



UNIVERSITY OF CALICUT

Abstract

Faculty of Commerce and Management Studies-Five Year Dual Degree in Management leading to Bachelors degree in Management (BM) or Bachelors degree in Applied Management (BAM) and Masters degree in Applied Management (MAM) as introduced by AICTE - scheme and syllabus approved-implemented-orders issued.

UNIVERSITY OF CALICUT (G & A - IV - E)

U.O.No. 2209/2013/CU

Dated, Calicut University,P.O, 21.06.2013

- Read.*-1. Item No. 4 (e) of the minutes of the meeting of Board of Studies in Management Studies held on 21.03.2013.
2. Item No. 5 of the minutes of the meeting of the Faculty of Commerce and Management Studies held on 22.03.2013.
3. Orders of the Vice Chancellor in file of even No. on 01.06.2013.

ORDER

As per paper read as first above, the Board of Studies in Management Studies held on 21.03.2013 approved the scheme and syllabus of Five Year Dual Degree in Management leading to Bachelors degree in Management (BM) or Bachelors degree in Applied Management (BAM) and Masters degree in Applied Management (MAM) as introduced by AICTE .

Vide paper read as second above, the Faculty of Commerce and Management Studies has approved the resolution of Board of Studies approving the scheme and syllabus of Five Year Dual Degree in Management leading to Bachelors degree in Management (BM) or Bachelors degree in Applied Management (BAM) and Masters degree in Applied Management (MAM) as introduced by AICTE.

Considering exigency, the Vice Chancellor exercising the powers of the Academic Council has approved the minutes of the Board of Studies and the Faculty read as first and second above subject to ratification by the Academic Council.

Sanction is therefore accorded to implement the scheme and syllabus of the Five Year Dual Degree in Management leading to Bachelors degree in Management (BM) or Bachelors degree in Applied Management (BAM) and Masters degree in Applied Management (MAM) as introduced by AICTE with effect from 2013-14 admission onwards.

Orders are issued accordingly.

Shanawaz T.P
Assistant Registrar

To

The Controller of Examinations/ Dean Faculty of Commerce & Management Studies/Head, Commerce and Management Studies/Principals of affiliated colleges offering MBA
Copy to: PS to VC/PA to PVC/PA to Registrar/EX Section/EG 1 Section/Tabulation Section (Management Studies)/Enquiry/PRO/System Administrator to upload the syllabus in the University Website.

Forwarded / By Order

Section Officer

University of Calicut

Regulations of Integrated Five Year Dual Degree Programme of Bachelor of Management (BM)(in 3 years) or Bachelor of Applied Management (BAM) (in 4 years) and Master of Applied Management (MAM)(in 5 years) 2013

1.0 Programme Objectives

- 1.1 To educate and groom the students to get entry level managerial positions in manufacturing /services organizations or to start and run own ventures with good business knowledge.
- 1.2 To facilitate the development of students to take up growing challenges and find and implement solutions those are environmentally viable, ethically correct, and socially acceptable.
- 1.3 To provide for job opportunities at different levels of management within organizations starting at supervisory level in SME segment and middle level management in large PSUs and MNCs.

2.0 Title of the Degrees Awarded under the programme

The programme shall provide an undergraduate degree Bachelor of Management (BM) in three years to one who wishes to discontinue the studies, or Bachelor of Applied Management (BAM) in four years followed by a Master's degree, Master of Applied Management (MAM) in five years.

3.0 Eligibility for admission

Students who have passed 12th standard (or equivalent) examination and obtained at least 45% marks and should have passed the Common Admission Test conducted for the purpose. However, SC/ST, OBC, and other eligible communities shall be given relaxation of 5% as per University rules.

4.0 Duration of the programme

The programme shall be for a total period of five years spread over ten semesters.

5.0 Admission and readmissions

5.1 Admission taken at the first year shall be admission to "Five year dual degree course" and he/she will not be required to take re-admission at any stage of the course unless he/she discontinues the course after third or fourth year.

5.2 The student, who has discontinued his/her studies on obtaining BM degree, can join at later date for the fourth and fifth year of the course to complete MAM. However, such student shall not be awarded BAM degree at the end of fourth year even if he/she discontinues studies at fourth year.

5.3 The Student, who has discontinued his/her studies on obtaining BAM degree, can join at later date for the fifth year of the course to complete MAM.

5.4 Admission of students is not possible after the admission to the first year of the Five Year Dual Degree Programme either for BM, BAM or MAM Programme.

6.0 Proportion of the Intake on admission

Admission to this course shall be based on score at the Common Admission Test. Separate list should be prepared to give equal proportion to the different streams of Standard 12 as follows:

Science stream	Commerce stream	Arts Stream	Total Seats
N/3 seats	N/3 seats	N/3 seats	N

In case of non-availability of students from one stream, remaining seats in that stream may be allotted to students from other two streams on equal basis.

7.0 Admission Procedure

7.1 For University department or its centres

The admission to the programme shall be made on the basis of the score in the Common Admission Test called Calicut University Common Admission Test (CUCAT) conducted by the University, the marks of the Group Discussion and Personal Interview obtained by the candidates put together in the following proportion:

7.1.1 The rank score shall be arrived at as follows:

Entrance test score	out of 100
Group discussion	out of 25
Personal Interview	out of 25
Total	out of 150

The minimum required test score is 30 %.

7.1.2 A rank list shall be prepared by the University based on the final rank score computed as above. While preparing the rank list, if there is same index mark for more than one candidate, they will be ranked on the basis of the score of the test. Even after this, there is a tie they will be ranked on the basis of actual marks obtained for SSLC. If tie exists even after with this, the date of birth is to be considered and the elder person is to be given preference in the admission.

7.1.3 The candidates admitted to the programme must produce the qualifying Plus Two mark list/ provisional certificate/ confidential mark list, latest at the last date of closing the admission by the University. If he/she fails to produce the same, his or her admission will be cancelled on the next working day. The University will not be liable for the loss caused to the student. Reservation of seats shall be followed strictly for admission as per the University rules.

7.2 For Affiliated Management Institutes

The admission to the programme shall be made on the basis of the score in the Common Admission Test conducted by the institute, the marks of the Group Discussion and Personal Interview obtained by the candidates put together in the following proportion:

7.2.1 The rank score shall be arrived at as follows:

Entrance test score	out of 100
Group discussion	out of 25
Personal Interview	out of 25
Total	out of 150

The minimum required test score is 30 %.

7.2.2 A rank list shall be prepared by the institute based on the final rank score computed as above. While preparing the rank list, if there is same index mark for more than one candidate, they will be ranked on the basis of the score of the test. Even after this, there is a

tie they will be ranked on the basis of actual marks obtained for SSLC. If tie exists even after with this, the date of birth is to be considered and the elder person is to be given preference in the admission.

7.2.3 The candidates admitted to the programme must produce the qualifying Plus Two mark list/ provisional certificate/ confidential mark list, latest at the last date of closing the admission by the University. If he/she fails to produce the same, his or her admission will be cancelled on the next working day. Reservation of seats shall be followed strictly for admission as per the University rules.

7.2.4 Out of the total seats, 50% shall be merit quota and 50% shall be management quota. Separate rank lists should be prepared for merit and management following the communal reservation rules applicable to the Kerala Government professional colleges. Fees for these seats are fixed by the University from time to time.

7.2.5 Admission shall be strictly based on the rank lists that the institutes prepare and publish based on the above. The institute shall send one copy each of such rank lists of the candidates admitted to the Registrar, University and the Dean, Faculty of Commerce and Management Studies within two weeks of its closing admission each year.

8.0 Academic Calendar

The University may prepare a calendar of the programme of events for admission, class commencement and ending, end-semester university exam, etc. The date of publication of notification inviting applications, last date of receipt of filled up applications, date of admission and commencement of classes shall be based on the calendar of events for the Integrated Five Year Dual Degree Programme issued by the University. If the University does not publish the calendar the institutes shall admit students and start classes only after getting a letter of approval of the schedule for the above from the University.

