

**ANNAMALAI UNIVERSITY**  
**MASTER OF COMMERCE**  
**SYLLABUS**  
**UNDER CBCS**

(With effect from 2021-2022)

**The Course of Study and the Scheme of Examination**

Sl. No.	Study Components		ins. hrs / week	Credit	Title of the Paper	Maximum Marks		
	Course Title					CIA	Uni. Exam	Total
<b>SEMESTER I</b>								
1.	Core	Paper- 1	6	4	Advanced Financial Management	25	75	100
2.		Paper- 2	6	4	Accounting for Managerial Decision	25	75	100
3.		Paper- 3	6	4	Marketing Management	25	75	100
4.		Paper- 4	6	4	Advanced Business Statistics	25	75	100
Internal Elective for same major students								
5.	Core Elective	Paper-1	3	3	(To choose one out of 3) A. Business Environment B. Computer Application in Business C. Managerial Economics	25	75	100
External Elective for other major students (Inter/multi disciplinary papers)								
6.	Open Elective	Paper-1	3	3	(To choose one out of 3) A. Principles of Marketing B. Elements of Insurance C. Corporate Social Responsibility	25	75	100
			<b>30</b>	<b>22</b>		<b>150</b>	<b>450</b>	<b>600</b>
<b>SEMESTER II</b>								
7.	Core	Paper- 5	6	4	Corporate Laws	25	75	100
8.		Paper- 6	6	4	Human Resource Management	25	75	100
9.		Paper- 7	6	4	Advanced Corporate Accounting	25	75	100
Internal Elective for same major students								
10.	Core Elective	Paper-2	5	3	(To choose one out of 3) A. Export and Import Management B. Global Marketing C. E-Commerce	25	75	100
External Elective for other major students (Inter/multi disciplinary papers)								
11.	Open Elective	Paper-2	5	3	(To choose one out of 3) A. Principles of Management B. Elements of Accounting C. Elements of Business Law	25	75	100
12.	*Field Study		-	2		100	-	100
13.	Compulsory Paper		2	2	Human Rights	25	75	100
			<b>30</b>	<b>22</b>		<b>250</b>	<b>450</b>	<b>700</b>

SEMESTER III						CIA	Uni. Exam	Total
14.	Core	Paper- 8	5	4	Goods & Service Tax (GST)	25	75	100
15.		Paper- 9	5	4	Organisational Behaviour	25	75	100
16.		Paper- 10	6	4	Advanced Cost Accounting	25	75	100
17.		Paper-11	6	4	Research Methodology	25	75	100
Internal Elective for same major students								
18.	Core Elective	Paper -3	4	3	(To choose one out of 3) A. Agri Business Management B. Services Marketing C. Business Analytics	25	75	100
External Elective for other major students (Inter/multi disciplinary papers)								
19.	Open Elective	Paper -3	4	3	(To choose one out of 3) A. Small Business Management B. Banking Theory C. Stress Management	25	75	100
20.	**MOOC Course		-	-		-	-	100
			<b>30</b>	<b>22</b>		<b>150</b>	<b>450</b>	<b>700</b>
SEMESTER IV						CIA	Uni. Exam	Total
21.	Core	Paper- 12	6	4	Direct Taxes	25	75	100
22.		Paper- 13	6	4	Investment & Portfolio Management	25	75	100
23.		Paper- 14	5	5	Project Development	25	75	100
24.	Core	Project	5	5	Project With Viva voce	100 (75 Project +25 viva)		100
Internal Elective for same major students								
25.	Core Elective	Paper 4	6	3	(To choose one out of 3) A. Financial Services B. Information Technology in Business C. Entrepreneurial Development	25	75	100
External Elective for other major students (Inter/multi disciplinary papers)								
26.	Open Elective	Paper 4	3	3	(To choose one out of 3) A. Office Management B. Business Organisation C. Principles of Auditing	25	75	100
			<b>30</b>	<b>24</b>		<b>150</b>	<b>450</b>	<b>600</b>
								<b>2600</b>

\* Field Study

There will be field study which is compulsory in the first semester of all PG courses with 2 credits. This field study should be related to the subject concerned with social impact. Field and Topic should be registered by the students in the first semester of their study along with the name of a mentor before the end of the month of August. The report with problem identification and proposed solution should be written in not less than 25 pages in a standard format and it should be submitted at the end of second semester. The period for undergoing the field study is 30 hours beyond the instructional hours of the respective programme. Students shall consult their mentors within campus and experts outside the campus for selecting the field and topic of the field study. The following members may be nominated for confirming the topic and evaluating the field study report.

- (i). Head of the respective department
- (ii). Mentor
- (iii). One faculty from other department

**\*\*Mooc Courses**

Inclusion of the Massive Open Online Courses (MOOCs) with zero credits available on SWAYAM, NPTEL and other such portals approved by the University Authorities.

**ANNAMALAI UNIVERSITY**  
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**(With effect from 2021-2022 onwards)**  
**SEMESTER-I**  
**PAPER - 1**  
**ADVANCED FINANCIAL MANAGEMENT**

**Course Objectives**

1. To have the understanding of the functions of finance management
2. To expand the awareness of long term sources of funds.
3. To facilitate the students to the understanding of capital structure and leverage
4. To bring subject knowledge about capital investment decision among the students.
5. To let students to be acquainted with the subject of working capital management.

**UNIT-I**

Financial Management - Functions - Goals of Financial Management - Maximization Vs. optimizations - Risk-return trade off.

**UNIT-II**

Management of funds - Long term sources - shares and Debentures - Convertible securities and Term Loans - Working Capital financing - Sources and approaches- Bank credit-Basic principles and methods of assessment- Other sources of short term finance Operating environment of working capital

**UNIT-III**

Capital structure planning: Concepts of cost of capital - cost of equity, debt, retained earning - Weighted average cost of capital - Capital structure theories - Net income, Net operating income, MM and Traditional Theories - Leverage - Types and significance. Dividend policy and practices - Dividend policies - Factors affecting dividend decision - Dividend theories - Graham, Gordon, Walter and MM Theories.

**UNIT-IV**

Management of fixed assets - Evaluation of capital investment decision: Payback period - ARR - IRR - NPV - CAPM.

**UNIT-V**

Working capital management-working capital cycle-forecasting of working capital requirements-Factors influencing working capital-Management of inventory, cash and accounts receivables-payables management-credit and collection policies.

Note: The proportion between Theory and Problems shall be 40:60

**Text Books**

1. I M Pandey, Financial Management, Vikas Publishing House Pvt Ltd.
2. John H Hampton, Financial Decision Making, Prentice Hall of India Ltd.

**Reference Books**

1. Prasanna Chandra, Financial Management, Tata McGraw Hill Publishing Company Limited.
2. M.Y.Khan and P.K.Jain, Financial Management, Tata McGraw Hill Publishing Company Limited.
3. P.V.Ratnam, Financial Management Theory, Problems and Solutions, Kitab Mahal.

**Course Outcomes:**

1. After studied Unit-1, the student will be able to understand the functions of finance Management.
2. After studied Unit-2, the student will be able to know about the long term sources of funds and environment of working capital.
3. After studied Unit-3, the student will be able to gain information about capital structure and leverage
4. After studied Unit-4, the student will be able to gain knowledge about capital investment decision
5. After studied Unit-5, the student will be able to be acquainted with on the subject of working capital Management.

## **PAPER - 2**

### **ACCOUNTING FOR MANAGERIAL DECISION**

#### **Course Objectives**

1. To enhance the understanding of the Accounting for Decision making
2. To extend the knowledge of Ratio Analysis.
3. To facilitate the students to have the deep understanding financial statements
4. To bring about the awareness of Cost Management.
5. To let students to know about financial decisions and capital structure

#### **UNIT-I**

Accounting for Decision making - Scope and Importance - Decision Accounting vs. Financial Accounting and Cost Accounting.

#### **UNIT-II**

Financial and Investment analysis - Analysis and Interpretation - Ratio Analysis Leverage analysis-Budgeting and budgetary control - Functional Budgets- Master Budget - Flexible budgeting - Zero Base Budgeting

#### **UNIT-III**

Understanding Financial statements-Construction and analysis of profit and loss account and balance sheet-Construction and analysis of Fund flow and cash flow statements.

#### **UNIT-IV**

Cost Management- Absorption and Marginal Costing - Cost - volume-profit analysis Applications and techniques.

#### **UNIT-V**

Financial decisions-capital structure-dividend decisions (only simple problems).

Note: 80% of the total marks be allotted for problems and 20% for theory

#### **Text Book**

1. Management Accounting and Financial Control - S.N.Maheswari, Sultan Chand & sons, New Delhi

#### **Reference books**

1. Management Accounting - Man Mohan and Goyal.
2. Management Accounting - Hingorani and Ramanathan.
3. Management Accounting - Charles Horngren.
4. Management Accounting - J.Batty.

**Course Outcomes:**

1. After studied Unit-1, the student will be able to understand the concept of Accounting for Decision making
2. After studied Unit-2, the student will be able to understand the Ratio Analysis Leverage analysis-Budgeting and budgetary control
3. After studied Unit-3, the student will be able to understand the analysis of Fund flow and cash flow statements
4. After studied Unit-4, the student will be aware of the Marginal Costing, Applications and its technique
5. After studied Unit-5, the student will be able to know Financial decisions Making

## **PAPER - 3**

### **MARKETING MANAGEMENT**

#### **Course Objectives**

1. To enhance the understanding of Core Marketing and Marketing segments and targets.
2. To extend the knowledge of marketing mix and brand equity.
3. To facilitate the students to have the deep understanding of Marketing Channels and Value networks and Market Logistics.
4. To bring about the awareness of marketing promotion and role of marketing communication in advertisement.
5. To let students to know about recent trends in modern marketing

#### **UNIT I: Introduction**

Marketing: Definition, importance and scope – Core marketing concepts – Functions of Marketing. Consumer Buying Motives - Customer Value, Customer Relationship Management- Significance - Identifying Market Segments and targets.

#### **UNIT II: Marketing Mix – Product & Pricing**

Marketing Mix - Product – Definition - characteristics and classifications - New Product Development – Product Life Cycle Management – Product Vs Services. Packaging and Labeling - Brand Equity – Measuring Brand Equity. Pricing - Objectives - Pricing Strategies -. Factors affecting price of a product- Ethical issues in pricing decisions.

#### **UNIT III: Marketing Mix - Physical Distribution**

Physical distribution: Marketing Channels and Value Networks – Role of Marketing Channels – Channel design decisions – Middlemen in Distribution – Functions of Wholesalers – Retailers. Elimination of Middlemen - Modern Retailing Practices – Classifications. Market Logistics – Objectives.

#### **UNIT IV: Marketing Mix - Promotion:**

Promotion: Role of Marketing Communication - Communication Mix – Advertising – Kinds of Media – Planning an Advertising Campaign, Personal Selling - Qualities of a Good Salesman, Sales Promotion – Strategies, Public relations – Functions and Types .

#### **UNIT V: Recent Trends in Modern Marketing**

Direct Marketing – Features – Benefits- Types. Impact of Digital Marketing on Businesses. Building Word-of-Mouth Marketing Strategy - Importance of Socially Responsible Marketing. Elements of Green Marketing. Cyber Marketing – Nature - Limitations

**Text Book:**

1 Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha. 2017. Marketing Management. [Thirteenth Edition]. Pearson Education, New Delhi. Reference Books:

2 Ramaswamy, V.S and Namakumari S, 2009. Marketing Management. [Third Edition]. Macmillan India Ltd, New Delhi.

3 Rajan Saxena. 2009. Marketing Management. [Fourth Edition]. Tata-McGraw Hill, New Delhi.

**Course Outcome**

1. The students will be able to know the core market and their functions.
2. The students will be able to know the various kinds of Pricing and various stages in product life cycle, new product development.
3. The students will gain knowledge about the marketing channel and distribution.
4. The students will learn about the kinds of advertisement and qualities of good salesman.
5. The Student will know about the recent trend in modern marketing and digital marketing.

## **PAPER - 4**

### **ADVANCED BUSINESS STATISTICS**

#### **Course Objectives**

1. To enhance the understanding of multiple correlation and multiple regression
2. To extend the knowledge of technique of probability.
3. To facilitate the students to have the deep knowledge on Sampling methods, proportions-large and small samples- Z test and T test
4. To bring about students to get information about chi square test.
5. To let students to know about F-Test and ANOVA.

#### **Unit-I**

Partial correlation-Partial correlation coefficient-Partial correlation in case of four variables-Multiple correlation -Multiple regression.

#### **Unit-II**

Theory of probability-probability rules-Bayes theorem-Probability distribution-Characteristics and application of Binomial, poisson and normal distribution.

#### **Unit-III**

Sampling- sampling methods- sampling error and standard error- relationship between sample size and standard error. Testing hypothesis- testing of means and proportions-large and small samples- Z test and T test.

#### **Unit-IV**

Chi square distribution- Characteristics and application- test of goodness of fit and test of independence- Test of Homogeneity.

#### **Unit-V**

F distribution- testing equality of population variances- Analysis of variance- one way and two way classification.

**Note:** The proportion between theory and problems shall be 20:80

#### **Text Books:**

1. S P Gupta, Statistical methods, Sultan chand& Sons 2000, New Delhi
2. D C Samcheri and V K Kapoor, Business statistics, Sultan Chand and sons, New Delhi

## **Reference Books**

1. J.K.Sharma, Business Statistics- Pearson Education
2. Richard I Levin and David S. Rubit, Statistics for management, 7<sup>th</sup> Edition, Pearson education, New Delhi, 2002
3. Business statistics and operations research, Dr D Joseph Anbarasu, Lintech press Trichy

## **Course Outcomes**

1. After Studied Unit-1, The Student Will Be Able To Know Partial And Multiple Correlations.
2. After Studied Unit-2, The Student Will Be Able To Know Probability And Binomial Distribution.
3. After Studied Unit-3, The Students will know the Issues Surrounding Sampling, Hypothesis, Z Test and T Test.
4. After Studied Unit-4, The Student Will Be Able To Have The Awareness About Application Of Chi- Square Distribution.
5. After Studied Unit-5, The Student Will Be Able To Know About Analysis Of Variance And F Test.

