNCE)

Re-Insurance in Life Insurance - Retention Limits - Methods of re-insurance.

Unit 5: GENERAL INSURANCE

Introduction to General Insurance. Principles of General Insurance. Types of General Insurance - Personal general insurance products (fire, personal liability, motors, miscellaneous insurance). Terminology, clauses and covers. Risk assessment, underwriting and ratemaking. Product design, development and evaluation. Loss Provincial control.

Unit 6: INSURANCE INDUSTRY
Insurance industry - Brief History - Pre Nationalization and post nationalization - Current scenario.

Unit 7: RE-INSURANCE (GENERAL INSURANCE)
Functions, Methods of re-Insurance.

BOOKS FOR REFERENCE

1) P. Periyaswamy :Principles and Practice of Insurance
2) P.K. Gupta: Insurance and Risk Management
3) Raman B, Your Life Insurance Hand Book
4) Aramvalarthan : Risk Management, I.K. Intl
5) William C. Arthur, Risk Management and Insurance
6) Gopal Krishnan, Liability Insurance
7) Mishra M.N, Insurance Principles and Practice
8) Bose A.K, Engineering Insurance
9) Fire Insurance Claim – Insurance institute of India
10) G. Krishnaswamy – A Text Books on Principles & practices of life Insurance.

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