9.0 Medium of Instruction and examination

The medium of instruction and examination shall be English.

10.0 Schedule and Hours of Lecture

10.1 Duration of the programme

The entire programme shall have ten semesters. Each semester shall consist of 18 weeks. Instruction and University examinations in each course in a semester shall be completed within 90 days in a semester.

10.2 Lecture Hours

Each course shall have three hours of lecture classes per semester and two hours of tutorials per week. Each courses having a maximum of 4 credits and shall have a minimum of 60 hours of lecture.

11.0 Attendance

A student shall attend at least a minimum of 75 % of the number of classes actually held for each of the courses in a semester to be eligible for appearing for university examination of that semester. If the student has shortage of attendance in a semester, he or she shall not be allowed to appear for examination of that semester. However, the University may condone shortage up to 10 % of the maximum number of classes per semester. If the candidate has shortage more than this limit he/she has to compensate the shortage of

attendance of that semester along with the next batch and appear for the university examination of that semester.

12.0 Internal Assessment

All courses shall have internal assessment.

12.1 Internal assessment components

The internal assessment will be based on the following components. Each faculty shall have the freedom to decide the appropriate weight of individual components except for tests, which shall be minimum of 50% of the total internal assessment. But the following components may be followed:

Periodic tests (Marks of best 2 out of a minimum of 3 tests)	50%
Seminar paper and presentation	20%
Classroom participation and attendance	10%
Case analysis/ other assignment	20%

12.2 A student should have obtained a minimum of D grade in internal assessment in each course to be passed successfully in that course.

12.3 In case a student fails to get D grade in any course, he or she shall take retest(s)/ submit assignments to the concerned faculty to get the required minimum in that course. Internal assessment has to be completed before the university examination for each semester.

12.4 If the student fails in getting marks in internal assessment in spite of taking retests or resubmission etc. he or she shall not be allowed to write the end semester examination of the University in that course.

12.5 Such students shall repeat the course along with the successive batch of students for getting pass marks in internal assessment and then appear for University examination in such course.

13.0 Transparency about Internal Assessment

13.1 Each faculty shall maintain record of performance and attendance of each student in his or her class course-wise.

13.2 Each faculty shall submit the internal assessment marks of the students to the Head of the department or institution on conclusion of lecture class in each semester.

13.3 Such internal assessment mark lists shall show all the components separately and the total of internal assessment marks awarded to each student.

Format of Internal Assessment Mark list

Sl.No.	Name	Test 1	Test 2	Test 3	Sum of Best 2 tests	Seminar paper	Seminar presentation	Attendance	Assignment	Total

- 13.4 The Department or Centre or Institute shall publish the list of internal assessment marks of all the students within a week of conclusion of the lecture classes in each semester before sending it to the Controller of Examinations.
- 13.5 The internal marks of the student shall be communicated to Controller of Examinations along with attendance certificate (APC) within two weeks from the last day of class in each semester.
- 13.6 The faculty shall make available details of the internal assessment marks, with explanations wherever required, to the Head of the Department or Institution in case of grievance regarding internal assessment.

14.0 Procedure for grievance handling of internal assessment

- 14.1 If the students have any grievance against any member of faculty, such grievance shall be dealt with at three levels for a solution. First the concerned student may present the grievance and discuss it with the concerned faculty.
- 14.2 If the grievance is not solved at the faculty level, the student shall submit a written complaint with all the relevant details to the Head of the Department, centre, or institute.
- 14.3 The complaint shall be dealt with by a Committee of Teachers with the Head of the institute, one senior teacher and the teacher whose assessment is a matter of dissatisfaction for the student or students.
- 14.4 If it is not solved at the Department or centre or institute level the head of the institution shall forward the written complaint of the student along with the reply of the concerned faculty member to the Controller of Examinations, University of Calicut.
- 14.5 The student and the faculty member may be invited to present the facts of the dispute in writing before a Committee consisting of the Controller of Examinations, Head, Department of Commerce and Management Studies, University of Calicut and the Dean, Faculty of Commerce and Management Studies of the University. This Committee may take a final decision based on the facts presented by the student(s) and the concerned teacher and the answers they get from them.

15.0 External Examination

- 15.1 The University shall conduct semester end examinations, carrying 2.4 credits for each of the courses in all the ten semesters.
- 15.2 The duration of examination shall be three hours for each of the courses.
- 15.3 A student shall register for all the courses in a semester to appear for examination in the respective semester for the first time. Part appearance shall not be allowed for first appearance.

16.0 Project Report- Minor

- 16.1 During the sixth and eighth semesters the student shall do minor projects in business organizations under a faculty guide.
- 16.2 The faculty guide must have either (a) M. Phil or Ph.D. in Management or Commerce or Economics or (b) two years' MBA teaching experience.
- 16.3 The student shall prepare and submit a project report to the university through the centre to which the student is attached.
- 16.4 The report shall be printed and bound (preferably spiral bound) with not less than 50 A4 size pages.
- 16.5 The student shall prepare at least two copies of the report: one copy for submission to the university and one copy for the student. More copies may be prepared if the organization or the guide or both ask for one copy each.

16.6 The project report should be submitted to the centre two weeks before the date of commencement of University examinations in the sixth and eighth semesters of the programme.

16.7 If the student fails in submitting the project on or before the above date, an application for late submission along with the necessary fee for late submission as fixed by the University shall be forwarded to the Controller of Examinations along with the project report.

16.8 However such submission shall not be accepted after the end of University Examinations of the sixth and eighth semesters.

16.9 Project work shall have the following stages

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

16.10 The project is done individually.

16.11 Resubmission of such project reports shall be done within a month from the date of returning them to the students with necessary instruction for redoing or modification.

16.12 The duration for minor project work is three weeks for data collection and field work.

16.13 A certificate showing the duration of the project work shall be obtained from the organization for which the project work was done and it shall be included in the project report.

16.14 Structure of the report (Common for minor and major projects)

Title page

Certificate, in original, from the organization (for having done the project work)

Certificate from faculty guide

Acknowledgements

Contents

Chapter I : Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)

Chapter II : Theoretical profile

Chapters III and IV: Data Analysis (Can be 3 or more chapters)

Chapter V : Summary, Findings and Recommendations.

Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)

Bibliography (books, journal articles etc. used for the project work).

17.0 Major Project

17.1 The students shall do a major project during their tenth semester of MAM under a faculty guide, preferably in their area of specialization.

17.2 For guide, the qualification is the same as for minor project.

17.3 The duration of fieldwork for major project is three months.

17.4 This project work is to be done individually by the students.

17.5 The student shall prepare and submit a project report, printed and bound (preferably spiral bound) with a minimum of 100 A4 pages of text, to the Head of the Department or Centre or Institute before the last working day of the final semester.

17.6 The head of the institute shall send the projects of all the students together to the Controller of Examinations well in time so that they are received in the Pareeksha Bhavan within two weeks from the last date for project submission to the institute.

17.7 Projects received late shall be forwarded to the Controller of Examinations along with a request for late submission supported by necessary fee for late submission as fixed by the University.

17.8 However, such late submission shall be done within one month of the last date for final semester project submission.

17.9 All other regulations for MAM minor project are applicable to major project.

18.0 Evaluation of Project Reports

18.1 The minor projects done during the sixth and eighth semesters and major projects done during the final semester MAM shall be evaluated by examiners appointed by the controller of examinations.

19.0 Minimum credits for Project Reports

19.1 The student should get a minimum of 2 credits for project report for a pass in both the minor projects and a minimum of 4 credits for the major projects.

19.2 If the student fails to get the minimum credits for any project report, he or she shall resubmit the project report after modifying it on the basis of the recommendations of the examiners. This can be done immediately after publication of results.