## **CORE ELECTIVE**

### **PAPER 1**

**(TO CHOOSE ANY 1 OUT OF THE GIVEN 3)**

#### **A. BUSINESS ENVIRONMENT**

##### **Course Objective**

1. To understand the concepts of Business Environment.
2. To identify the Social Responsibility of Business to different stakeholders
3. To understand How Economic Environment in Industrial Development Policies - Industrial policy, Fiscal policy, Monetary policy, Economic Reforms in India
4. To understand the Socio-Cultural Environment.
5. To familiarize with the Technological Environment and Modernisation of Technology.

##### **UNIT - I : Theoretical Framework of Business Environment**

Business Environment: Concept, significance and nature of business environment; Elements of environment – internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring. PEST and SWOT analysis

##### **UNIT - II: Economic Environment of Business**

Economic Environment: Significance and Elements of Economic Environment; Economic systems and business environment; Economic Planning in India; Industrial Development Policies - Industrial policy, Fiscal policy, Monetary policy. Economic Reforms in India - Liberalisation and impact of Globalisation. Impact of Rupee Devaluation and Demonetization

##### **UNIT- III : Political and Legal Environment**

Political and Legal Environment: Elements of political environment; Government and Business; Changing Dimensions of Legal Environment in India – Classification of Laws Influencing Business, Competition Act, Consumerism in India - Consumer Protection Act. - Objectives of GST. Significance of Corporate Governance – Need of Environmental Protection.

##### **UNIT- IV : Socio-Cultural Environment**

Business and Society – Objective of Business. Components of Socio-cultural environment; Social institutions and systems; Elements of Culture - Social Values and Attitudes;. Social Responsibility of Business – Guidelines. Ethical Principles in Business. Code of Ethics.

##### **UNIT- V: Technological Environment**

Technological Environment: Factors governing Technological Environment-Impact. Innovation - Technology Transfer – Modernisation -Factors to be Considered for Appropriate Technology. Incentives and Concessions for Technological Research - Productivity in Indian Industry - Intellectual Property Rights.

### **Text Books**

1. Francis Cherunila: Business Environment Himalaya Publishing House, Bombay.
2. C.B.Gupta: Business Environment, Sultan Chand and Sons, New Delhi

### **Reference Book**

1. Adhikary , M: Economic Environment of Business, Sultan Chand & Sons, New Delhi.
2. Aswathappa,K.Legal Environment of Business, Himalaya Publication, New Delhi.
3. Chakravarty, S: Development Planning, Oxford University Press, Delhi.

### **Course Outcome**

1. The students will able to learn Theoretical Framework of Business Environment.
2. The students will able to make the student knowledge about business Economic Environment of Business.
3. The students will able to Familiarize Current Political and Legal Environment.
4. The students will able to understand the Socio Cultural Environment and Ethics.
5. The students will able to learn the Latest Technology Environment for Business.

## **CORE ELECTIVE**

### **PAPER 1**

#### **B. COMPUTER APPLICATION IN BUSINESS**

##### **Course Objectives**

1. To make the students to understand the basic concepts of Computers and Computer hardware.
2. To expand the understanding of information Technology
3. To facilitate the students to have insights on words processing
4. To know how to present the business documents using Excel Sheet
5. To let to know students to Power Point presentation using various Transitions.

##### **UNIT-I : COMPUTER HARDWARE**

CPU, Input devices, Output Devices, Communication devices, storage devices Types of computer system.

##### **UNIT-II: INFORMATION TECHNOLOGY**

Basic idea of LAN (Local Area Network), and WAN (Wide Area Net work) E-mail: Internet Technologies, Access Devices, Concept of World Wide Web and Internet browsing.

##### **UNIT-III : WORD PROCESSING**

Introducing and working with MS Word in MS-Office - Word Basic Commands, formatting - Text and documents, Sorting and Tables, Working with graphics, introduction to Mail merge.

##### **UNIT-IV : SPREAD SHEET**

Working with EXCEL - Formatting functions, chart features, working with graphics in EXCEL using worksheets as database in accounting, Marketing, finance and personnel areas.

##### **UNIT-V : PRESENTATION WITH POWER POINT**

Power Point, basics creating Presentation of easy way: working with graphics in Power Point show time, sound effect and animation effects.

##### **Text Books**

1. Mansfield, Ron: The Compact Guide to Micros soft Office BPB Publicaton, New Delhi.
2. O.Brian...A: Management information System, Tala Mc Graw Hill, Delhi.
3. Ullman, J.O: Principles of Data base System, Galgoia publication, New Delhi

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

1. Date, C.J: An Introduction to Data base systems, Addison Wesley, Massachusetts.
2. Dienes, Sheih.S: Micro soft Office, Professional for Windows 95: Instant Reference: BPB Publication, New Delhi

**Course Outcomes:**

1. After studied Unit-1, the student will be able to understand the various components of a computer system: Storage Devices, Input Devices & Output devices
2. After studied Unit-2, the student will be able to develop an idea about World Wide Web and Internet browsing
3. After studied Unit-3, the student will be able to know about the Preparation and presentation of business documents using Word Document
4. After studied Unit-4, the student will be able to will gain knowledge of about Preparation and presentation of the business documents using Excel Sheet,
5. After studied Unit-5, the student will be able to acquire the knowledge about how to Prepare PPT- Power Point presentation using various Transitions, Animations and other layouts.

## CORE ELECTIVE

### PAPER 1

#### C. MANAGERIAL ECONOMICS

##### Course Objectives

1. To make the students to understand the theories of managerial economics and factors.
2. To expand the awareness of Demand analysis and Forecasting
3. To facilitate the students to understand the law of variable proportions, product function and cost function
4. To bring subject knowledge on Economics of size and capacity Utilization and market structure pricing.
5. To let students to be acquainted with the subject of Business cycle and Policies.

##### UNIT-I

Definition and scope of the subject-fundamental concepts and Methods-firm's objectives and the role of managerial economist.

##### UNIT-II

Demand analysis and Forecasting for consumer goods and capital goods-use of business indicators- type of elasticity.

##### UNIT-III

Concept and resources allocation- Cost Analysis- Short run and long run Cost functions production functions- cost price- Output relations.

##### UNIT-IV

Economics of size and capacity Utilization - Input-Output analysis- Market Structure Pricing and output general equilibrium.

##### UNIT-V

Pricing Objectives- pricing methods and approaches-price discrimination, Product line pricing-profit planning and Cost control- Business cycle and Policies. .

##### Text Books:

1. Peterson, managerial economics, 4th edition - Pearson education - New Delhi.
2. Sampat Mokherjee, Business and Managerial Economics, New Central Book Agency, Calcutta.
3. R.L. Varshney & K.L. Maheshwari, Managerial Economics-Sultan Chand & Sons, New Delhi.

##### Reference Books:

1. Spencer M.H. Managerial Economics Text, Problems and short cases, Richard D. Inwin INC.
2. Sankaran.S, Managerial Economics Margham Publications, Chennai.
3. Dwivedi D.N , Managerial Economics, Vikas-New Delhi
4. Mankar & Denkar, Business Economics, Himalaya publishing House, Bombay
5. Joel Dean, Managerial Economics, Prentice Hall of India - New Delhi.

**Course Outcomes:**

1. After studied Unit-1, the student will be able understand the theories of managerial economics and factors.
2. After studied Unit-2, the student will be able to develop an idea about Demand analysis and Forecasting.
3. After studied Unit-3, the student will be able to provide an idea regarding law of variable proportions, product function and cost function.
4. After studied Unit-4, the student will be able to make them aware about the Economics of size and capacity Utilization and market structure pricing.
5. After studied Unit-5, the student will be able to acquire the knowledge about be Business cycle and Policies

## OPEN ELECTIVE

### PAPER 1

(TO CHOOSE ANY 1 OUT OF THE GIVEN 3)

#### A. PRINCIPLES OF MARKETING

##### **Course Objectives**

1. To enhance the understanding of the evolution of Marketing
2. To extend the knowledge on Bases of Market Segmentation and factors influencing Consumer Behaviour
3. To facilitate the students to understand the various Elements of Marketing Mix and Product Life Cycle.
4. To bring subject knowledge on kinds of Pricing and types of Channels of Distribution.
5. To let students to know on the subject of Recent trends in Marketing.

##### **Unit - I Introduction**

Meaning of market – classification of markets- meaning and definition of marketing features of marketing – importance of marketing – difference between marketing and selling – Evolution of marketing concepts - functions of marketing.

##### **Unit - II Market Segmentation and Consumer Behaviour**

Meaning and definition of market segmentation – different patterns of market segmentation – Definition of consumer behaviour - factors determining consumer behaviour.

##### **Unit - III Marketing Mix**

Four P's of marketing mix - definition of product - classification of products - stages in new product development - product life cycle.

##### **Unit - IV Pricing policy and Channel of distribution**

Factors affecting price decision – Types of pricing strategies - definition of channel of distribution – types of Channel of distribution - factors determining Channel of distribution.

##### **Unit – V Recent trends in Marketing**

Social marketing – Demarketing – Remarketing – Over marketing – Meta marketing – E-Marketing – online retailing – shopping malls.

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

1. Rajan Nair, Marketing, Sultan Chand & Sons , New Delhi
2. Varshney, Marketing Management, Sultan Chand & Sons , New Delhi.

**Reference Books:**

1. Jaisankar, Marketing, Margham Publications, Chennai
2. L. Natarajan, Marketing, Margham Publications, Chennai
3. Dr. K. Sundar, Essentials of Marketing, Vijay Nicole Imprints Private Ltd., Chennai

**Course Outcomes:**

1. After studied Unit-1, the student will be able to understand the evolution of Marketing across ages through varying views on Marketing concept
2. After studied Unit-2, the student will be able to know the Bases of Market Segmentation and factors determining consumer behaviour
3. After studied Unit-3, the student will be able to know the Significance of Elements of Marketing Mix and Factors affecting price decision
4. After studied Unit-4, the student will be able to know about kinds of Pricing and types of Channels of Distribution
5. After studied Unit-5, the student will be able to know the recent trends in Marketing.

## OPEN ELECTIVE

### PAPER 1

#### B. ELEMENTS OF INSURANCE

##### Course Objectives

1. To impart understanding about the functions, nature and principles of insurance
2. To bring understanding on the basics of Life Insurance
3. To facilitate knowledge on the principles and kinds of Marine Insurance
4. To provide knowledge to the students about computation of claims in respect of Fire Insurance
5. To know about Miscellaneous Insurance and Key players in Indian Insurance Industry

##### Unit - I: Introduction

Insurance -Meaning, functions, nature and principles of insurance, importance of insurance to Individuals and business - Elements of the insurance contract - Types of insurance contract – Insurance as a tool to manage risk.

##### Unit - II: Life Insurance

Life Insurance - Features of a life insurance contract - Advantages of Life Assurance - Types of Life Insurance Plans – Claims in Life Insurance - Health Insurance Policies – benefits

##### Unit - III: General Insurance - Marine Insurance

Marine Insurance - Types of Marine Losses - Contract of marine insurance – Elements of marine insurance – classes of policies – policy conditions – clause in a marine insurance policy.

##### Unit - IV: General Insurance - Fire Insurance

Fire Insurance - features of a fire insurance – kinds of policies – policy conditions – payment of claims – reinsurance.

##### Unit - V: General Insurance – Miscellaneous Insurance

Miscellaneous Insurance – Motor insurance – Burglary – Personal accident insurance.  
Key players in Indian Insurance Industry

##### Text Books:

##### Reference Books:

1. M. N. Mishra, Insurance Principles And Practice, S. Chand & Co, New Delhi, 2000
2. M.N.Mishra, Modern concepts of Insurance, S.Chand&Co
3. P.S . Palandi, Insurance in India, Response Books – Sagar Publications

##### Course Outcomes

1. After Studied Unit-1, Students will be able to gain knowledge on functions, nature and principles of insurance
2. After Studied Unit-2, Students will be able understand the existence of Life Insurance and learn its benefits
3. After studied unit-3, Students will be able to gear up the principles and kinds of Marine Insurance
4. After Studied Unit-4, Students will be able to know the usefulness of Fire Insurance to the stakeholders.
5. After Studied Unit-5, the student will be able to know the Miscellaneous Insurance policies and Key players in Indian Insurance Industry

## OPEN ELECTIVE

### PAPER 1

#### C. CORPORATE SOCIAL RESPONSIBILITY

##### **Course Objectives**

1. To enhance the understanding of the corporate Social responsibility of Business
2. To extend the knowledge of factors influencing CSR policy
3. To facilitate the students to have the understanding about benefits of CSR to the company
4. To students to know about institutional investors in corporate governance
5. To let students to know about corporate governance board and its power.

##### **UNIT I**

Corporate social responsibility – Meaning – Definition – scope of CSR– a rational argument of CSR – Economic argument for CSR – strategies of CSR – challenges and implementation of CSR in Indian – relation between CSR and corporate governance – major code of CSR initiative in India – barriers to social responsibility – social responsibility of business.

##### **UNIT II**

Designing a CSR policy – factors influencing CSR policy – managing CSR in an organization role of the human resource professional in CSR– global reorganization of CSR – ISO 14000 – SA8000 – AA1000 – codes – formulated by an Global compact – UNDP – global reporting Initiative.

##### **UNIT III**

CSR reporting trend in developing countries – timing and mode of release of CSR reports – CSR policy of a multi-product, multi-location Indian MNC's – constitutions of corporate social responsibility – dimensions of CSR – benefits of CSR to the company.

##### **UNIT IV**

Corporate governance – concept, structure, process, origin – scope and present scenario – role of institutional investors in corporate governance – structure and development or board – role of capital marketing governance, governance rating future of governance – innovation practices – case studies with lesson learned.

##### **UNIT V**

Corporate governance board and its power – responsibility – disqualification, board committee and their functions – remuneration committee – nomination committee, compliance committee – share holder grievance committee – investor relation committee – investment committee – risk management committee – and audit committee – regulatory framework of corporate governance in India; SEBI guidelines and clause 49; reforms in the company act 2013 – corporate governance in PSU; and banks.