20.0 Viva Voce Examination

20.1 At the end of tenth semester, each student shall attend a comprehensive viva voce examination.

20.2 The Viva Board shall have at least two members. The University shall appoint the examiners.

20.3 The viva voce will be about all the courses of the ten - semester programme, including project reports.

20.4 The student should get a minimum of 4 credits in the viva voce for a pass in viva voce.

21.0 Scheme of the Integrated Five Year Dual Degree Programme

21.1 FIRST SEMESTER

Course Code	Course Title	Internal Credit	External Credit	Total Credit
MAM 1C01	English Language	1.6	2.4	4
MAM 1C02	Effective Communication Skills	1.6	2.4	4
MAM 1C03	Business Mathematics	1.6	2.4	4
MAM 1C04	Human Skills	1.6	2.4	4
MAM 1C05	Computer Applications	1.6	2.4	4
	TOTAL			20

22.2 SECOND SEMESTER

Course Code	Course Title	Internal Credit	External Credit	Total Credit
MAM 2C06	Business Communication	1.6	2.4	4
	Foreign language –(Any one from French /German/Spanish/Japanese/Chinese)	1.6	2.4	4
MAM 2C07	Business Statistics	1.6	2.4	4
MAM 2C08	Financial Accounting	1.6	2.4	4
MAM 2C09	Environment Management	1.6	2.4	4
	TOTAL			20

22.3 THIRD SEMESTER

Course Code	Course Title	Internal	External	Total Credit
MAM 3C10	Managerial Economics	1.6	2.4	4
MAM 3C11	Management Principles	1.6	2.4	4
MAM 3C12	Business Environment	1.6	2.4	4
MAM 3C13	Elements of Direct & Indirect Taxes	1.6	2.4	4
MAM 3C14	Public Relations Management	1.6	2.4	4
	TOTAL			20

22.4 FOURTH SEMESTER

Course Code	Course Title	Internal	External	Total Credit
MAM 4C15	Entrepreneurship	1.6	2.4	4
MAM 4C16	Strategic Management	1.6	2.4	4
MAM 4C17	Research Methodology	1.6	2.4	4
MAM 4C18	Legal aspects of Business	1.6	2.4	4
MAM 4C19	Management of Co-operatives	1.6	2.4	4
	TOTAL			20

22.5 FIFTH SEMESTER

Course Code	Course Title	Internal	External	Total Credit
MAM 5C20	Organizational Behaviour	1.6	2.4	4
MAM 5C21	Financial Management	1.6	2.4	4
MAM 5C22	Project Management	1.6	2.4	4
MAM 5C23	Business Ethics	1.6	2.4	4
MAM 5C24	Export-Import Procedures	1.6	2.4	4
	TOTAL			20

22.6 SIXTH SEMESTER

Course Code	Course Title	Internal	External	Total Credit
MAM 6C25	Marketing Management	1.6	2.4	4
MAM 6C26	Creativity and Innovation	1.6	2.4	4
MAM 6C27	Company Law	1.6	2.4	4
MAM 6C28	Information System	1.6	2.4	4
MAM 6P01	Minor Project	1.6	2.4	4
	Total			20

22.7 SEVENTH SEMESTER

Course Code	Course Title	Internal	External	Total Credit
MAM 7C29	Cost Management	1.6	2.4	4
MAM 7C30	Management Science	1.6	2.4	4
MAM 7C31	Investment Management	1.6	2.4	4
MAM 7C32	Supply Chain Management	1.6	2.4	4
MAM 7C33	Quality Management	1.6	2.4	4
	TOTAL			20

22.8 EIGHTH SEMESTER

Course Code	Course Title	Internal	External	Total Credit
MAM 8C34	International Business	1.6	2.4	4
MAM 8C35	Operations Management	1.6	2.4	4
MAM 8C36	Human Resource Management	1.6	2.4	4
MAM 8C37	New Enterprise Management	1.6	2.4	4

MAM 8P02	Minor Project	1.6	2.4	4
	TOTAL			20

22.9 NINTH SEMESTER

Course Code	Course Title	Internal	External	Total Credit
	Specialization elective 1	1.6	2.4	4
	Specialization elective 2	1.6	2.4	4
	Specialization elective 3	1.6	2.4	4
	Specialisation elective 4	1.6	2.4	4
MAM 9P03	Seminar on specialisation-1	4	-	4
	TOTAL			20

22.10 TENTH SEMESTER

Course Code	Course Title	Internal	External	Total Credit
MAM 10P04	Major Project	3.2	4.8	8
MAM 10P05	Seminar on specialisation-2	4	-	4
MAM 10P06	Comprehensive Viva Voce	-	8	8
	TOTAL			20

23.0 List of Specializations and Electives

Course Code	Course Title	Internal	External	Total Credit
	International Business			
MAM 9EI1	IPR and patents	1.6	2.4	4
MAM 9EI2	Logistics	1.6	2.4	4
MAM 9EI3	International Economics	1.6	2.4	4
MAM 9EI4	Forex Management	1.6	2.4	4
	Finance			
MAM 9EF1	International Finance	1.6	2.4	4
MAM 9EF2	Advanced Financial Management	1.6	2.4	4
MAM 9EF3	Working Capital Management	1.6	2.4	4
MAM 9EF4	Financial Services	1.6	2.4	4
	Human resource management			
MAM 9EH1	Labour law	1.6	2.4	4
MAM 9EH2	Organizational Dynamics	1.6	2.4	4
MAM 9EH3	Managing Change	1.6	2.4	4
MAM 9EH4	Human Resource Planning and Development	1.6	2.4	4
	Marketing			
MAM 9EM1	Brand Management	1.6	2.4	4
MAM 9EM2	Services Marketing	1.6	2.4	4
MAM 9EM3	Rural Marketing	1.6	2.4	4
MAM 9EM4	Consumer Behaviour	1.6	2.4	4

24.0 Time Limit for Completion and Validity of Registration

The registration for MAM shall be valid for eight academic years including the academic year of registration. A student is expected to complete all the MAM courses within these eight years.

25.0 Failed students

25.1 If a student fails in any course or courses, he or she shall reappear in that course or courses in the regular examinations of the respective semester of any of the successive batches of MAM students.

25.2 If they fail to pass in any course or courses within the eight years, then they shall be required to reregister for the course they did not complete by paying the fees fixed by the university and appear for the university examination.

26.0 Change in curriculum and Chances to students

26.1 If MAM curriculum change is implemented in any year, the students who registered under the old scheme shall be allowed to appear in those courses in which they failed, subject to a total of three chances and a time limit of eight academic years including the academic year of registration for MAM.

27.0 Discontinuation and Readmission

27.1 If a student wants to discontinue from MAM programme, he or she can do it provided the student pays the fee as is required by the general regulations of the University. But readmission may be allowed only if the student has completed at least the first semester with a minimum of 75% attendance and has registered for University examinations in the first semester courses, provided the Department, Centre or Institute agrees to readmit him or her to the next semester of the MAM programme.

28.0 Pass minimum

28.1 Each student shall secure a minimum of 2 credits in university examination for each course for a pass in that course. The classification of results may be as follows:

Letter grade	Grade point range	Performance level
A	3.5 to 4.0	Excellent
B	2.5 to 3.49	Very good
C	2.2 to 2.49	Good
D	2.0 to 2.19	Average
E	0.5 to 1.99	Poor
F	Below 0.5	Very poor

28.2 A candidate who passed the courses in the first eight semesters in regular sitting or supplementary sittings before the completion of the course and any of the ninth and tenth semester papers by taking one supplementary chance after the completion of the course (one chance for ninth semester papers and one for tenth semester papers) shall also be given class/grade, based on the percentage of marks obtained by him or her.