**Text Book:**

1. Tandon Bb Vashishi, Ak, Kesho Prasad Arya PP, Corporate Governance Deep and Deep Publication, New Delhi. 1st Edition.
2. S.A. Sherlekar Ethics in Management, Himalaya Publishing House – 2009.

**Reference books.**

1. Corporate Social Responsibility In India – Sanjay K. Agarwal Sage Publication Ltd – UK 2008.
2. William B. Werther and David Chandler, Strategic Corporate Social Responsibility, Sage Publication In 2001.
3. Mallin Christine A, Corporate Governance (Indian Edition) Oxford University Press, New Delhi.
4. Blowfield, Michal and Alan Murray, Corporate Responsibility Oxford University Press, New Delhi.

**Course Outcomes:**

1. After studied Unit-1, the student will be able to acquire the knowledge Corporate Social responsibility of Business
2. After studied Unit-2, the student will be able to know the Identify the factors influencing CSR policy and Global Organisation CSR
3. After studied Unit-3, the student will be able to have to understanding of benefits of CSR to the company
4. After studied Unit-4, the student will be able to know the institutional investors in corporate governance
5. After studied Unit-5, the student will be able to know about corporate governance board and its power.

**SEMESTER II**  
**PAPER - 5**  
**CORPORATE LAWS**

**Course Objectives**

1. This course is aimed at teaching students various Acts that impact Indian Corporations like Corporate Governance that is essential in today's Business World.
2. This course also deals with provisions of Competition Act, 2000 related to Companies.
3. To educate students with regard to SEBI the listing procedures.
4. To Impart Knowledge about provisions of FEMA Act help Companies that deal in International Trade.
5. Provisions related to Companies in the Insolvency and Bankruptcy Code, 2016 will help the students to understand the process of Insolvency Resolution and Liquidation.

**UNIT - I**

Corporate Laws – Corporate Personality – Corporate Governance – Concept – Corporate Governance Practices and Codes: Provisions under The Companies Act. – E-Governance

**UNIT - II**

Competition Act, 2000 – Introduction – Objectives – Important Definitions – Prohibition of Anti-Competitive Agreements – Prohibition of Abuse of Dominant position – Regulation of Combinations – Competition Commission of India – Composition – Duties, Powers and Functions – Penalties – Appellate Tribunal – Procedures & Powers – Powers of the Central Government.

**UNIT - III**

The Securities and Exchange Board of India Act, 1992 – Introduction – Objectives – Important Definitions – Definitions under Securities Contracts (Regulations) Act, 1956 - Powers and Functions of SEBI – Registration – Penalties – Adjudication – Appellate Tribunal – Appeals – Procedure and Powers of The Securities Appellate Tribunal – Power to make Rules and Regulations – SEBI Issue of Capital and Disclosure Requirements Regulations, 2018 – General conditions for Public Issues and Rights Issues – Conditions for Initial Public Offer – Conditions for Further Public Offer – Pricing - Promoters Contribution – Listing of Securities – Conditions for Listing – Types of Listing – Procedure for Listing Requirements – Benefits of Listing – Defects of listing - The SEBI (Prohibition of Insider Trading) Regulations, 2015

## **UNIT - IV**

The Foreign Exchange Management Act, 1999 – Introduction – Objective – Differences and Similarities between FERA and FEMA - Important Definitions under the Act – Provisions related to Regulation and Management of Foreign Exchange – Authorised Person – Offences – Contraventions & Penalties – Adjudication & Appeals – Appellate Tribunal – Directorate of Enforcement

## **UNIT - V**

Insolvency and Bankruptcy Code, 2016 – Introduction – Objectives – Applicability of the Code – Important Definitions – Relationship between Bankruptcy, Insolvency and Liquidation - Corporate Insolvency Resolution Process – Liquidation Process – Fast Track Insolvency Process for Corporate Persons – Voluntary Liquidation – Adjudicating Authority – Offences and Penalties – Insolvency and Bankruptcy Board of India – Insolvency Professional Agencies – Insolvency Professionals – Information Utilities – Powers of Central Government

### **Text Books:**

1. J. Jayasankar, Corporate Laws, Margham Publications, Chennai
2. Bharat Bhushan, N.D. Kapoor, Dr. Rajni Abbi & Rajiv Kapoor, N.D. Kapoor's Elements of Mercantile Law, Sultan Chand & Sons Pvt. Ltd., New Delhi

### **Reference Books:**

1. K. Aswathappa & G. Sudarsana Reddy, Business Regulations, Himalaya Publishing House, Mumbai
2. Dr. MR Sreenivasan, Business Law (Commercial Law), Margham Publications, Chennai
3. Gulshan, S.S. A Hand book of Corporate Laws, S. Chand & Co, New Delhi

### **E-Resources:**

1. The Institute of Chartered Accountants of India's Study Material for Competition Act, 2002: <https://resource.cdn.icai.org/47565bosfinal-p6d-cp2.pdf>
2. The Institute of Chartered Accountants of India's Study Material for The Foreign Exchange Management Act, 1999: <https://resource.cdn.icai.org/47681bosfinal-p6d-cp6.pdf>
3. The Institute of Chartered Accountants of India's Study Material for The Insolvency and Bankruptcy Code, 2016: <https://resource.cdn.icai.org/47588bosfinal-p6d-cp4.pdf>
4. The Institute of Cost Accountants of India's Study Notes for Corporate Laws: <https://icmai.in/upload/Students/Syllabus2016/Final/Paper-13-Revised-Aug.pdf>
5. The Competition Act, 2002 Bare Act at India Code - Digital Repository: [https://indiacode.nic.in/handle/123456789/2010?view\\_type=browse](https://indiacode.nic.in/handle/123456789/2010?view_type=browse)

6. The Securities and Exchange Board of India Act, 1992 Bare Act at India Code - Digital Repository:  
[https://indiacode.nic.in/handle/123456789/1890?view\\_type=search&sam\\_handle=123456789/1362](https://indiacode.nic.in/handle/123456789/1890?view_type=search&sam_handle=123456789/1362)
7. The Securities and Exchange Board of India Act, 1992 Bare Act at SEBI's Website:  
<https://www.sebi.gov.in/legal/acts/jan-1992/securities-and-exchange-board-of-india-act-1992-as-amended-by-the-finance-no-2-act-2019-3.html>
8. Securities Contracts (Regulation) Act, 1956 at SEBI's Website:  
<https://www.sebi.gov.in/acts/contractact.pdf>
9. The Foreign Exchange Management Act, 1999 Bare Act at India Code - Digital Repository:  
[https://indiacode.nic.in/handle/123456789/1988?view\\_type=search&sam\\_handle=123456789/1362](https://indiacode.nic.in/handle/123456789/1988?view_type=search&sam_handle=123456789/1362)
10. The Insolvency and Bankruptcy Code, 2016 at India Code - Digital Repository:  
[https://indiacode.nic.in/handle/123456789/2154?view\\_type=browse&sam\\_handle=123456789/1362](https://indiacode.nic.in/handle/123456789/2154?view_type=browse&sam_handle=123456789/1362)

### **Course Outcomes**

1. Define Corporate Personality, Corporate Governance, E-Governance and describe the Corporate Governance Code in Companies Act.
2. Discuss the prohibitions of certain Agreements, Abuse of Dominant Position and Regulation of Combinations under The Competition Act.
3. Enumerate the Powers and Functions of SEBI.
4. Describe the provisions related to listing of Securities, Public Offerings and discuss the prohibition of Insider Trading in various regulations of SEBI
5. Discuss the provisions related to Regulation and Management of Foreign Exchange, Related Offences, Penalties and Appeals Procedure under FEMA, 1999.
6. Elucidate the Corporate Insolvency Resolution Process and Liquidation Process under Insolvency and Bankruptcy Code, 2016.

## **PAPER - 6**

### **HUMAN RESOURCE MANAGEMENT**

#### **Course Objectives**

1. To make students to understand the basic concepts of Human Resource Management.
2. To expand the understanding of the Recruitment and Selection Procedure
3. To facilitate the students to be thoughtful about the Grievances procedure
4. To express to students the methods of Performance Appraisal
5. To let to know students about the Techniques of Training.

#### **UNIT-I**

HRM- Nature and Scope – Functions of HRM – Functions of HR Manager - development of the human potential - Link between organization planning and HR planning.

#### **UNIT-II**

Acquisitions and maintenance of personnel - recruitment and selection - purposes and methods of recruitment and selection - Maintenance of personnel - motivation for increased productivity - Q W L.

#### **UNIT-III**

Rewards and incentives - financial and non-financial incentives - Grievance procedure - conflict - process - stress vs. challenge - sources - resolution.

#### **UNIT-IV**

Performance appraisal - Ranking, rating scales, critical incident method - MBO as a method of appraisal - Removing subjectivity from evaluation - Criteria for promotions and job enrichment.

#### **UNIT-V**

Human development - training - need and importance - methods of training - designing training program - Evaluation of training program - Executive development. - Organization change - change agents - resistance to change - managing the resistance.

#### **Text Books**

4. Aswathappa, Human Resource and Personnel Management, TataMcGraw Hill, NewDelhi, 2002.
5. A.M. Sheikh, Human Resource Development and Management, S. Chand & Co, New Delh

#### **Reference Books:**

1. Dressler- Human Resource management, 8th Ed. Pearson Education, 2002
2. De Cenzo and Robbins, Personnel/Human Resource Management, Prentice Hallof India, 1998.
3. S.K.Chakrabothy, Values and Ethics for Organization, Oxford University Press 1999.

#### **Course Outcomes:**

1. After studied Unit-1, the student will be able to understand the concepts of Human Resource Management

2. After studied Unit-2, the student will be able to understand Recruitment and Selection Procedure
3. After studied Unit-3, the student will be able to know the various ways of solving the employee grievances procedure.
4. After studied Unit-4, the student will be able to know the evaluation the methods of Performance Appraisal
5. After studied Unit-5, the student will be able to evaluate the Different Techniques of Training.

## **PAPER - 7**

### **ADVANCED CORPORATE ACCOUNTING**

#### **Course Objectives**

1. To enhance the understanding of the accounts of banking companies and final accounts.
2. To have the knowledge about IRDA Regulations Regarding the Preparation of Financial Statements.
3. To facilitate the students to have the deep understanding of holding company account, Consolidation of balance Sheets and Profit and Loss Accounts
4. To know about Inflation accounting
5. To let students to know about Human Resource Accounting

#### **UNIT-I**

Accounts of Banking Companies - Legal Provisions - Capital Adequacy Norms - Rebate on Bills Discounted - Asset Classification and Provisioning - Preparation of Final accounts.

#### **UNIT-II**

Insurance Company Accounts - Nature of Insurance Business - Distinction between Life and Non Life Insurance - Accounts of Life Insurance Business - Accounts of General Insurance Business - IRDA Regulations Regarding Preparation of Financial Statements.

#### **UNIT-III**

Holding Company Accounts - Consolidated Financial Statements - Consolidation of balance Sheets and Profit and Loss Accounts.

#### **UNIT-IV**

Inflation accounting - Need - Objections - Adjustments for General Price Changes - Current Purchasing Power Accounting (CPP) - CPP method of preparing financial statements.

#### **UNIT-V**

Human Resource Accounting - Need and Development - Importance of Human Resource Accounting - Objections against Human Resource Accounting - Human Resource Accounting in India. Corporate Social Reporting - Concept and objectives of social responsibility.

**Text Books:**

1. M.Y.Khan, Indian Financial System, Tata McGraw Hill, 2001.
2. H.R.Machiraju, Indian Financial System, Vikas Publishing House, 1999
3. B.S. Bhatia &G.S.Bhatre, Management of Capital Markets, Financial Services and Insitutions, Deep and Deep Publishers, 2000.

**Reference Books:**

1. Dr. V. Balu, Merchant Banking & Finance Services, Sri Venkateswara Publication, Chennai
2. Dr. N. Permvathy, Financial Services and Stock Exchange, Sri Vishnu Publications, Chennai.
3. Dr.S.Gurusamy, Financial Services and Systems, Vijay Nicholes Imprint Pvt. Ltd., 2004 Chennai.

**Course Outcomes**

1. After studied Unit-1, the student will be able to make them aware about the accounts of banking companies.
2. After studied Unit-2, the students will gain knowledge on preparation of accounts of insurance companies.
3. After studied Unit-3, the students will be able to know develop knowledge of holding company concept & preparation of consolidated balance sheet.
4. After studied Unit-4, the student will be able to know about Inflation accounting and CPP method
5. After studied Unit-5, the student will be able to know about Human Resource Accounting in India.

## **CORE ELECTIVE**

### **PAPER 2**

#### **A. EXPORT AND IMPORT MANAGEMENT**

##### **Course Objectives**

1. To enhance the understanding of the International Trade and Foreign Trade Policy.
2. To extend the knowledge of Balance of Payments and FEMA.
3. To facilitate the students to have the deep understanding of Export Procedure and Export Documents.
4. To bring about the awareness regarding the Guidelines of Import Procedure.
5. To let students to know about Export Pricing, Financing and EXIM Bank.

##### **UNIT- I: INTRODUCTION TO INTERNATIONAL TRADE**

Features of International Trade - Differences between International Trade and Domestic Trade - Advantages against International Trade - Free Trade and Protection - Advantages of Free Trade and Protection - Tariffs- Non -Tariff barriers - Quota - Foreign Trade Policy - Incoterms

##### **UNIT- II: BALANCE OF PAYMENTS AND FOREIGN EXCHANGE MANAGEMENT ACT (FEMA)**

Definitions of Balance of Payments - uses of Balance of Payments- Differences between balance of trade and balance of payments - Objectives of the FEMA- Administration of the Act - Dealings in foreign exchange - Capital Account Transactions - Exports of Goods and Services

##### **UNIT- III: EXPORT PROCEDURE AND EXPORT DOCUMENTS**

Step-by-Step procedure for export - Documents required for Export - Bill of Lading - Airway Bill - Shipping Bill - Documents related to payment - Letter of Credit (LC) - Bill of Exchange - Trade Receipts - Letter of hypothecation - EPCG - Clearing and Forwarding Agents - Logistic Management - Supply Chain

##### **UNIT- IV: GUIDELINES AND IMPORT PROCEDURE**

Introduction - Procedure for Import - Duties at the time of import - Duty Calculation - Changes in import Procedure - Import under Export Promotion Schemes and Duty payment through EXIM - EOU'S and SEZ ,Special Additional Duty of Customs (SAD) - Imports Tax Credit (ITC) -Custom Clearance -Refund on Exports - Duty free Import.