29.0 FIVE YEAR DUAL DEGREE BM OR BAM AND MAM PROGRAMME

Detailed Syllabus **MAM 1C01 ENGLISH LANGUAGE**

Course Objective:

To inculcate creative and aesthetic sensitivity and critical faculty in the students through appreciation and analysis of the prescribed literary texts. The use of language, especially the connotative value of individual expression will be stressed

Module I: Conversational English

Parts of Speech - Use of Dictionary - Use of Words: Location of meaning in mind - Denotative & Connotative meaning - Opening & Closing words - Avoiding long words - One word substitution Homonyms & Homophones - Contextual meaning (Physical & Verbal)

Module II: Essentials of Grammar - I

Sentence Structure - Parallelism - Incomplete split constructions - Misplaced Modifiers - Pronunciation

Module III: Essentials of Grammar - II

Tenses - Subject – Verb agreement - Pronoun Usage – Prepositions - Articles

Module IV: Short Stories

The Trembling of a Leaf by Somerset Maugham - In the House of Suddhoo by Rudyard Kipling - The Brothers by Mulk Raj Anand

Module V: Drama and Poems

All the Worlds a Stage by Shakespeare - To Autumn by Keats - O! Captain, My Captain by Walt Whitman - Where the Mind is Without Fear by Rabindranath Tagore - Psalm of Life by H.W Longfellow

Books:

- Oxford English Grammar, Greenbaum, Sydney.
- Business Communication, Pearson Education
- Frank N. Magill. Ed. Critical Survey of Short Fiction. Revised edition. Pasadena, CA: Salem Press, 1993. 7 volumes
- Levis, F.R., Revaluation: Tradition and Development in English Poetry (1936)

MAM 1C02 EFFECTIVE COMMUNICATION SKILLS

Course Objective:

To form written communication strategies necessary in the workplace

Module I: Introduction to Writing Skills

Effective Writing Skills, Avoiding Common Errors, Paragraph writing, Note Taking, Writing Assignments, Letter Writing- Types, Formats, Memo, Agenda and Minutes
Notice and Circulars

Module II: Report Writing

Purpose and Scope of a Report, Fundamental Principles of Report Writing, Project Report Writing, Summer Internship Reports

Module III: Social Communication Skills

Small Talk, Conversational English, Appropriateness, Building rapport, Context Based Speaking-In general situations, In specific professional situations, Discussion and associated vocabulary, Simulations/Role Play

Module IV: Professional Skills - 1

Presentations, Negotiations, Meetings, Telephony Skills

Module V: Professional Skills - 2

Writing Emails, Brochure, Leaflets

Books:

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Welcome!, Jones, Cambridge

MAM 1C03 BUSINESS MATHEMATICS

Course Objective:

The course is designed to orient the students towards the basic concepts of mathematics and its applications in the business world.

Module I

Introduction to Business Mathematics, Scope and Importance; Concept of Profit and Loss; Simple and Compound Interest; Present Value; Annuities; Yields on Shares and Bonds.

Module II

Mathematical reasoning – Sets and Relations – The Number System - Concepts of determinants and Matrices

Module III

Surds and Indices; Logarithm; Linear Quadratic and Simultaneous Equations; Inequalities with Graphs; Permutations and Combinations – Mathematical Induction - Arithmetic and Geometric Progression.

Module IV

Circular Functions and Trigonometry – Coordinate Geometry

Module V

Concept of functions, Limits and Continuity; Differentiation, Integration, Maxima and Minima

Books:

- Business Mathematics, DC Sancheti & VK Kapoor, Sulthan Chand & Sons, New Delhi
- Quantitative Aptitude, Bharat Jhunjhunwala, S.Chand, New Delhi
- Mathematics & Statistics for Economics, GS Monga, Vikas Publishing House, New Delhi
- Mathematics for Management, M. Raghavachari
- Differential & Integral Calculus, N. Piskunov
- Introductory Mathematics for Economics & Business, K. Holden & AW Pearson
- Practical Business Mathematics & Statistics, Surarijan Saha

MAM 1C04 HUMAN SKILLS

OBJECTIVES:

1. To develop different human skills among students,
2. To enhance quality behaviour, to increase Emotional Quotient by learning values.

Module I - Basics of Human Skills

Introduction to Human skills, Types of human skills – Reading, Writing, Listening, Speaking. Basic abilities – Muscular, sensor, mental, social and conceptual. Use of basic abilities in organizational life.

Module II- Understanding Self and Others

Understanding self and others through Johari Window. Journey of self discovery. Analysis of strength and weakness. Goal settings to overcome weakness. Learning - Concepts, Principles of learning, learning through reinforcement, learning through feedbacks, learning by observations, learning through experience

Module III- Human Attitudes And Values

Attitudes - concept, components of attitudes. The attitude formation process . Values- Importance of values, sources of values, five universal values (Truth, Righteous conducts, Peace, Love, Non-violence & sub values.

Module IV- Communication

Meaning- Four functions of communication - control, Motivation, Emotional expression, Information, Characteristics of communication. Written communication- preparation of Resume. Oral communication- Facing an Interview.

Module V - New Skills In Management

Creative style – Emotional Intelligence (E.Q.) – Leadership skills, work style- sales competencies, sports mental skills, conflict management, stress management, Team role skills, critical thinking skills, computing skills.

Books

Basic Managerial Skills For All -E.H. McGrath, Prentice Hall of India Ltd.,

Human Values For Managers - Chakraborty

Organizational Behaviour Through Indian Philosophy-M.N. Mishra, Himalaya Publishing House

Total Quality Management -S.D. Bagade, Himalaya Publishing House

Organizational Behaviour - Luthans Fred

Education to Human Values -Tilak Raj Bhardwaj, Mittal Publication

Personnel Management Edwin - Flippo

MAM 1C05 COMPUTER APPLICATIONS

Course Objective:

The basic objective of the course is to introduce the student to the world of computers and computer technology and to build skills in using IT and understanding the basic concepts of operating system, internet & networking technologies.

Module I

History of computers and classification of computers, Limitation of computer, Application of computers in today's competitive world

Module II

Components of computers, (Hardware) Input –output Devices, Primary & Secondary storage devices, Central Processing Unit

Module III

Software Introduction, Types of s/w, System software, Application software, Operating System, Types of operating Systems, GUI (Windows), CUI (DOS)

Module IV

Introduction to networking, Components, Types of networking, Network Topology (bus, ring, star, mesh, tree), Advantages of network Environment, Network operating system

Module V

Internet Technologies: Introduction to Internet, intranet Extranet, Basis concepts of Internet, DNS, Protocols, Services of Internet, Technology behind internet - What is Website & how to design a website using HTML, Role of Web-Browser - What is VIRUS? , VIRUS Management Tools.

Books:

- Computer Fundamentals: P.K. Sinha, BPB Publication
- An introduction to digital Computer, Rajaraman V. & Radhakrishana T. Design, Prentice Hall of India P. Ltd
- Ms-Office 2000, Vikas Saxena

MAM 2C06 BUSINESS COMMUNICATION

Course Objective:

1. To introduce the students to the importance of the English language and appreciating the language for itself.
2. To also train them in a variety of skills including speaking, reading, writing and listening

Module I: Communication

The process and importance - Principles & benefits of Effective Communication

Module II: Spoken English Communication

Speech Drills on Vowel and consonant sounds - Pronunciation and accent - Intonation, Stress, rhythm - Clarity & Pitch

Module III: Developing Skills

Developing listening skills - Developing speaking skills - Developing Reading Skills - Developing writing Skills

Module IV: Written English communication

Structure of Paragraph - Structure of write-ups - Punctuation

Module V: Comprehension

Listening Comprehension - Reading Comprehension - Unseen Passages – Prose - Man-eater of Malgudi – R. K. Narayan

Books:

- Successful Communications, Malra Treece, Allyn and Bacon
- Effective Technical Communication, M. Ashraf Rizvi.
- M.K. Naik and Shyamala A. Narayan, Indian English Literature: 1980-2000, A Critical Survey, Pencraft, 2001.
- Pier Paolo Piciucco, ed., A Companion to Indian Fiction in English, Atlantic, 2004
- Arvind Krishna Mehrotra, ed., A History of Indian Literature in English, Hurst, 2003

MAM 2L01 FRENCH

Course Objective:

1. To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
2. To give the students an insight into the culture, geography, political situation and economic opportunities available in France.