##### **UNIT- V: EXPORT PRICING AND FINANCING**

Pricing objectives - Factors affecting pricing decisions - Steps involved in pricing - Pricing methods - Dumping - Marketing methods- Trade Fairs - Export Incentives – Financing for Export and Import- Pre-shipment & Post –Shipment finance - Letter of Credit –Discounting of Foreign bills -(ECGC) Financial Institutions for International Trade – EXIM Bank- Risk Management.

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

Unit-I: Export Import Procedures, Dr. Natarajan. L, Margham Publications, Chennai.

Unit-II: Export Import Management, Parul Gupta, Mc Graw Hill Education (India) Pvt. Limited,

2018, Chennai.

Unit-III: Logistic and Supply Chain Management. Dr. Natarajan . L, Margham Publications, Chennai.

Unit-IV: International Trade, Dr. Sankaran .S, Margham Publications, Chennai.

Unit-V: Export Import Procedures, Dr. Natarajan . L, Margham Publications, Chennai

**Reference Books:**

- 1.Export Import Management, Justin Paul & Rajiv Aserkar, Oxford University Press, 2013, Noida
2. Practical Guide on How to Start Export-Import Business, Chaudhari Shiva CA, Educreation Publishing, Delhi.
3. Kenneth D, Building an Import / Export Business, John Wiley&Sons. Inc. 2007, New Jersey
4. Belay Seyoum, Export-Import Theory, Practices and Procedures, Routledge Publishers, 2009, New York.
5. Kulwinder Singh, Foreign Trade of India, New Century Publications, 2014, New Delhi.

**Journals:**

1. Import, Export and Economic Growth. [www. researchgate.net](http://www.researchgate.net)
2. International Journal of Export Import Marketing. [www. econpapers.repec.org](http://www.econpapers.repec.org)
3. The relationship between Import and Export. [www. onlinejournal.in](http://www.onlinejournal.in)
4. International Journal of Export Marketing. [www.inderscience.com](http://www.inderscience.com)
5. Export summary Journal Entries. [www. Knowledgecentre. Zuora.com](http://www.Knowledgecentre.Zuora.com)

**E-Material:**

1. How to Start an Import/Export Business. [www.entrepreneur.com](http://www.entrepreneur.com)
2. EXIM Financing and Documentation, [www. Pondiuni.eu.in](http://www.Pondiuni.eu.in)
3. Importing & Exporting, [www.patsula.com](http://www.patsula.com)
4. India's export – Import Procedure and documentation, [www. research publish.com](http://www.researchpublish.com)
5. Importing & Exporting in India – Leading Edge Alliance. [www. leaglb.com](http://www.leaglb.com)

**Course Outcomes:**

1. After studied Unit-1, the student will be able to understand the International Trade and Foreign Trade Policy
2. After studied Unit-2, the student will be able to know the Balance of Payments and FEMA
3. After studied Unit-3, the student will be able to understand the Export Procedure and Export Documents.
4. After studied Unit-4, the student will be aware of the Guidelines of Import Procedure.
5. After studied Unit-5, the student will be able to know Export Pricing, Financing and EXIM Bank.

## **CORE ELECTIVE**

### **PAPER 2**

#### **B. GLOBAL MARKETING**

##### **Course Objectives**

1. To enhance the understanding of the Global Marketing environment
2. To extend the knowledge of global market entry strategies
3. To facilitate the students global product policy and price
4. To bring knowledge about the global marketing channels
5. To understand the International marketing promotional strategies.

##### **UNIT-I Global Marketing – Introduction**

Global Marketing - Scope - Importance - Global vs. National Marketing - Global Marketing Environment - Social - Cultural - Political - Legal and Regulatory Environments. - International Marketing Research Process, market surveys, marketing information system

##### **UNIT-II Global Market Entry Strategies**

Identifying foreign markets - Global Market Entry Strategies - Joint Ventures, Strategic Alliances, Direct Investment, Manufacturing and Franchising. E-marketing.

##### **UNIT-III Global Product Policy and Pricing**

Global Customers - Segmentation-Targeting – Global Product Life Cycle – Innovative Products and Adaptation - Global Product Positioning. Branding - Country of Origin Effect and Global Brands. Pricing for International Markets - Objectives - Transfer Pricing Strategy -.Dumping - Incoterms 2020.

##### **UNIT-IV Global Marketing Channels**

Global Marketing Channels and Physical Distribution - Channel Objectives and Constraints. Channel Structures – Home County Middlemen - Foreign County Middlemen. Factors Involved in Distribution Systems, Modes of Transportation, International Packaging - Objectives of Logistics and Supply Chain Management.

##### **UNIT-V International Marketing Promotional Strategies**

Promotional Strategies - International Marketing Communications – Generic Promotions in International Marketing. Nature of International Advertising - Diversified Advertising Strategy - Personal Selling, Trade Fairs and Exhibitions – Role of Export Promotion Organisations.

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

4. Varshney, R.L. and Bhattacharya B: International Marketing Management, Sultan Chand & Sons, New Delhi.
5. Duby V.K.: Export Marketing, Common Wealth Publishers, New Delhi.
6. Philip R Cateora, Mary C. Gilly, John L Graham - International Marketing, The McGraw-Hill Companies, Inc

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

1. Warnen J.Keegan: Global Marketing Management, Prentice Hall of India, New, Delhi.
2. Cherian and Jacob: Export Marketing, Himalaya Publishing House, Mumbai

## **Course Outcomes**

1. After studied Unit-1, the students will be able to understand the concepts of Global marketing and Marketing information system.
2. After studied Unit-2, the students will be able to get full information about global market entry strategies and direct investment.
3. After studied Unit-3, the students will be able to understand the global product policy and pricing for international market
4. After studied Unit-4, the students will be able to learn important Global Marketing Channels and Physical Distribution
5. After studied Unit-5, the students will be able to know about international marketing, promotional strategies and International Marketing communication.

## **CORE ELECTIVE**

### **PAPER 2**

#### **C. E-COMMERCE**

##### **Course Objective:**

1. To gain an understanding of basic concepts, theories and business models underlying E commerce.
2. To improve familiarity with current challenges and issues in E -commerce.
3. To know the concept of Electronic Data Interchange.
4. To enable the students to understand the data and message security.
5. To know about the Electronic Payment Schemes and Digital Payment.

##### **UNIT-I: ELECTRONIC COMMERCE**

Meaning- Traditional Commerce – E. Commerce and its application in business. Basic Blocks of E Commerce, E Commerce consumer- Anatomy of E. commerce.

##### **UNIT-II: NETWORK INFRASTRUCTURE**

Global Information Distribution Networks – Components of the 1 – way – policy issues- Internet terminology- Internet Governance- An overview of Internet Applications.

##### **UNIT-III: NETWORK LAYERS**

Internet Protocol (IP) – Transmission Control Protocol (TCP) – Multimedia Concepts – Advantages of Internet. Electronic Data Interchange (EDI)- EDI and E. Commerce – EDI application in Business.

##### **UNIT- IV: NETWORK SECURITY**

Client Server Network security – Firewalls and Network Security- data and message Security – encrypted documents and Electronic Mail. Video conferencing.

##### **UNIT-V: DIGITAL DOCUMENTS**

Documents Library- Types of Digital Documents – corporate data warehouse – Electronic Payment Scheme – Intra-organizational Electronic Commerce.

##### **TEXT BOOKS:**

1. David Kosiur, understanding Electronic Commerce, Addison Wesley, 1996.
2. Soka, From EDI to Electronic Commerce, Tata McGraw- Hill, 1995.

## **REFERNCE BOOKS**

- 1.Saily Chan, Electronic Commerce Management, John Wiley, 1998.
- 2.Neil Randall, The Internet in a Wee, 2ndEdn. Prentice Hall of India, New Delhi.
- 3.Kamalesh, k. Balaji and Debjani Nag, “E-Commerce”, the cutting edge of business, Tata McGraw – Hill, 2000.
- 4.Marilyn Greenstein and Todd M. Fein Mann, Electronic Commerce, security, Risk Management, Irwin **McGraw Hill, 2000**

### **Course Outcome:**

1. The students will be able to understand the Applications of E commerce in business
2. The students will be able to understand the Network Infrastructure of E Commerce.
3. The students will be able to understand the Internet Protocols in E Commerce.
4. The students will be able to understand the Network Security in E Commerce.
5. The students will be able to understand the Types of Digital Documents in E Commerce.

## OPEN ELECTIVE

### PAPER 2

#### A. PRINCIPLES OF MANAGEMENT

##### Course Objectives

1. To enhance the understanding of the Principles of Management
2. To extend the knowledge of steps involved in the process of Planning and decision making.
3. To impart knowledge in Principles of Organisation
4. To provide the students the knowledge about the Authority to delegation
5. To extend the knowledge on Need of co-ordination and Control Process.

##### Unit – I

**Management:** Definition- Importance- Principles of Management- Functions of a Manager- Role of a Manager- Skills of a Manager.

##### Unit – II

**Planning:** Meaning- Nature- Objectives- Steps in Planning- Limitation of Planning- Decision making- Process of decision making- Types of decisions.

##### Unit – III

**Organisation:** Meaning- Nature- Importance- Informal organisation- Principles of Organisation.

##### Unit – IV

**Authority:** Meaning- Responsibility – Difference between Authority & Responsibility- Accountability.

**Delegation:** Meaning- Advantages- Reasons for non-delegation- How to make Delegation effective.

##### Unit – V

**Co-ordination:** Need of co-ordination- Types – Techniques- Controlling – Meaning and importance of Controlling- Control Process

##### Text Books:

1. P.C. Tripathi & P.N. Reddy – Principles of Management – Tata McGraw- Hill.
2. Gupta C.B. Business Management.

##### Reference Books:

1. Hanagan – Management Concepts & Practices- MacMillan India Ltd.
2. Dr. N. Perma – Business Management.
3. Massie – Essentials of Management – Prentice – Hall of India.
4. J. Jayasankar – Principles of Management – Margham Pub.
5. R.N. Gupta – Principles of Management – S. Chand Pub.

**Course Outcomes**

1. After Studied Unit-1, Students will be able to understand the principles & Functions of Management
2. After Studied Unit-2, Students will be able to understand the Planning and its importance
3. After studied unit-3, Students will be able to understand the Organization and its importance
4. After Studied Unit-4, Students will be able to understand the Authority, Responsibility & Delegation.
5. After Studied Unit-5, the student will be able to understand the Need for Co-ordination and importance of Control

## OPEN ELECTIVE

### PAPER 2

#### B. ELEMENTS OF ACCOUNTING

##### Course Objectives

1. To understand the basic concepts of Accounting.
2. To explain students about the Preparation of Ledger Accounts
3. To facilitate the students in the Preparation of Trial Balance
4. To express to students to about various classification of Error
5. To let to know students to know the Balance Sheet with simple Adjustments

##### Unit - I:

Accounting – Meaning - Definition – Objectives — Double Entry System- Meaning of Debit and Credit - Advantages – Limitations – Types of Accounts– Accounting Rules – Accounting Terminology – Accounting Concepts and Conventions.

##### Unit - II:

Journal – Meaning – Preparation of Journal – Ledger Accounts – Meaning – Preparation of Ledger Accounts – Advantages over Journal – Ledger Accounts.

##### Unit - III:

Trial Balance – meaning – Advantages - Preparation of Trial Balance - Subsidiary Books – Meaning – Types.

##### Unit - IV:

Errors – Classification – Rectification (Rectification after the preparation of final account is excluded) – Suspense Account – Meaning and Need.

##### Unit - V:

Preparation of Final Accounts – Trading account - Profit and Loss account - Balance Sheet with simple Adjustments

(Weightage: Theory: 30%, Problems: 70%)

##### Text Books

1. Jain,S.P & Narang,N.L., Advanced Accounting, Kalyani Publications.
2. Jaya Charulatha and Baskar, Introduction to Accountancy, Vijay Nicholes Imprint Pvt. Ltd., Chennai.

##### Reference Books

1. Gupta,R.L&Radhaswamy,M,AdvancedAccounts,SulthanChand,NewDelhi.
2. Shukla&Grewal&Gupta,AdvancedAccounting,S.Chand&Co.,NewDelhi

**Course Outcomes:**

1. After studied Unit-1, the student will able to understand the basis account concepts and double entry system
2. After studied Unit-2, the student will able to Pass Journal Entries, Prepare Ledger Accounts.
3. After studied Unit-3, the student will able to know the Preparation Trial Balance.
4. After studied Unit-4, the student will able to know the Rectification after the preparation of final account is excluded
5. After studied Unit-5, the student will able to know the Preparation Trading a/c, Profit & Loss a/c and Balance Sheet

## OPEN ELECTIVE

### PAPER 2

#### C. ELEMENTS OF BUSINESS LAW

##### **Course Objectives**

1. To enhance the understanding of the contract and agreement
2. To extend the knowledge of devaluation joint Rights and liabilities and Discharge of contract.
3. To facilitate the students to have the understanding about Indemnity and Guarantee
4. To know about Bailment and pledge
5. To let students to know about Contract of Agency and Termination agency.

##### **Unit – I:**

Contract – Formation and Essential element of contract – Types of contract and Agreement – Rules as to Offer – Acceptance and Consideration – Capacity to contract.

##### **Unit – II:**

Performance of contract – Devolution of Joint Rights and liabilities – Discharge of contract.

##### **Unit – III:**

Indemnity and Guarantee – Features and Distinctions – Extent of Surety's liability – Rights and Discharge of surety.

##### **Unit – IV:**

Bailment: Definition – Features – Rights and duties of Bailor and Bailee, pledge: Definition – Features – Rights and duties of pawnor and pawnee – Difference between Bailment and Pledge.

##### **Unit – V:**

Contract of Agency – Definition and meaning – creation – Ratification and Requisites - Rights of Principal and Agent – personal liability of Agent – Termination Agency.