Module I

Introducing oneself i.e. giving your introduction and taking someone's introduction. Indefinite and definite article. Sound system of the language with special stress on Diphthongs.

Module II

Affirmative, negative and interrogative sentences with the help of simple verbs, i.e. to be, to have.

Likes and dislikes. Giving opinions and expressing the thoughts. Professions, nationalities, countries and related prepositions.

Module III

Simple, present tense with the help of first group verbs. Classroom objects. Use of day to day vocabulary. Counting, Colours. Usage of adjectives with both the genders.

Module IV

Prepositions - Telling and asking time - Days of the Week - Months and seasons of the year.

Module V

Likes and dislikes, Speaking of one's preferences - Taking an appointment - Describing daily routine

Books:

- Nouveau sans Frontiers 1
- Espace1, Forum1, Apprenons le français 1, 2 & 3.

MAM 2L02 GERMAN

Course Objective:

1. To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
2. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Module I: Introduction

Self introduction, Greetings, family Tree - Phonetics - Sound system of the language with special stress on Diphthongs

Module II: Articles

The definite and indefinite articles in masculine, feminine and neuter gender Professions in both the genders, countries and nationalities

Module III: Pronouns

Personal pronouns and the simple possessive pronouns , the use of my, your With the family members

Module IV: Numbers and time

The counting, plural structures and the time - More about Time periods - Weekdays, months, seasons - Adverbs of time and time related prepositions

Module V: Directions

Names of the directions - Asking and telling the directions with the help of a roadmap - Songs -
Und Sie ? Was machen Sie ?

Books :

Wolfgang Hieber, Lernziel Deutsch

Hans-Heinrich Wangler, Sprachkurs Deutsch

Schulz Griesbach , Deutsche Sprachlehre für Ausländer

P.L Aneja , Deutsch Interessant- 1, 2 & 3

MAM 2L03 SPANISH

Course Objective:

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

Module I

Alphabets - Phonetics (sounds and pronunciation of letters/words) - Concept of gender and number - Salutations/Civilities and Greetings

Module II

Cardinal Numbers - Days of the Week - Months of the Year - Seasons Colors

Module III

The verb Llamarse - Self introduction - Basic verbs like 'to be, to have, to work, to eat, to drink, to go etc... in present tense –

Module IV

Common phrases

Module V

Adjectives to describe a person – Professions - Asking and telling directions/way - Vocabulary on food and how to order food

Books:

- Espanol 1 A, B
- Espanol 2 A
- Entre Nosotros
- VEN 1 & 2

MAM 2L04 JAPANESE

Course Objective:

To enable the students to converse in the language with the help of basic verbs and learn the basic rules of grammar that will later help them to strengthen their language.

Module I: Salutations

Self introduction, Asking and answering to small general questions

Module II: Cardinal Numbers

Numerals, Expression of time and period, Days, months

Module III: Tenses & Prepositions

Present Tense, Future tense - Prepositions - Particles, possession, Forming questions

Module IV: Demonstratives

Interrogatives, pronoun and adjectives - Description - Common phrases, Adjectives to describe a person

Module V Schedule

Time Table, everyday routine etc. – Outings - Going to see a movie, Party, friend's house etc.

Books:

- Shin Nihongo no kiso 1
- Teach yourself Japanese.

MAM 2L05 CHINESE

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

Module I

Brief information about china – neighbour, state and capital - The Chinese phonetic Alphabet - Organ of Speech - Practicing of organ of speech in order to produce correct sound of phonetic alphabet.

Module II

Practicing chart on phonetic of beirjing to dialect - Practicing above chart with initial and finals. Practicing of Aspirated and unaspirated consonants.

Module III

Practicing of tones as Chinese is a tonal language consisting of four tones - Practicing of final consonants like an, en, ang, ong, ua, uo, uai, etc. - Practicing of Nasal final an, ex, ang, eng, ong,

Module IV

Changes in the 3rd Tone - Neutral tone - Hello! Hai! Bye! Etc. and a brief dialogue how to introduce yourself - Tone changes of “bu” negative - Practising of uan, uen (-un) uang, ueng, ue, uan, un. - A brief dialogue between two person and practice of new words with four tones - A dialogue and practice of new words with four tones.

Module V

Use of interrogative particle “shenme” - Use of modal particle “ne” to ask questions in a polite way - Use of verb “zou” and how to make sentence - Use of interrogative particle “ma” and “nar”

Books:

- A “Brush Up” Course in Modern Chinese, Thang Xiao Thang Tian Shiqi
- Elementary Chinese Readers Revised Edition Book One.
- Elementary Spoken Chinese, Bai Gexifu, Lieu Lixin, Li Haiyan

MAM 2C07 BUSINESS STATISTICS

Course Objective:

1. To familiarize the students with various statistical tools which can help them in analysis and interpretation of business data.
2. To provide students with hands-on experience to promote the use of statistical thinking and techniques to apply them to make educated decisions whenever there is variation in business data.

Module I: Introduction To Statistics: Definitions, Functions of Statistics, Statistics and computers, Limitation of Statistics, Application of Statistics - Data Collection and Analysis - Methods of Data Collection, Primary And Secondary Data

Module II Measures of Central Tendency and Dispersion : Measures of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation.(Absolute & Relative Measure of Dispersion), Skewness-Karl-Pearson's Coefficient of Skewness, Bowley's Coefficient of Skewness, Kurtosis.

Module III: Correlation Analysis and Regression Analysis : Introduction-Importance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson's coefficient of Correlation (Grouped and Ungrouped). Spearman's Coefficient of Rank Correlation, Rank Correlation for Tied Ranks, Regression Analysis- Concepts of Regression, Difference b/w Correlation and Regression, Regression Lines.

Module IV: Time Series Analysis: Meaning and Significance, Components of Time Series, Trend Measurement, Moving Average Method, Least Square Method (Fitting of Straight Line Only).

Module V: Probability: Introduction, Terminology used in Probability, Definitions of Probability, Mathematical, Statistical and Axiomatic Approach to Probability, Probability Rules-Addition Rule, Multiplication Rule of Probability, Conditional Probability- Bayes Theorem, Problems on Bayes Theorem - Probability Distribution - Discrete Probability Distributions-Binomial Probability Distribution, Poisson Probability Distribution, Properties, Applications, Continuous Probability Distributions-Normal Probability distribution, Properties of the Normal Curve, Applications, Relation b/w distributions.

Books:

- Dr. Aditham B Rao, Quantitative Techniques in Business, Second Edition, Jaico Publications
- Gupta S P, Statistical Methods, S. Chand & Co.
- Kapoor & Sancheti, Business Statistics, Sultan Chand & Sons
- Khanna KK, Prof. Jagjit Singh & Dr. Chandan J S, Business Statistics, 2 ed, Vikas.
- Anderson Sweeney Williams, Statistics for Business and Economics, Eighth ed., Thomson
- Kothari C R, Quantitative Techniques, Third edition, Vikas Publishing House
- Aggarwal B M, Business Statistics, S. Chand & Co.
- Hooda R P, 2002, Introduction to Statistics, Macmillan
- Rubin & Levin, Statistics for Management, Seventh edition, Pearson, Prentice Hall of India.