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

1. P.C. Tulsian, Business Laws, Tata McGraw Hill, New Delhi.
2. Dr. N. Premavathy, Business Law, Sri Vishnu Publications, Chennai

##### **Reference Items: books.**

1. N.D. Kapoor, Business Laws, Sultan Chand & Sons, New Delhi.
2. R.S.N. Pillai & Bagavathi, Business Laws, S. Chand & Co., New Delhi

**Course Outcomes:**

1. After studied Unit-1, the student will be able to acquire the basic knowledge and understand the types of contract and Agreement
2. After studied Unit-2, the student will be able to know the essential elements of contract and rules as to offer.
3. After studied Unit-3, the student will be able to have the understanding of law relating to indemnity and guarantee
4. After studied Unit-4, the student will be able to know the duties and rights of the Bailor and Bailee and Agent and Principal.
5. After studied Unit-5, the student will be able to know about law of Agency.

## SEMESTER III

### PAPER - 8

#### GOODS AND SERVICES TAX (GST)

##### Course Objectives

1. To gain expert knowledge on the principles and law relating to Indirect Taxation and GST in India.
2. To expose the students with the latest development in GST.
3. To impart skill in applying and analysing the provisions of Goods and Service Tax Act.
4. To know about the basic Administration of GST.
5. To Familiarize the Provisions to appeal in the court.

##### Unit 1: Introduction:

Meaning and Definition of Indirect Taxes-Nature-Scope Constitutional provisions-Advantages-Disadvantages-Difference between Direct and Indirect Taxes- Types-Milestones in the history of Indirect Taxation in India - **Goods & Services Tax (GST)** Act 2016- Introduction - Meaning-Definition-Major Indirect Taxes merged in to Goods and Service Tax.

##### Unit 2: Basic Provisions of GST:

Introduction--Historical backdrop of Goods and Service Tax-objectives & features - Strengths, Weaknesses, Opportunities and Challenges (SWOC) Analysis of GST in India.– Advantages & Limitations of GST-Economy, Industry and trade, tax payers-Types of GST - CGST-IGST-SGST- UTGST Schedules-Rate of GST- Tamil Nadu GST Provisions.

##### Unit 3: Main Provisions of GST:

Provisions Compensation (GST) Law-Definitions of important terms-Levy of Tax-Collection-relating to Place, Time and Value of Supply-Different meaning of supply- Composite Supply Mixed supply- Scope of Supply- Taxable Supply- E-Commerce-Supply Chain.

GST Exemption limit-Tax Invoice-Credit and Debit Notes-Valuation Rules-Computation Tax Input tax Credit (ITC)-Registration-procedures-Deemed Registration-Cancellation of Registration.

Accounts and Records- Period of Retention of Records- Presumption as to Documents>Returns-Annual-Final-Payment of Tax-Information Technology in GST Audit- Special Audit-Assessment-Refund-Consumer welfare Fund-GST Practioners - TDS/TCS.

##### Unit 4: Administration of GST:

GST Council-Authorities-Inspection-search seizure-Arrest-Demand-Recovery-Liability to pay tax in certain cases-Advance Ruling- Authority and Appellate Authority - GSTN-Information infrastructure for GST.

### **Unit 5: Appeals & Revisions under GST:**

Appeals-Appeal to High Court Appeal to Supreme Court- Revisions-Offences- Compounding of Offences-Penalty Transitional provisions-IGST Provisions- Inter-state Supply- Intra-state supply- Zero rated Supply- Imported Supply- Transfer of ITC-Compensation Rules- Base year Revenue-Projected Revenue-Miscellaneous provisions-Interest-Job Work Procedure Deemed Export.

#### **Text Books:**

1. Goods and Services Tax, Dr. H.C. Mehrotra and V.P. Agarwal, Sahitya Bhawan Publications, Agra.
2. GST- A Brief Introduction, L.V.R. Prasad and G.J. Kiran Kumar, PK Publishers.
3. Indirect Taxes- Dr.H.CMehrotra & Prof. Agarwal, SahityaBhavanPublishers,Agra.

#### **Reference Book**

1. GST Law & Procedure, Anandaday Misra, Taxman
2. Hand Book of GST in India Concepts and Procedures( 2017Edition) RakeshGarg&SandeepGarg - Bloomsbury India Publications
3. GST in India-RakeshGarg&SandeepGarg, Bloomsbury IndiaPublications
4. All about GST-V.S Datey-Taxman Publications.
5. GST Law, Concept & Impact Analysis-Dr.SanjivAgarwal
6. GST Law & Analysis with Conceptual Procedure-Bimal Jain &IshaBensalYoungGlobal.
7. GST Bare Acts, Rules, Notifications &Circulars
8. An Insight of GST in India-ICWAI, Vol:1&2

#### **Course Outcome**

1. The students will able to know and familiarize with the fundamentals of Taxation.
2. The students will able to know GST and its history of GST and their types.
3. The students will able to know the exempted goods and Services under GST Act.
4. The students will able to know the Administration of GST and Authority.
5. The students will able to know how to avail the Appeal and Revision under GST Act.

## PAPER - 9

### ORGANISATIONAL BEHAVIOUR

#### Course Objectives

1. To understand the basic concepts of organisational behaviour .
2. To bring an understanding on different types of motivational theories
3. To facilitate the students to know the stress management
5. To let to know students to organisational structure and Organisational Effectiveness

#### Unit I: Introduction

Organisational Behaviour – Concepts - Nature & Scope – Organisational Behaviour Models - Foundations of Individual Behaviour – Personality – Stages of Personality - Perception – Learning – Attitudes – Values – Emotions.

#### Unit II: Motivation

Motivation – Theories by Maslow, Herzberg, McGregor, McClelland & Vroom – Motivational Tools in Organisation – Effects on Work Behaviour - Motivation and Morale - Organisational Citizenship Behaviour.

#### Unit III: Group Dynamics and Stress Management

Group Dynamics – Formal and Informal Group - Group Norms - Group Cohesiveness - Group Behaviour - Group Decision Making – Work Stress - Stress Management – Coping Strategies of Stress.

#### Unit IV: Leadership and Organisational Conflicts

Leadership – Traits - Styles – Theories of Leadership - Power and Politics - Organisational Conflicts - Stages - Sources - Types - Conflict Management.

#### Unit V: Organisational Structure and Organisational Effectiveness

Organisational Structure – Foundation and Types - Organisational Culture and Climate – Organisational Development – Organisational Effectiveness & Performance – Organisational Ethics.

#### Text Books

1. S.S. Khanka, Organisational Behaviour, S.Chand & Co. Ltd., New Delhi.
2. K. Aswathapa, Organisational Behaviour, Himalaya Publishing House.

#### Reference Books:

1. Stephen P. Robbins, Organizational Behavior, Pearson Education, New Delhi.
2. L.M. Prasad, Organisational Behaviour, Sultan Chand and Sons, New Delhi.
3. Margie Parikh and Rajen Gupta, Organisational Behaviour, Tata McGraw Hill Education, New Delhi

## **Course Outcome**

1. After studied Unit-1, the student will be able to understand the basic concept of organisational behaviour and foundations of individual behaviour
2. After studied Unit-2, the student will be able to develop an idea about different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
3. After studied Unit-3, the student will be able to understand the foundation of group dynamics and the nature of stress and its management.
4. After studied Unit-4, the student will be able to evaluate the appropriateness of various leadership styles and how to deal with organisational conflict.
5. After studied Unit-5, the student will be able to understand different types of organizational structures and importance of organizational effectiveness.

## PAPER - 10

### ADVANCED COST ACCOUNTING

#### Course Objectives

1. To enhance the understanding of the basic concepts in Cost Accounting.
2. To extend the knowledge of Methods of Costing Process costing.
3. To facilitate the students to have the deep understanding of Standard Costing and Variance analysis
4. To bring about the awareness of Methods of cost reduction.
5. To let the students to know about Benefits from adoption of ABC-Just in Time Costing (JIT).

#### UNIT-I

Nature and significance of cost accounts-Definition of Costing, Scope, Objectives, Functions and limitations of cost accounting-Installation of costing system-Elements of Cost- Cost centre and profit centre-Preparation of Cost sheet, tender of quotations.

#### UNIT-II

Methods of Costing-Process costing, Treatment of equivalent production- Inter process profit-Joint and by product Costing-Preparation of contract account, Cost plus contract and escalation clause.

#### UNIT-III

Standard Costing and Variance analysis-Material, Labor and Overheads -reporting of variances

#### UNIT-IV

Cost control and Cost Reduction-Control over wastages, Scrap, Spoilage and defectives-Methods of cost reduction

#### UNIT-V

Activity based costing-Meaning and concept-Characteristics of ABC-Benefits from adoption of ABC-Just in Time Costing (JIT)

**Note:** The proportion between theory oriented and problem oriented questions in the university examination shall be 20:80

#### Text Book

1. T.S.Reddy and Y.H. Reddy- Cost and Management Accounting-Margam Publications, Chennai.
2. S.P. Jain and K.L. Narang-Cost accounting-Kalyani Publishers-New Delhi.

#### Reference books

1. Ravi M Kishore Advanced Management Accounting - Taxman's-New Delhi. 4. Management Accounting - J.Batty.
2. B.K. Bhar- Cost Accounting-Academic publishers, Calcutta.
3. C.T.Horangren-Cost Accounting - A Managerial Emphasis- Pearson education-New Delhi.

4. Jawaharlal - Cost Accounting-Tata Mc. Graw Hill
5. Robert S. Kaplan-Anthony A. Atkinson- Advanced Management Accounting - Prentice Hall of India-New Delhi 8.
6. Weldon's Cost Accounting and Cost Methods - Mc. Donald and Evens Limited.

**Course Outcomes:**

1. After studied Unit-1, the student will be able to understand the basic concepts in Cost Accounting and also familiarizing with the preparation of Cost Sheets, Tenders and Quotations.
2. After studied Unit-2, the student will be able to understand Preparation of Process Costing.
3. After studied Unit-3, the student will be able to Know the Standard Costing and Variance Analysis
4. After studied Unit-4, the student will be aware of the Cost control and Cost Reduction.
5. After studied Unit-5, the student will be able to develop the knowledge about Activity based costing.

## **PAPER - 11**

### **RESEARCH METHODOLOGY**

#### **Course Objectives**

1. To enhance the understanding of the basics of Research Methodology
2. To extend the knowledge of Data Collection and Sampling.
3. To facilitate the students to have the deep understanding of Processing of Data
4. To bring about the awareness of data Analysis through Statistical Tools.
5. To let students to know about Research Report.

#### **UNIT-I : INTRODUCTION**

Research - definition, characteristics, nature and scope. Various types of research - Formulation of research problem - Major steps in Research – Hypothesis – Research Design - Uses of social research.

#### **UNIT-II : SAMPLING AND DATA COLLECTION**

Sampling: Meaning, definition, need and types - Merits and demerits of sampling. Data collection: Sources of data; Primary and Secondary data. Procedure for data collection, Tool of data collection - Questionnaire – Interview-Schedule.

#### **UNIT-III : DATA PROCESSING AND ANALYSIS**

Processing of data: editing, coding and Tabulation - Problems - use of computer in social research. Analysis of data: Statistical analysis; diagrammatic and graphic representation. Interpretation of results.

#### **UNIT-IV : STATISTICAL APPLICATIONS**

Statistical Tools used in Research – F test – t- Test, Analysis of Variance (ANOVA) – Chi-Square Analysis.

#### **UNIT-V : RESEARCH REPORTS**

Structure and components - Types of Research Report, Good Research Report. Pictures and Graphs. Introduction to SPSS Package

#### **Text Books**

1. Kothari.C.R. Research Methodology - Methods & Technology, New Age International Publisher, New Delhi.
2. Panneerselvam. R. Research Methodology, Prentice Hall of India, New Delhi, 2004.New Delhi, 1994.
3. Gupta, C.B., An introduction to Statistics Methods, Vikas Publishing House, 1998,New Delhi

**Reference Items: books.**

1. Wilkinson. T.S. & Bhandarkar. P.L. Methodology and Techniques of Social Research, Himalaya Publishing House, 2000, Mumbai.
2. Young, P.V., Scientific Social Survey and Research, Prentice Hall, 1949. New York.
3. Gupta, S.P. Statistical Methods, Sultan Chand and sons, 1999, New Delhi

**Course Outcomes:**

1. After studied Unit-1, the student will be able to understand the basics of Research Methodology.
2. After studied Unit-2, the student will be able to know the Data Collection and Sampling
3. After studied Unit-3, the student will have understanding of Processing Data.
4. After studied Unit-4, the student will be able to have the awareness of Data Analysis through opt Statistical Tools
5. After studied Unit-5, the student will be able to know about Research Report and SSPS pacakage

**CORE ELECTIVE  
PAPER -1**

**(to choose one out of 3)**

**A. AGRIBUSINESS MANAGEMENT**

**Course Objectives**

1. To enhance the understanding of the Management Concept and Agripreneurs
2. To extend the knowledge of Agribusiness and Commodities Market.
3. To facilitate the students to have the deep understanding of Agricultural Market and Products.
4. To bring about the awareness of Small Scale Industry and MSME.
5. To let students to know about financial schemes for Agribusiness.

**Unit-1: Management Concepts and Agripreneurs.**

Management Concepts & Principle - Basic Concepts of Management - Managerial Environment - Management Functions - Leading and Leadership - Forms of Business organization - Entrepreneurial Competencies - Agripreneurs.

**Unit-2: Agribusiness and Commodities Markets.**

Management principles to Agribusiness -Nature and Characteristics of Agribusiness -Agro-based Industries in India -Agricultural Supply Chain Management - Strategic Management in Agribusiness - Risk Management in Agribusiness - Contract Farming - Commodity Markets - Recent Innovations in Commodities Markets - Warehousing

**Unit-3: Production, Consumption, Processing and Marketing of Agricultural Products.**

Production, Consumption, Processing and Marketing of Agricultural Products – Agricultural Production Scenario in India – Consumption of Agricultural Products – Agricultural Marketing – Agricultural Marketing Functions – Classification of Markets- Cooperative Agricultural Marketing – Pricing – Marketing cost-margins-price spreads – Food Processing –Rural Marketing

**Unit-4: Small Scale Industry – MSME.**

Small Scale Industrial Undertaking -Ancillary Industrial Undertaking - Tiny Enterprises - Export Oriented Units -Small Scale (Industrial related) Service and Business Enterprises (SSSBE) - Women Enterprises - Village and Small Scale Industries –MSME- Khadi Village Cottage Industries

**Unit-5: Financing Agribusiness.**

Financing Agribusiness – NABARD - Financial Assistance from Banks - Micro Credit Firms – Cooperative Banks - Types of Agricultural loans - Risk Management – Export Opportunities – Quality Management - TQM.