MAM 2C08 FINANCIAL ACCOUNTING

Course Objective:

To understand the basics of accounting, concept of double entry, recording of the transactions and preparation of financial statements for business organizations and non profit making organization

Module I: Introduction to Accounting - Understanding the meaning, nature, functions and usefulness of accounting, branches of accounting, accounting equation, accounting concepts and Generally Accepted Accounting Principles

Module II: Recording Of Transactions - Concept of double entry. Understanding the Accounting cycle. Preparation of voucher, journal, ledger and trial balance and numerical on the same. Subsidiary Books - Preparation of subsidiary books including purchase book, sales book, and purchase returns book and sales return books and numerical on the same. Cash book, types of cash book and balancing of cash book. Numerical on single column cash book, double column cash book, triple column cash book and petty cash book.

Module III: Financial Statements - Preparation of trading account, manufacturing account, profit and loss account and balance sheet along with adjustments and numerical on the same. - Reconciliation of Bank difference in the balance as per pass book and balance as per cash book. Procedure for preparation of bank reconciliation statement when there is favourable balance and in case of overdraft and numerical on the same.

Module IV: Accounting For Depreciation - Meaning and objectives of providing Accounts - Causes for depreciation. Causes of depreciation. Numerical on Straight Line Method Diminishing Balance Method, Sum of years digits method and machine hour rate method and Depletion method of depreciation. Change in method of depreciation with prospective and retrospective effect.

Module V: Accounting For Non-Profit Making Organizations

Introduction to non-profit making organizations, preparation of Receipts and Payments Account and Income and Expenditure Account . Distinction between profit and loss account and income and expenditure account - Numerical on preparation of income and expenditure accounts and receipts and payments accounts.

Books:

- Principal & Practice of Accountancy: R.L. Gupta & V.K. Gupta, Sultan Chand & Sons, New Delhi
- Advanced accountancy, R.L Gupta & M. Radhaswamy, Sultan Chand & Sons, New Delhi
- Advanced Accountancy , S.N. Maheshwari
- Advanced Accountancy, Jain & Narang, Kalyani Publishers, New Delhi
- Advanced Accounts, M.C Shukla and T.S Grewal, S. Chand & Sons, New Delhi
- Financial Accounting , P.C. Tulsian
- Modern Accountancy, Mukherjee & Hanif

MAM 2C09 Environment Management

Module I: Introduction

Definition - Scope and Importance - Measuring and defining environmental development - indicators – Lithosphere – Hydrosphere – Atmosphere – Biosphere – Biogeochemical cycles – Carbon, Nitrogen and Hydrological Cycle. – Man and Nature relation and interaction with respect to food, Clothing, Shelter and Occupation.

Module II: Basic Principles of ecosystem functioning

Concept of an ecosystem - Structure and function of an ecosystem - Producers, consumers and decomposers - Energy flow in the ecosystem - Food chains, food webs and ecological pyramids - Introduction, types, characteristic features, structure and functions - Forest ecosystem - Grassland ecosystem - Desert ecosystem - Aquatic ecosystems (ponds, streams, lakes, rivers oceans, estuaries)

Module III: Environment and Natural Resources

Forest Resources - Use and over-exploitation - Deforestation - Timber extraction - Mining and dams – their effects on forests and tribal people.- Water Resources - Use and over-utilization of surface and ground water - Floods, droughts - Conflicts over water – Dams - benefits and costs - Mineral resources - Use and exploitation - Effects of extracting and using mineral resources Land resources - Land as a resource - Common property resources - Land degradation - Soil erosion and desertification

Module IV: Environmental Pollution

Welfare Measures and Environmental Values - Definition and Classification of Environmental Values - Valuation Methods - Causes, effects and control measures of - Air pollution - Water pollution - Soil pollution - Marine pollution - Noise pollution - Nuclear hazards - Solid Waste Management - Urban and industrial wastes - Pollution control methods - Disaster management - floods, earthquake, cyclone and landslides.

Module V: Environmental Regulations by Government of India

Design of Environmental Policy - Direct Regulation by Government - Common and Control Instruments - Monitoring and Enforcement of Environmental Regulation.

Books

1. R.C.Sharma & Gurpirsancha, Environmental Studies, Kalyani Publications, New Delhi.
2. R.J.Ranjith Daniel and Jagdish, Environmental Studies, Wiley India, New Delhi.
3. William P. Cunniugham and Barbara Woodworth Saigo, Environmental Science, WBC Publishers.
4. Bernard J. Nebel and Richard T Wright, Environmental Science The way the world works, Prentice Hall, New Delhi.
5. Raven and Berg, Environment, Wiley, New Delhi.

MAM 3C10 Managerial Economics

Objectives:

To acquaint the student with concepts and techniques of micro economic theory and enable them to apply the knowledge in managerial situations.

Module I

Introduction: Economics and managerial decision making; Managerial Economics, Nature and scope of Managerial Economics; Tools of Managerial Economics; The firm and its goals; The Nature of profits; Role of a Managerial Economist.

Module II

Demand and Supply Analysis: Concept of demand, Types of demand Determinants of demand, Law of Demand; Determinants of Supply, Law of supply; Elasticity of demand, Types of Elasticity of demand, Measurement of price elasticity of demand, uses of elasticity of demand; Demand estimation and demand forecasting, Criteria of a good forecast, Techniques of demand forecasting.

Module III

Production and Cost Analysis: Production functions, Long Run and Short Run Production Functions, The Cobb-Douglas Production function, Optimum input combination; Cost concepts, Short- run and Long-run cost functions, Cost curves, Economies of Scale; Introduction to pricing and pricing practices.

Module IV

Market Analysis: Markets, Kinds of Competition; Features of different types of market structures, Price & Output determination under Perfect competition, Monopoly, Monopolistic competition, Oligopoly.

Module V

Macroeconomic concepts: National Income, Measurement of National Income, Uses of National Income Statistics; Business Cycles, Stages of business cycles; Inflation, Types of Inflation, Impact of inflation, Measures to overcome Inflation .

Book:

Dominick Salvatore, Managerial Economics, Oxford Publications,

Paul G Keat, Philip K Y Young and Sreejata Banarjee, Pearson.

Paul A Samuelson, William D Nordhaus, Economics, Tata Mc Graw Hill.

MAM 3C11 Management Principles

Module I: Introduction

The Science and Art of Managing Fayol's Principles of Management, Functions of Management, Skills of a Manager, Productivity Effectiveness. and Efficiency, Social Responsibility.

Module II: Planning

Planning types and process, SMART objectives, Premising, Management by Objectives, Rationality of Decision Making, Decision-Making under uncertainty and risk., Decisionmaking tools

Module III: Organising

Formal and informal organizing, Process of Organising, Departmentation, Span of Control, Line and Staff concepts, Delegation of Authority – Effective Delegation, Decentralisation, Staffing – systems approach to staffing.

Module IV: Control

Assumptions of Human Behaviour, Theories of Motivation, Leadership Styles, Controlling process, Requirements for effective control, control techniques.

Module V: Trends in Management

Understanding work teams, Managing Innovation, Managerial Values, Technology and Management, Culture and Management.

Books:

1. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw-Hill, New Delhi
2. P.C.Tripathy And P.N.Reddy, Principles of Management, Tata McGraw-Hill, New Delhi
3. Richerd L Daft, Principles of Management, Cengage Learning, India Edition, New Delhi.
4. T.Ramasami, Principles of Management, Himalaya Publications, Mumbai.
5. S.P.Robbins, David A Decenzo and Mary Coulter, Fundamentals of Management, Pearson Education, New Delhi.

MAM 3C12 BUSINESS ENVIRONMENT

Course Objective:

The aim of the course is to orient the students towards the basic concepts of Indian and Global Business Environment.

Module I: Introduction

Definition, types of environment, internal environment, external environment, micro-environment, macro environment, environmental analysis and strategic management

Module II: Economic and Social Environment

Nature of economy, structure of economy, Economic Policy, Economic Planning - needs and objectives of various plans, Industrial policy - Social Environment - Business and Society, Objective and importance of business, Business and Culture, Corporate Social responsibility.