**Text Books**

Unit-1: [Girdhari Lal Meena](#), Fundamentals of Agribusiness Management, Agrotech Publishing Academy, 2017, Udaipur

Unit-2: Vedamurthy K.B, Agribusiness Management and Trade, Anand Agricultural University, Anand.

Unit-3: TNAU, Tamil Nadu, AECO 341 - Fundamentals of Agri Business Management.

Unit-4: [Girdhari Lal Meena](#), Fundamentals of Agribusiness Management, Agrotech Publishing Academy, 2017, Udaipur.

Unit-5: [Subba Reddy S](#), [Raghu Ram P](#), [Agricultural Finance & Management](#), Oxford & Ibh Publishing Co. Pvt. Ltd. New Delhi.

### Reference Items: books.

1. [Freddie L. Barnard](#), [Jay T. Akridge](#), Agribusiness Management, Routledge Publishers. 2012, Canada.
2. Acharya S.S, Agricultural Marketing In India, Oxford & Ibh Publishing Co. Pvt. Ltd. 2019 New Delhi.
3. Sharma, Entrepreneurship in Livestock & Agriculture, CBS Publication, 2010 New Delhi,
4. [Dr. Smita Diwase](#), Indian Agriculture and Agribusiness Management, Krish Management Network, 2017, New Delhi
5. [Ramesh Chand](#), Agriculture Marketing, [KSK Publishers & Distributors](#), 2011, Delhi
6. Katnalli Gauradevi S, Agro-Based Industries in India, ABD Publishers, Jaipur.
7. [Srinivas Puri](#), Agro-Based Industries and Their Prospects, Random Publications, 2016, New Delhi,

### Journals

8. The Madras Agricultural Journal, NABARD, Tamil Nadu Regional Office, Chennai.
9. Yojana, Rural Development, New Delhi
10. Agricultural Update, Muzaffar Nagar, UP
11. Agri Business and Food Industry, New Delhi
12. Kurukshetra, Ministry of Rural Development, New Delhi.
13. Kisan World, Chennai.

### E-Materials

1. Vedamurthy K.B. Agribusiness Management and Trade. [www.agrimoon.com](http://www.agrimoon.com).
2. [Adnan Adeel](#), [Principles of Agribusiness Management](#), [www.academia.edu](http://www.academia.edu)
3. Agribusiness Management. [www.senecaahs.org](http://www.senecaahs.org)
4. Principles of Agribusiness Management, pdf – free download.
5. James G. Berlein, *Principles of Agribusiness Management*. [www.wattpad.com](http://www.wattpad.com)

### Course Outcomes:

1. After studied Unit-1, the student will be able to understanding of the Management Concept and Agripreneurs.
2. After studied Unit-2, the student will be able to know the Agribusiness and Commodities Market.
3. After studied Unit-3, the student will be able to have the deep understanding of Agricultural Market and Products.

4. After studied Unit-4, the student will be able to have the awareness of Small Scale Industry and MSME.
5. After studied Unit-5, the student will be able to know about financial scheme for Agribusiness.

**CORE ELECTIVE  
PAPER -1**

**B. SERVICES MARKETING**

**Course Objectives**

1. To be aware of the Essential Elements of marketing mix in Service marketing.
2. To expand the understanding of marketing strategies for various services marketing-mix
3. To help the students in understanding of Product support services and problems of Service quality management
4. To enhance knowledge on Marketing of financial services.
5. To let the students to know CRM, and identify the Customer needs.

**UNIT-I**

Growth of the Service Sector - Nature and Concept of Service - classification of services - Characteristics of Services and their marketing implications - Essential Elements of marketing mix in Service marketing.

**UNIT-II**

Marketing strategies for service firms with special reference to information, communication, consultancy, advertising, professional services, after sales service, recruitment training and tourism.

**UNIT-III** Product support services - pricing of services - problems of Service quality management - Customer Expectations - innovation in services.

**UNIT-IV** Marketing of financial services - nature - types - marketing of insurance - mutual fund - marketing for non - profit firms - Growth of financial services in India.

**UNIT-V** CRM - identifying and Satisfying Customer needs - Relationship marketing - Customer Satisfaction - Managing Service Brands.

**Text Books:**

1. Christopher Lovelock, Services Marketing, Pearson Education.
2. E.G. - Bateson, Managing Service marketing - Text and Readings, Dryden press, Hidsdale
3. Philip Kotler and Paul N.Bloom, Marketing professional Services, Prentice hall, New Jersey.

**Reference Books:**

1. Payne, the essence of Service Marketing, New Delhi, prentice Hall.
2. Helen Wood Ruffe, Services Marketing, Macmillan India, New Delhi.
3. Mary Ann pezzallo, Marketing Financial Services, Macmillan.
4. Dr.S.Gurusamy, Financial and Markets Vijay Nicole imprints private limited, Chennai.
5. Dr.B.Balaji, Services, Services Marketing and Management, S.Chand & Company Ltd., New Delhi.

**Course Outcomes:**

1. After studied Unit-1, the student will be able to understand the Essential Elements of marketing mix in Service marketing
2. After studied Unit-2, the student will be able to develop an idea about marketing strategies for various services marketing-mix.
3. After studied Unit-3, the student will be able to know and learn about Product support services and Identify the problems of Service quality management
4. After studied Unit-4, the student will be able to learn the of Marketing of financial services.
5. After studied Unit-5, the student will be able to acquire the knowledge about CRM.

**CORE ELECTIVE  
PAPER -1**

**C. BUSINESS ANALYTICS**

**Course Objectives**

1. To have the basic knowledge about Business Analytics.
2. To make the understanding about levels of Business Analytics.
3. To enable to students to know about types of Business Analytics
4. To bring knowledge about the Decision Making.
5. To enable the students to know about the approaches in Decision Making.

**UNIT - I Business Analytics – Introduction**

Definition of Business Analytics – Characteristics of Business Analytics and Business Intelligence. The basic rule of Business and Business Analysis - Evolving role of the Business Analyst.

**UNIT - II levels of Business Analytics**

Different levels of Business Analytics - Categories of Business Analytical methods and models. Business Analytic Process -. Classical Requirements and Tasks performed by Business Analysts

**UNIT - III Decision Making**

Decision Making - Objectives - Role and Significance of Decision Making- Decision Making Process - Rationality in Decision Making - Programmed and Non Programmed Decision Making- Decision Making under Uncertainty and Risk

**UNIT - IV Approaches in Decision Making**

Modern Approaches in Decision Making – Decision Support Systems - Heuristic Techniques- Participative Decision Making - Simulation – Brainstorming – Delphi Technique – Common Problems in Decision Making

**UNIT - V Value of Analytics**

Value of Analytics in Decision Making - Types of analytics – Descriptive, Predictive and Prescriptive analytics

**Text book**

1. C.B.Gupta, Business Management, Sultan Chand and Sons, New Delhi

2. Harold Koontz, Heinz Wehrich, 'Essential of Management', Tata Mcgraw Hill

### **Reference book**

1. RN.Prasad, Seema, Achrya –Fundamentals of Business Analysis, Willy Publishers
2. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning.
3. Albright Winston, Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint 2016.

### **Course Outcomes:**

1. After studied Unit-1, the student will be able to understand the concept of Business Analytic
2. After studied Unit-2, the student will be able to understand the Categories of Business Analytical methods and models
3. After studied Unit-3, the student will be able to understand the Role and Significance of Decision Making.
4. After studied Unit-4, the student will be aware of the Modern Approaches in Decision Making and Common Problems in Decision Making
5. After studied Unit-5, the student will be able to know Value of Analytics in Decision Making.

**OPEN ELECTIVE  
PAPER - 1**

(to choose one out of 3)

**A. SMALL BUSINESS MANAGEMENT**

**Course Objectives**

1. To enhance the understanding of the concept of Small Business and MSME.
2. To extend the knowledge of Starting a Small Industry.
3. To facilitate the students to have the deep understanding of the Type of the Organizations
4. To bring about the awareness of Sources of Finance for Small Business.
5. To let students to know about the Incentives and Subsidies given the Government.

**UNIT-I: SMALL BUSINESS INTRODUCTION**

Meaning of Small Scale Enterprises – Objectives of Micro, Small and Medium Enterprises Act of 2006 (MSME) – Importance of MSMEs – Advantages – Problems – Measures of the Government to Develop Small Industries.

**UNIT-II: STEPS FOR STARTING A SMALL INDUSTRY**

Steps for Starting a Small Industry – Search for Business Idea, Sources of Ideas – Project Formulation and Design, Introduction to Total Quality Management (TQM)

**UNIT-III: TYPE OF THE ORGANIZATIONS**

Selection of the Type of Organization – Sole Proprietorship - Partnership – Joint Stock Company – Factors Influencing the Choice of Organization.

**UNIT-IV: SOURCES OF FINANCE**

Sources of Project Finance – Short Term, Medium Term and Long Term Finance – Role of Banks – Institutions Assisting Small Enterprises – District Industries Centres (DICs), Industrial Estates, SIDO, NSIC, SIDCO, SISI, TIIC and SIPCOT.

**UNIT-V: - INCENTIVES AND SUBSIDIES**

Incentives and Subsidies – Meaning – Need and Problems – Schemes of Incentives for MSME & SSI Units –Export Opportunities

**Text books**

1. Dr. Vijayshree P.T& Dr. Alagammal. M. Entrepreneurship and Small Business Management, Margham Publications, Chennai
2. Gupta C.B & Srinivasan N.P. Entrepreneurship Development in India, Sultan Chand & Sons, 1999, New Delhi

3. Saravanavel P. Entrepreneurship Development, ESS PEE KAY Publishers, Chennai.
4. Gupta C.B. & Srinivasan N.P. Entrepreneurship Development in India, Sultan Chand & Sons, 1999, New Delhi
5. Satish Taneja & Gupta S.L, Entrepreneur Development, Galgotia Publishing Company 2002, New Delhi.

**Reference Books:**

1. Jayshree Suresh, Entrepreneurial Development, Margham Publications, 2015 Chennai
2. Gordon.E & Natarajan, Entrepreneurship Development, Himalaya Publishing House, 2009 Mumbai.
3. Poornima M. Charantimath, Entrepreneurship Development and Small Business Enterprises, Pearson Publishers, 2013, Chennai.
4. Anil Kumar. S, Small Business and Entrepreneurship, I. K. International Pvt Ltd, 2008, New Delhi
5. Besterfield Dale H. Total Quality Management (TQM) Pearson Publishers, 2018, Chennai.

**Journals:**

6. The\_Journal\_of\_Entrepreneurship. [www.ediindia.org](http://www.ediindia.org)
7. Journal of Small Business and Entrepreneurship Development. [www.jsbednet.com](http://www.jsbednet.com)
8. International Journal of Small Business and Entrepreneurship Development. [www.researchgate.net](http://www.researchgate.net)
9. Journal of Small Business and Enterprise Development. [www.emerald.com](http://www.emerald.com)
10. International Journal of Entrepreneurship and Innovation. [www.sagepub.com](http://www.sagepub.com)

**E-Materials:**

1. Poornima M Charantimath, Entrepreneurship Development And Small Business Enterprise, [www.goodreads.com](http://www.goodreads.com)
2. Kevin McQueen , Small Business Development Strategies. [www.bwbsolutions.com](http://www.bwbsolutions.com)
3. Darren Dahl, How to Develop a Business Growth Strategy, [www.inc.com](http://www.inc.com)
4. Tamil Nadu Manufacturing Business Incubation Infrastructure Development Project, Entrepreneurship Development and Innovation Institute, [www.startup-tn.in](http://www.startup-tn.in)
5. Dr.Jayakumar. V, Total Quality Management. [www.easyengineering.net](http://www.easyengineering.net)

**Course Outcomes:**

6. After studied Unit-1, the student will be able to understand the concept of Small Business and MSME.
7. After studied Unit-2, the student will be able to know how to start a Small Industry step by step.
8. After studied Unit-3, the student will be able to understand the Type of the Organizations.
9. After studied Unit-4, the student will be aware of the Sources of Finance for Small Business.
10. After studied Unit-5, the student will be able to know Incentives and Subsidies given the Government.

## **PEN ELECTIVE**

### **PAPER - 1**

#### **B. BANKING THEORY**

##### **Course Objectives**

1. To enhance the understanding of Developments in Banking Sector
2. To extend the knowledge of Functions of Commercial Banks.
3. To facilitate the students to have the knowledge on the Factors influencing Bank lending
4. To bring about students to familiar with the Functions of Central Banks
5. To let students to know about Recent Trends in Banking Sector

##### **UNIT – I: An Introduction to Banking**

Introduction – Definition of Banking – Classification of Banks – Components of Indian Banking System – Banking Structure in India.

##### **UNIT – II: Commercial Banks**

Introduction – Definition – Features of a Commercial Banks – Origin of Commercial Banking in India – Function of Commercial Bank – Credit Creation.

##### **UNIT – III: Function of Banking**

Introduction – Opening of Accounts – Types of Accounts – Relationship with customers – KYC – Norms – Banking lending – Types of lending – Factors influencing Bank lending CIBIL.

##### **UNIT – IV: Central Banks**

Introduction – Definition – Characteristics – Role and objectives – Functions – Difference between Central bank and Commercial banks – Credit control.

##### **UNIT – V: Recent Trends in Banking**

Electronic Fund Transfer – Benefits of Electronic Banking – RTGS – NEFT – ATM – Credit and Debit Card – Core Banking Solutions (CBS).