Module III: Technological Environment

Technology Policy and Environment, Time lags in technology, Introduction/ absorption of appropriate technology, Impact of technology on globalization, Technology and competitive advantage

Module IV: Regulatory and Political Environment

Regulatory and Political Environment - Indian Governance – Constitutional Highlights, Regulatory Role of the Government

Module V: Global Environment

Role and Functions of WTO, Salient features of Uruguay round, MNC's and international trade, Globalization of world economy and business, Foreign Trade Structure and Policy of India

Books:

Business Environment, Cherunilum, F

Business and Government, Cherunilum, F

Business and Government, Ashwathapa, AK

Indian Economy, Puri and Mishra

MAM 3C13 Elements of Direct and Indirect Taxes

Module I : Introduction : Meaning and terms used: Person, Assessee, Previous year, Assessment year, Income, Gross Total Income, Total Income, Agricultural Income, and Exempted Income – Fully exempted – Partially Exempted - Residential Status: Rules for determining residential status of Individual, HUF, Firm and Company, need to determine residential status, Incidence of tax and residential status, Practical problems.

Module II: Income from Salary: Salary, Allowances, perquisites and retirement benefits, deductions, computation of salary income. Income from House Property: Annual Value, let out property, self occupied properties, deductions, computation of house property income. Income from Business: Depreciation and other permissible deductions, Disallowable expenses, income and expenses of illegal business, computation of Business income - Income from Profession: Computation of Doctors, Lawyers, Chartered Accountants, Engineers.

Module III: Capital gains: Meaning of Capital assets, types of capital assets, transfer, cost of acquisition, cost of improvement, selling expenses, treatment of advance money received, exemptions, computation of capital gains. - Income from other sources : Specific income, deductions, grossing-up, computation of income from other sources, practical problems.

Module IV: CUSTOMS DUTY Chargeability - Important Terms and Definitions - Procedure for Imports - Procedure for Exports - Customs Tariff Act - Warehousing - Baggage - Stores - Postal Imports - Powers of Customs Authorities (Theory and Problems).CENTRAL EXCISE Chargeability - Meaning of goods and excisable goods - Deemed Manufacture - Manufacturer - Central Excise Tariff Act - Principles of Classification - Valuation of Excisable goods - Specific duty vs. Advalorem duty - Maximum Retail Sale Price - Cenvat Credit - Registration Procedure, Penalties and Prosecution - Appeals (Theory and Problems).

Module V: CENTRAL SALES TAX Historical Background - Important Terms and Definitions - Meaning of Inter State Sale – Sale outside the State - Sale in the course of Import or Export - Determination of Taxable Turnover - Registration - Declared Goods - Offences and Penalties - (Theory and Problems).APVAT Historical Background - Important Terms and Definitions - Statement of Objects and Reasons - Incidence, Levy and Collection of Tax - Returns and Assessments - Payment and Recovery of Tax - Refund of Tax - Appeals and Revisions Records - Offences and Penalties - Determination of tax liability - (Theory and Problems).SERVICE TAX Chargeability - An overview of specified taxable services - Registration - Valuation - Cenvat Credit - Offences - Penalties and Prosecution (Theory Only).

Books:

1. V. K. SAREEN and MAY SHARMA, Indirect Taxes, Kalyani Publishers, New Delhi.
2. Gaure & Narang, Elementary Income Tax, Kalyani Publishers, New Delhi.
3. T.V.R.SATYAN PRASAD, APVAT, Asia Law House, New Delhi.
4. P . VEERA REDDY, Guide to Service Tax Asia Law House, New Delhi.
5. V.S.DATEY, Indirect Taxes, Taxmann Publications, New Delhi.
6. .Bhaghavathi Prasad, Law and Practice of Income tax, New Age International Publisher, New Delhi.
7. Vinod K. Singhania, Direct Taxes Law and Practices, Taxmann Publications, New Delhi.
8. Government of India- Latest Income Tax Manual
9. Income Tax Act and Latest Finance Act

MAM 3C14 PUBLIC RELATIONS MANAGEMENT

Objective:

Aimed at developing in students an understanding of Corporate Image and the tools of Public relations applicable in today's business scenario.

Module I: Corporate image

Understanding Corporate Image, Corporate Image Building: A Marketing Exercise, an overview to Marketing, understanding the Marketing Mix – Product, Price, Place, Promotion - Corporate Image and Society

Module II: Marketing Communications

Role in Corporate Image Building, introduction to the tools used for marketing communication – Advertising, Visual Corporate Identity, Public Relations, Sales Promotion, Direct Marketing, Sales Management, Sponsorships, Exhibitions, Packaging, Merchandising and Point-of-Purchase Materials, E-Marketing and Customer Service

Module III: Public Relations

Understanding Public Relations, Role and Scope of PR, Corporate Image and PR, PR as part of Marketing Communications - Exercising PR - In-house PR, PR Agencies, Modes of PR and Media Handling, PR Events, Crisis Management in Public Relations

Module IV: PR Publications

In-house Journals, Ghost Writing, Media Writing, Press releases, brochures.

Module V: Research in Public Relations

Building Information Resources, Areas of PR research: Public Opinion Research, Media Tracking, Content Analysis, Campaign Examination, Benchmark Studies,

Books:

- Public Relations: Principles, Cases and Problems, H. Frazier Moore, Frank B. Kalupa
- Marketing Management, Philip Kotler
- Integrated Marketing Communications, PR Smith with Jonathan Taylor
- IMC, Tom Duncan

MAM 4C15 ENTREPRENEURSHIP

Course Objective:

To give the student a broad understanding of the field for Entrepreneurship and review the factors critical to success in today's new venture environment.

Module I

The Entrepreneurial Psyche: Psychology of enterprise, The entrepreneurial urge, Concept of Entrepreneurship, Entrepreneur as an Individual, Motivation, attitudes, attributes, skill sets, competencies, Optimization vs. managing, Types of Entrepreneurs, profiling an entrepreneur, Profile dissection, and creation of an appropriate profile.

Module II

Development of entrepreneurship and entrepreneurship: Definition of entrepreneurship and entrepreneurship; The Entrepreneurial Revolution, Entrepreneurship: An Evolving Concept, economic and non-economic influences on entrepreneurship; the current status of entrepreneurship in selected countries; entrepreneurship models - aspiring entrepreneurs, opportunistic entrepreneurs, collaborative affiliation, venture incubator.

Module III

Analysis of entrepreneur and entrepreneurship: Understanding the Entrepreneurial Perspective in Individuals, Profiling the entrepreneur / entrepreneurship - traits, skills and activities analysis; innovation and the entrepreneur / entrepreneurship; risk and rewards to the entrepreneur; entrepreneurial stress and coping mechanisms. Developing Creativity and Understanding Innovation, Ethical and Social Responsibility Challenges for Entrepreneurs

Module IV

History of Entrepreneurship: Introduction of the history and culture of entrepreneurship in India, the history of economic thought with an emphasis on the theory of entrepreneurship. The Role of Entrepreneurs / Small Business in the Indian Economy / Global Economy. The Legitimacy of entrepreneurship in India. Social norms and beliefs; understanding one's composite culture; consumer behavior and requirements; the ever-changing nature of norms and beliefs and how to make this work for you. The psychological motivations for achievement. A historical and comparative study of what works/has worked in India and how this compares with other countries like China, Taiwan, Korea, US, Japan, Germany, U.K. etc. Biographies of select Indian and Global entrepreneurs.