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

1. P.N. Varshney., - Banking Law and Practice – Sultan Chand & Sons New Delhi-24<sup>th</sup> Edition
2. B. Santhanam, Banking and Financial System, Margham Publication, Chennai.
3. S.N. Mahaeswari, Banking Law and Practice, Kalyani Publications, Chennai.

**Reference Books:**

1. Natarajan S. and Parameswaran R. – Indian Banking – S. Chand and Co. Ltd., New Delhi (Latest Ed).
2. Vasudevan S.V. – Theory of Banking – S. Chand and Co. Ltd., New Delhi (Latest Ed).
3. S.N. Maheswari, Banking Law and Practice, Kalyani Publications, Chennai

**Course Outcomes**

1. After Studied Unit-1, The Student will be able to know classification of banks, ownership, function and banking structure in India.
2. After Studied Unit-2, The student will be able to familiar with the Types and Functions of Commercial Banks.
3. After Studied Unit-3, The Students will able to analyse the Relationship between Banker and Customer.
4. After Studied Unit-4, The Student will be able to know the Functions of Central Banks
5. After Studied Unit-5, The Student will be able to Analyse Recent Trends in Banking Sector.

**OPEN ELECTIVE  
PAPER - 1**

**C. STRESS MANAGEMENT**

**Course Objectives**

1. To enhance the understanding of the meaning of Stress, Types and Causes of Stress.
2. To extend the knowledge of Personality its Types and Perception.
3. To facilitate the students to have the deep understanding of Emotional Intelligence - EQ
4. To bring about the awareness of Stress at Work Place.
5. To let students to know about Stress Management and Counselling.

**UNIT- I: STRESS, TYPES - CAUSES**

Stress - Meaning of Stress- Types - Causes of Stress - Personal Factors - Environmental Factors  
Organisational Factors - Consequences of Stress - Psychological Symptoms - Behavioural  
Symptoms.

**UNIT- II: PERSONALITY AND PERCEPTION**

Personality -Types Personality - Determinants of Personality - Personality Theories - Trait  
Theories - Similarities of Individuals - Individuals Difference - Dimensions of Personality -  
Perception - Attention and Selection

**UNIT- III: EMOTIONAL INTELLIGENT**

Emotion - Types of Emotions - Positive and Negative emotions - Feelings – Sensations -  
Moods - Emotional Intelligence - EQ- Behaviour Theory - Cognitive Theory – Emotions and  
well-being

**UNIT- IV: STRESS AT WORK PLACE**

Stress and Job Performance – Role conflict – Organisational culture – Work Stress – effects of  
works on individual and organization - Stress of the working women - Time Management

**UNIT- V: STRESS MANAGEMENT AND COUNSELLING**

Stress Management and Counselling - Prevention of Stress - Escaping Stress - Coping with  
Stress -Counselling - Characteristics of Counselling - Importance of Counselling- Functions of  
Counselling - Types of Counselling.

**Text book**

1. Stress Management an Integrated Approach, Dr. Viswanathan Gopalan, GenNext Publication, 2016, New Delhi.
2. Introduction to Psychology, Clifford Morgan and Richard King , McGraw Hill Education, 2017 Chennai
3. Emotional Intelligence, Dainel Goleman, Penguin Random House, 2006, Noida

4. Human Resource Management, Jayasankar. J, Margham Publications, 2002, Chennai.
5. Richard Nelson Jones, Basic Counselling Skills: A Helper's Manual, Sage Publications, 2012, New Delhi

**Reference - Books:**

1. Stress Management, Chakravarty Ajanta, Rupa Publications, 2012, Chennai.
2. Organizational Behaviour, University of Minnesota Libraries Publishing, 2017. USA
3. John Romas, Practical Stress Management, Academic Press, 2017, Cambridge.
4. Dale Carnegie, How to Stop Worrying and Start Living, Rupa Publication, 2016, Kolkata
5. Dr. Bimal Chhajer A complete guide to Managing Stress, New Ages Books, 2006, Chennai
6. Shashi Jain, Introduction to Psychology, Kalyani Publishers, 2006, Bengaluru,
7. Mangal S. K. Emotional Intelligence, PHI Learning Pvt. Ltd. 2015, New Delhi

**Journal:**

8. International Journal of Stress Management. [www.aapb.org](http://www.aapb.org)
9. The American Journal of Psychology on JSTOR. [www.jstor.org](http://www.jstor.org)
10. International Journal of Stress Management. [www.apa.org](http://www.apa.org)
11. International Journal of Psychology. [www.onlinelibrary.wiley.com](http://www.onlinelibrary.wiley.com)

**E-Materials**

1. International Journal of Stress Management. [www.springer.com](http://www.springer.com)
2. Stress Management. [www.helpguide.org](http://www.helpguide.org)
3. A Study of Learning Stress and Stress Management Strategies. [www.sciencedirect.com](http://www.sciencedirect.com)
4. Management of Stress at Workplace. [www.globaljournals.org](http://www.globaljournals.org)

**Course Outcomes:**

1. After studied Unit-1, the student will be able to understand the concept of Stress, Types and Causes of Stress
2. After studied Unit-2, the student will be able to understand the Personality its Types and Perception.
3. After studied Unit-3, the student will be able to understand the Emotional Intelligence - EQ
4. After studied Unit-4, the student will be aware of the Stress at Work Place.
5. After studied Unit-5, the student will be able to know Stress Management and Counselling skills.

## **SEMESTER IV**

### **PAPER - 12**

#### **DIRECT TAXES**

#### **Course Objective**

1. To Learn the Students about History of Income Tax in India.
2. To Facilitate the Practical Knowledge on Calculation of Income from House Property.
3. To Impart Practical knowledge on Income from Business & Professional and Capital Gain.
4. To Make understand the Computation of Total Income of Individuals.
5. To know about the Assessment Procedure, e-filing of Return and Tax Planning.

#### **UNIT – I: Introduction**

History of Income Tax in India - Basic Concepts – Income – Persons – Previous Year – Assessment Year – Assessee – Gross Total Income – Total Income – Determination of Residential Status – Scope of Total Income and Incidence of Tax – Incomes Exempt from Tax u/s 10.

#### **UNIT – II: Income from Salary & House Property**

Computation of Income from Salary – Allowances – Perquisites – Deductions including Standard Deduction – Income from House Property – Annual Value – Self-Occupied House - Let-Out House – Deemed to be Let-Out House – Partly Self-Occupied and Partly Let Out – Deductions.

#### **UNIT – III: Income from Business & Profession and Capital Gains**

Profits and Gains of Business and Profession – Admissible Deductions – Expenses Expressly Disallowed – Deemed Incomes – Depreciation – Block of Assets – Normal Depreciation – Additional Depreciation – Capital Gains – Short-term and Long-term Capital Gains – Exemptions.

#### **UNIT IV: Income from Other Sources and Computation of Total Income**

Income from Other Sources – Aggregation of Income – Set-Off and Carry Forward of Losses – Deductions available from Gross Total Income – Computation of Total Income of Individuals.

#### **UNIT V: Assessment Procedure, e-filing of Return and Tax Planning**

Assessment Procedure – Methods – Assessment of Individuals – e-filing of Tax Return – Tax Planning – Meaning, Need and Limitations – Tax Evasion and Tax Avoidance.

**Note: Weightage of marks: Theory 40% Problems 60%**

#### **Text Books:**

1. Gaur and Narang, Income Tax Law & Practice, Kalyani Publishers, New Delhi.

2. T.S. Reddy and Y. Hari Prasad Reddy, Income Tax Law & Practice, Margham Publications, Chennai.
3. Girish Ahuja & Ravi Gupta, Practical Approach to Income Tax, Wolters Kluwer India Pvt. Ltd., Mohali, Chandigarh.
4. Anita Raman, Income Tax Theory, Law & Practice, Mc Graw Hill, New Delhi.

**Reference Books:**

1. Vinod K Singhania and Monica Singhania, Students' Guide to Income Tax including GST, Taxmann, New Delhi.
2. H.C. Mehrotra, Income Tax including Tax Planning & Management, Sahitya Bhavan, Agra.
3. R N Lakhotia and Subhash Lakhotia, How to Save Income Tax through Tax Planning, Vision Books, New Delhi.
4. Master Guide to Income Tax Rules, Taxmann, New Delhi.
5. Income Computation & Disclosure Standards, Taxmann, New Delhi.

**Course Outcomes:**

1. The Students we able to Contrast The Different Basic Concepts In Income Tax
2. The Students we able to understand and Compute Salary Income And Income From House Property
3. The Students we able to understand and Construct The Statements For Business. Income, Professional Income And Capital Gains
4. The Students we able to understand and Compute Income From Other Sources And Total Income Of Individuals
5. The Students we able to understand and Trace Assessment Procedure and Familiarizing Tax Planning

## **PAPER - 13**

### **INVESTMENT & PORTFOLIO MANAGEMENT**

#### **Course Objectives**

1. To infuse basic knowledge in proposed investors as to select the better investment proposal.
2. To create awareness among the investors about unscrupulous trade practices happening in the security market thereby protecting their interests.
3. To Impart the students about basic Fundamental Analysis, Economic Analysis and Technical Analysis.
4. To facilitate the students about Valuation of Securities, ABM, YBM, FVM.
5. To Let students to know about Efficient Market Hypothesis, Random Walk Theory, Markowitz Theory.

#### **Unit - 1**

Properties of financial assets - Financial Markets - Investments - Types - Characteristics - Objectives - Types of Investors - Investment Vs. Gambling, Speculation, Speculation Vs. Gambling.

#### **Unit - 2**

Nature and Scope of Security Analysis - Concept of Risk and Return - Sources of Risk - Types of Risk - Risk Aversion and Risk Premium - Measurement of Risk: Standard Deviation as a measure of Risk,  $\beta$  as a measure of Risk) - Measurement of Return from Historical data.

#### **Unit - 3**

Fundamental Analysis - Economic Analysis, Industry Analysis and Company Analysis - Technical Analysis - Trend Indications - Indices and Moving applied in Technical Analysis.

#### **Unit - 4**

Valuation of Securities - Equity Shares: Assets Backing Method, Yield Basis Method, Fair Value Method, Return on Capital Employed and Price Earning Method. Preference Shares: Dividend Discount Model, Yield on Preference Shares. Debentures and Bonds: Market Discount Rate, Spot and Forward rate, Binominal Interest Rate Free, Maturity Pricing.

#### **Unit - 5**

Efficient Market Hypothesis - Random Walk Theory - Markowitz Theory - Sharpe's Optimisation Solution - Down Theory - CAPM model - SML, CML.

Note: Only theory Questions

**Text Book**

1. Dr. Bhalla V.K. Investment Management, S. Chand and Company, New Delhi.
2. Rustagi R.P. Investment Analysis and Portfolio Management, Sultan Chand & Sons, New Delhi.

**References**

1. Dr. Ranganatham m & Madhumathi R. Investment Analysis 7 Portfolio Management. Pearson Education, New Delhi.
2. Fisher & Jordan, Security Analysis and Portfolio Management, Prentice Hall of India, New Delhi.
3. Sharpe, William and Gordon, Investment - Prentice hall of India, New Delhi.

**Course Outcomes**

1. Making the students being well aware of types of financial markets
2. Testing the knowledge of students about measurement of risk and return.
3. Asses the performance of students in relation to Fundamental Analysis, Economic Analysis, Industry Analysis and Company Analysis.
4. Evaluate student's knowledge on valuation of equity shares, preference shares, debentures and bonds
5. Getting the students to familiarize Efficient Market Hypothesis

## **PAPER - 14**

### **PROJECT DEVELOPMENT**

#### **Course Objective:**

1. To study Project development cycle, Project Appraisal, Project Financing and Selection and Risk Management.
2. To Enhance the knowledge about the types of Appraisals.
3. To facilitate the students to the understanding Project cost and Social cost.
4. To enable the students Learn Selection of Project and Programming.
5. To Impart Knowledge on Project control and budgetary control.

#### **UNIT-I: PROJECT**

Meaning and overview – Project Development Cycle – Capital Expenditure Decisions – Importance and Difficulties.

#### **UNIT-II: PROJECT APPRAISAL**

Aspects of Appraisal – Market Appraisal – Technical Appraisal – Financial Appraisal – Economic Appraisal, Project formulation, and Feasibility Report.

#### **UNIT-III: PROJECT COST AND MEANS OF FINANCE**

Project cost – Social Cost and Social Benefit. Terms Loans – Loans from Development banks – Assistance from Indian Finance Corporations and International Finance Corporations. External commercial borrowing.

#### **UNIT-IV: PROJECT SELECTION**

Selection of a suitable project – Programming – Scheduling and Controlling Mechanism.

#### **UNIT-V: PROJECT CONTROL**

Time and cost control – Budgetary control – corrective and preventive actions. Risk Management function.

#### **TEXT BOOKS:**

1. Prasanna Chandra, Projects – Preparation Appraisal, Budgeting and Implementation, 3<sup>rd</sup> ed. Tata McGraw- Hill Publishing Company Limited, New Delhi.

2. Dr. Gupta, C.B. & Dr. Srinivasan, N.P. Entrepreneurial Development, Sultan Chand & sons, New Delhi.

## **REFERENCE BOOKS**

1. Bryce, M.D. Industrial Development: A Guide for Accelerating Economic Growth, McGraw- Hill, 1960 New York.
2. Varma, M.L. Foreign Trade Management in India, Vikas Publishing House, 1993, New Delhi.
3. Jeevanandam, C. Foreign Exchange, Sultan Chand & sons, 1994, New Delhi.

## **Course Out Comes**

1. The students will be able to understand the Project and its development:
2. The students will be able to understand the Capital expenditure decisions of projects.
3. The students will be able to understand the Economic Viability of the project.
4. The students will be able to understand the Sources of Project Finance.
5. The students will be able to understand the Project schedule and control mechanism.

## **CORE ELECTIVE**

### **PAPER - 4**

**(to choose one out of 3)**

#### **A. FINANCIAL SERVICES**

##### **Course Objectives**

1. To enhance the understanding of the Financial Institutions and Financial Services Sector.
2. To extend the knowledge of Legal aspects of Factoring and Venture Capital.
3. To facilitate the students to have the deep understanding of Capital Market and stock market in India
4. To bring about the awareness of SEBI Guidelines.
5. To let students to know about Credit rating agencies

##### **Unit – I**

Financial Services – meaning – Financial Services and economic environment - Legal and Regulatory Framework – Financial Institutions and other participants in the Financial Services Sector.

##### **Unit – II**

Factoring – Types and Features of Factoring agreement - Legal aspects of Factoring – Factoring in India – Steps involved in Future – Venture Capital – meaning and characteristics – Criteria for assistance – Schemes and guidelines.

##### **Unit – III**

Financial market - meaning – Features – Capital Market – primary market – secondary market – present position of stock market in India – money market – characteristics of Development money market – Importance – Problems faced by Indian money market – Difference between capital market and money market.

##### **Unit – IV**

Mutual Funds – SEBI Guidelines – Features and types – management – structure and performance evaluation – Growth and recent trends.

##### **Unit – V**

Investor Services – Credit rating agencies – CRISIL, CARE, ICRA – Services – Criteria for rating – symbols

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

7. M.Y.Khan, Indian Financial System, Tata McGraw Hill, 2001.
8. H.R.Machiraju, Indian Financial System, Vikas Publishing House, 1999
9. B.S. Bhatia &G.S.Bhatre, Management of Capital Markets, Financial Services and Insitutions, Deep and Deep Publishers, 2000.

**Reference Books:**

4. Dr. V. Balu, Merchant Banking & Finance Services, Sri Venkateswara Publication, Chennai
5. Dr. N. Permavathy, Financial Services and Stock Exchange, Sri Vishnu Publications, Chennai.
6. Dr.S.Gurusamy, Financial Services and Systems, Vijay Nicholes Imprint Pvt. Ltd., 2004 Chennai.

**Course Outcomes**

1. After studied Unit-1, achieve the target of students having better understanding of Financial Services in India.
2. After studied Unit-2, the student will be able to know the Collect the data from the students pertaining to venture capital
3. After studied Unit-3, Let the students know about Capital Market, Money Market Strategies and present position of stock market in India,.
4. After studied Unit-4, the student will be able to have the awareness of SEBI Guidelines and Structure and performance evaluation
5. After studied Unit-5, the student will be able to know about Investor Services & Credit rating agencies.

## **CORE ELECTIVE**

### **PAPER - 4**

#### **B. INFORMATION TECHNOLOGY IN BUSINESS**

##### **Course Objectives**

1. To Develop skills to practice information systems in Business.
2. To bring understanding about the Accounting and Financial Information Systems
3. To facilitate the students to know about – preparing to online business
4. To provide the students information about Security Issues in E-Commerce
5. To extend the knowledge of Growth of internet

##### **UNIT-I : INFORMATION TECHNOLOGY**

Meaning - Definition - Types of Information System - Changing decision making scenario; Quality of information - Role of Information Technology in information generation and value addition.

##### **UNIT-II APPLICATION OF IT IN BUSINESS:**

Accounting and Financial Information Systems- Manual System Vs Computer based Accounting System. Marketing Information Systems - Components. Operational and Production Systems – Material Resource Planning. Human Resource Information Systems – Advantages.

##### **UNIT-III: ELECTRONIC BUSINESS**

Computers - Internet business - Definition - Online Business - E.Business Categories – preparing to online business - Ethics of information technology. E. Business Applications - Business to Business (B2B) - Business to Customers (B2C) - Electronic Shopping.

##### **UNIT-IV - SECURITY ISSUES IN E-COMMERC**

Security Issues in E-Commerce: Risks of e-commerce –Types and sources of threats, Protecting electronic commerce assets and intellectual property; Risk management approach to e-commerce security.

##### **UNIT-V: INTERNET**

Meaning of Internet; Growth of internet, Owner of Internet, Anatomy of Internet, Net Etiquette ; World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines . Features of Industry 4.0.

**Text Books:**

1. Deepak Bharihoka, Fundamentals of Information Technology, Excel Book, New Delhi
2. Leon a. and Leon M., (2002) Fundamental of Information Technology, Vikas Software Manuals.

**Reference Books:**

1. Comer, Douglas E. (2007), the Internet Book, New Delhi : PHI Learning Private Limited).
2. Morley, Deborah and Charles S. parker (2007) Fundamentals of Computers (New Delhi: Learning India Pvt. Ltd.)
3. Laudon, Kenneth C. and Jane P. Laudon, (2003), Management Information Systems(New Delhi: Prentice Hall of India

**Course Outcomes**

1. After Studied Unit-1, Students will be able to develop skills to practice information systems in Business.
2. After Studied Unit-2, Students will be able understand the Accounting and Financial Information Systems.
3. After studied unit-3, Students will be able to develop to skill by preparing to online business
4. After Studied Unit-4, Students will be able to know the Security Issues in E-Commerce and Risk management approach to e-commerce security.
5. After Studied Unit-5, the student will be able to understand the relevant information technology, growth of internet and Usage of Internet to society

## **CORE ELECTIVE**

### **PAPER - 4**

#### **C. ENTREPRENEURIAL DEVELOPMENT**

##### **Course Objectives**

6. To enhance the deep understanding of the Entrepreneur and Entrepreneurship Qualities.
7. To extend the knowledge of devaluations of Joint Rights, liabilities and Discharge of contract.
8. To facilitate the students to have the understanding about Indemnity and Guarantee
9. To enable the students to know about Bailment and pledge
10. . To let students to know about Contract of Agency and Termination agency.

##### **UNIT I**

Concept of Entrepreneur and Entrepreneurship – Major Entrepreneurial Competencies – Qualities of Successful Entrepreneur – Types of Entrepreneur – Knowledge and Skills Required for an Entrepreneur.

##### **UNIT II:**

Entrepreneurial Environment – Economic and Non-Economic Factors – Entrepreneurial Motivation – Need for EDPS.

##### **UNIT III**

Sources of Business / Product ideas – Market Research – Pre-feasibility study - Criteria for Selection of a project – Project Report Preparation and Evaluation Criteria.

##### **UNIT IV**

Institutional Finance – Term Lending Institutions – Commercial Banks – State Finance Corporations – Small Industries Development Bank of India (SIDBI) – Small Industries Service Institute (SISI) – District Industries Centre (DIC) – SIDCO – SIPCOT and ITCOT – Microfinance and Self Help Groups.

##### **UNIT V**

Launching and Development of Small Business – Institutional Support to Small Business – Growth Strategies – Product Launching – Monitoring and Evaluation of Small Business – Industrial Sickness – Causes and Consequences – Prevent in Sickness.

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

1. Dr. Jayshree Suresh, Entrepreneurial Development, MArgham Publications, Chennai.
2. Dr. S.S. Khanka, Entrepreneurial Development S. Chand & Co., New Delhi

**Reference books.**

3. N.D. Kapoor, Business Laws, Sultan Chand & Sons, New Delhi.
4. R.S.N. Pillai & Bagavathi, Business Laws, S. Chand & Co., New Delhi.

**Course Outcomes:**

6. After studied Unit-1, the student will be able to acquire the basic knowledge and understand the types of contract and Agreement
7. After studied Unit-2, the student will be able to know the Identify the essential elements of contract and rules as to offer.
8. After studied Unit-3, the student will be able to have to understanding of law relating to indemnity and guarantee
9. After studied Unit-4, the student will be able to know the duties and rights of the Bailor and Bailee and Agent and Principal.
10. After studied Unit-5, the student will be able to know about law of Agency.

# **OPEN ELECTIVE**

## **PAPER - 4**

**(to choose one out of 3)**

### **A. OFFICE MANAGEMENT**

#### **Course Objectives**

1. To impart knowledge in office management and its functions and make them to apply in the practical manner in the company
2. To understand how to organize their office and maintain filing system
3. To inspire the students to apply the knowledge gained in Office forms
4. To provide the students the avenues of studies in Office Machines and equipments
5. To teach the recent developments in the various areas of Measurement of Office Work.

#### **Unit I - Office Management Introduction**

Office and office Management –meaning of office, function of office, primary and administrative functions, importance of office. Relation of office with other departments of business Organization. Concept of paperless office, virtual office, back and front office, open and private office. Definition and elements of office management, duties of an Office Manager.

#### **Unit II - Filing System**

Filing and Indexing –Meaning and importance of filing, essential of good filing system. Centralized and decentralized filing system. Meaning, need and types of indexing used in the business organization.

#### **Unit III - Office Forms**

Office forms–Meaning and types of forms used in business organization, advantages, forms controls, objectives, form designing, principles of forms designing and specimens of forms used in office. Office Record Management –Meaning, importance of record keeping management, principles of record management and types of records kept in a business organization.

#### **Unit IV - Office Machines and Equipments**

Office Machines and equipments –Importance, objectives of office machines. Office Safety and Security –Meaning, importance of office Safety, safety hazards and steps to improve office safety. Security hazards and steps to improve office security.

#### **Unit V - Measurement of Office Work:**

Measurement of Office Work –Importance, purpose, difficulty in measuring office work. Different ways of measurement, setting of work standards, benefits of work standards. Techniques of setting standards. Office Manuals –Meaning, need, types of office manuals and

steps in preparing of office manuals

**Text Books:**

1. S.P.Arrora -Office organization and management- Vikas publishing house nov,2009
2. Chopra-Office management-Vikas publishing house 2nd revised edition,2015

**Reference Books:**

1. M.E. Thukaram Rao-Office management and organization-atlantic publishers and distributors,2000
2. Ranjan Nangia -Office management- - Neha Publishers crescent publishing corporation,2012

**Course Outcomes**

1. After Studied Unit-1, Students will be able to support management in office administration.
2. After Studied Unit-2, Students will be able to prepare business documents
3. After studied unit-3, Students will be able to manage records and files. Students will also be able to demonstrate business communication skills
4. After Studied Unit-4, Students will be able to utilize appropriate office technology. Students will also be able to execute the duties of an office administrator.
5. After Studied Unit-5, the student will be able to know about to role of management in the workplace, levels and functions of management

# **OPEN ELECTIVE**

## **PAPER - 4**

### **B. BUSINESS ORGANISATION**

#### **Course Objectives**

1. To make students to understand the concept of business and Business ethics
2. To expand the awareness of forms of business organization
3. To facilitate the students to the understanding on size of industry
4. To bring the subject knowledge about functions of Stock Exchanges
5. To let students to be acquainted with on the subject of Trade Association & Chamber of commerce.

#### **Unit –I**

Business- meaning and types – profession – importance of business Organization- Social Responsibilities of Business- Business Ethics.

#### **Unit –II**

Forms of Business organization- sole trader- partnership- joint Hindu family- joint stock companies – co-operative societies – public utilities and public enterprises.

#### **Unit –III**

Location of industry – factors influencing location – size of industry- optimum firm- advantages of large- scale operation – limitation of small scale operation.

#### **Unit- IV**

Stock Exchange – Function – Types- working- Regulation of Stock Exchanges in India.

#### **Unit – V**

Trade association- Chamber of commerce- Functions- objectives – Working in India.

#### **Text Books:**

1. Y.K. Bhushan, Business organization, Sultan Chand, New Delhi.
2. Business organization & Management, R.N. Gupta, S. Chand & Co. New Delhi.
3. Dr. K. Sundar, Business Organization, Vijay Nicholes Imprint Pvt. Ltd., Chennai.

**Reference Books:**

1. Prakash & Jagadesh, Business organization & Management.
2. Reddy & Gulshar, Principles of Business Organization & Management.
3. Vasudevan & Radhasivam, Business Organization.

**Course Outcomes:**

1. After studied Unit-1, the student will be able to know about Basics of Business Organization
2. After studied Unit-2, the student will be able to aware about different forms of business organization
3. After studied Unit-3, the student will be able to gain knowledge on Industry location & operations
4. After studied Unit-4, the student will be able to Facilitate to get exposure on Functioning of Stock Exchange.
5. After studied Unit-5, the student will be able to get full information on Trade Association & Chamber of commerce.

## **OPEN ELECTIVE**

### **PAPER - 4**

#### **C. PRINCIPLES OF AUDITING**

##### **Course Objective:**

1. To Facilitates the Students to know about Auditing and their nature.
2. To Impart the knowledge on Auditing programme Audit file and Audit note book.
3. To Enable the Students to know about Internal Check and Internal Audit.
4. To Make Aware the Students about Verification and Valuation of assets and liabilities.
5. To Learn Students about Qualification and Disqualification of Auditors, Rights, Powers, Liabilities.

##### **UNIT-I**

Meaning and Definition of Auditing – Nature and Scope of Auditing – Auditing and Investigation – Objectives of Auditing – Limitations of Audit – Advantages of Audit – Classification of Audit.

##### **UNIT-II**

Meaning and Definition of Audit Programme – Advantages and Disadvantages – Audit File, Audit Note Book, Audit Working Papers – Purposes and Importance of Working Papers –

##### **UNIT-III**

Internal Check – Meaning, object of Internal Check – Features of Good Internal Check System – Auditors duty with regards to Internal Check System – Internal Check and Internal Audit.

##### **UNIT-IV**

Verification and Valuation of assets and liabilities – Meaning and objects of verification – Vouching and verification – Verification and Valuation of different kinds of Assets and Liabilities.

##### **UNIT-V**

Qualification and Disqualification of Auditors – Status of Auditors – Rights – Powers – Duties and Liability of Auditors.

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

1. B.N. Tandon, Sultan Chand – A handbook of practical auditing
2. B.N. Tandon, Sudharsanam, Sundharabahu – S Chand – Practical auditing.
3. Sundar. K and Pari. K, Vijay Nicole Imprints Private Ltd., Chennai.

**Reference Books:**

1. Sharma, SahityaBhavan, Agra – Auditing
2. Dr.N.Premavathy, Practical Auditing, Sri Vishnu Publications, Chennai.
3. Dr.N.Premavathy, Practical Auditing (in Tamil), Sri Vishnu Publications, Chennai.

**Course Outcomes**

1. The Students will able to understand the concept of Auditing and Classification.
2. The Students will able to Gain the knowledge about Audit Programme and importance.
3. The Students will able to Get awareness the Students about Internal check and Audit.
4. The Students will able to understand the Valuation of assets and liabilities.
5. The Students will know about the qualification and disqualification of Auditors

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