Module V

The interface: Entrepreneurial experiences (interactive Session by entrepreneurs)

Books:

- Entrepreneurship: Perspectives and Cases, Paul Westhead et al, Pearson, 2011
- The Entrepreneurial Personality: Concepts, Cases and Categories, Chell, E., Haworth, J.M. & Brearley, S.S., London: Routledge,
- Innovation and Entrepreneurship, Drucker, P., Heinemann
- Entrepreneurship, Hisrich R. and Peters M., McGraw Hill
- Entrepreneurship, Creativity and Organization, Kao, J Prentice Hall.
- Entrepreneurship, Kao, R., Prentice-Hall.
- BizPlan Builder, Kapron J.E., South-Western College Publishing.
- Entrepreneurship – A Contemporary Approach, Kuratko D. & Hodgetts R., Dryden.
- The Entrepreneurial Manager, Minkes, A.L., Penquin.
- Entrepreneurship and Technology, Phan, P.H., Information Age.
- Managing Innovation, Tidd J., Bessant J. & Pavitt K., John Wiley & Sons.

MAM 4C16 STRATEGIC MANAGEMENT

Course Objective:

The aim of the course is to orient the students in theories and practices of Strategic Management so as to apply the acquired knowledge in formulation and implementation of strategies for better decision making. This is a gateway to the real world of management and decision making.

Module I: Introduction

Planning, Evolution of strategic management, Concept of Corporate Strategy, Patterns of Strategy Development, Levels of strategy.

Module II:

Mission, Vision and Business Definition.

Module III: Strategic Analysis

Environmental Threat and Opportunity Profile (ETOP), Industry Analysis, Strategic Advantage Profile (SAP), Competitor Analysis, Market Analysis, Environmental Analysis and dealing with uncertainty, Scenario Analysis and SWOT Analysis.

Module IV: Strategic Choice

Traditional Approach -Strategic alternatives, various models - BCG, GE Nine Cell Matrix, Hofer's Model, and Strickland's Grand Strategy Selection Matrix, SWOT and its Impact, Basis of Choice.

Strategic Choice - Michael Porter's Approach: Michael Porter's Model, Generic competitive strategies, Cost advantage, Differentiation, Technology and Competitive advantage.

Strategic Choice: Coevolving, Patching, Strategy as simple rules.

Module V: Strategic Implementation

Operationalizing Strategy, Institutionalizing Strategy, Strategic Control.

Books:

- Business Policy and Strategic Mgmt., Jauch & Glueck
- Strategic Planning, Pearce & Robinson
- Strategic Planning, Ramaswamy & Namakumari
- Competitive Advantage, Michael E. Porter
- Business Policy and Strategic Mgmt., Thomson & Strickland, Prentice Hall of India

MAM 4C17 RESEARCH METHODOLOGY

Objectives:

- To understand the process of doing research in business and other social sciences
- To acquire required skills to undertake research projects as part of the curriculum
- To enable to acquire required skills to undertake research projects for the business and commerce

Module I

Research— concepts – research methodology – approaches to business and social research – scientific methods – types of research – research designs.

Module II

Formulation and planning of research - selection of problem – setting of objectives - formulation – hypotheses – measurement of variables – research plan – literature review – conducting the research

Module III

Data collection— primary data – methods and techniques of primary data – secondary data – methods and techniques – interviews – surveys – census and sample surveys – Editing, classification and codification of data – using computer packages.

Module IV

Data Analysis – qualitative data analysis – descriptive quantitative data analysis – tests of measurement and quality – using computer packages

Module V

Writing and presenting the report—planning report writing —report format – footnotes and bibliography - presentation – report generation and presentation using computer packages

Books:

1. Mathew David & Carole D. Sutton, Social Research: The Basics, Sage Publications, New Delhi
2. O.R. Krishnaswami, Methodology of Research in Social Sciences, Himalaya Publishing House, Mumbai.
3. Ajai S. Gaur and Sanjaya S. Gaur: Statistical methods for practice and Research, Sage Publishers.
4. Deepak Chawla & Neena Sondhi, Research Methodology, Vikas Publishers, 2011
5. Naval Bajpai, Business Research Methods, Pearson, 2013
6. CR Kothari, Research Methods and Techniques, New Age International, New Delhi

MAM 4C18 LEGAL ASPECTS OF BUSINESS

Course Objectives:

To give insight to various Business and Economic Laws so that the students are able to interpret the provisions of some of the important laws and apply the same in commercial and industrial enterprises.

Module I: Legal Environment of Business

Environment of Business, Its importance, Legal environment of business.

Module II: Indian Contract Act, 1872 and Law of Torts

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge - Law of Torts - Meaning of tort – Contractual and Tortious Liability, Application of Tortious Liability in Business Situations.

Module III: Indian Sale of Goods Act, 1930 and Negotiable Instrument Act, 1881

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease - Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller - Negotiable Instruments Act, 1881 - Meaning of Negotiability and Negotiable Instruments – Cheques, Bill of Exchange and Promissory Note – Crossing of Cheques – Endorsement – Dishonour of Cheques.

Module IV: Elements of Company Law

Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors and Winding up of Company.

Module V: Consumer Protection Act, 1986 and Miscellaneous Acts

Need for Consumer Protection – Meaning of Consumer – Different redressal agencies for Consumers, Rights of Consumers, Unfair Trade Practices, Procedure for Filing Complaints - Miscellaneous Acts - Provisions of Central Sales Tax Act and Central Excise Act, Provisions of Income Tax Act relating to individuals, Calculation of Tax Liability under the head Salary Income.

Books:

- Gulshan SS (2003), “Elements of Mercantile Law”, Excel Books, New Delhi
- MC Kuchhal, Business and Industrial Laws, Vikas Publishing House, New Delhi
- ND Kapoor, Legal and Regulatory Framework of Business, Sulthan Chand & Sons, New Delhi
- PPS Gogna, Business Law and Company Law, S.Chand, New Delhi
- Tusian, Business Law, Tata McGraw Hill, New Delhi
- BS Moshal, Business and Corporate Law, Anebooks, New Delhi

MAM 4C18 MANAGEMENT OF CO-OPERATIVES

Course objective:

This course is designed to provide the basic knowledge on the different foundational aspects of cooperative organizations. It provides foundational knowledge on basic principles and practices of cooperatives in general, it enable the students with necessary skills to manage cooperatives at grass root level and acquaint the students with problems and prospects of cooperatives.

Module I: Introduction: Meaning, definition and characteristics of co-operatives- functions of cooperatives- Role and Importance of cooperatives- Fundamental principles of cooperatives- Difference between cooperatives and other business organizations (Public and Private Enterprises).

Module II: Development of Cooperatives: International Cooperatives Alliances (1CA): Inception and Role- Origin and development of cooperatives (Traditional and Modern Cooperatives)- Role of civic societies and the State in the cooperatives movement- Development of Cooperative Movement in India.

Module III: Legal Framework of Cooperatives: Cooperative Act 191: Introduction, features and major provisions- Cooperative Rules : Features and major provisions- Procedures of formation, registration, renewal and termination of cooperatives.

Module IV: Institutional Arrangements of Cooperatives- Types of Cooperatives- housing-farming-credit-industrial,- Department of Cooperatives: Role and functions- National Cooperative Development Board: Introduction, composition, objectives-role and functions-• Cooperative Bank: Formation, objectives, role and functions- Unions and federations.

Module V: Emerging Trends of Cooperatives: Concept and importance- New Frontiers in cooperatives: Women empowerment, poverty reduction-employment generation, local resource mobilization and community awareness.

Books:

1. Bedi, R.D., *Theory, History and Practice of Co-operation*, R. Lall publishers.
2. Co-operative Act 1912 and Rules (with amendments)
3. Hazela, T.N., *Principles, Problems & Practices of Co-operation*.
4. Kamat, S.S., *New Dimensions of Co-operative Management*.
5. Saradha, V., *The Theory of Co-operation*, Himalaya Publishing House.

MAM 5C20 ORGANIZATIONAL BEHAVIOUR

Course Objective:

The objective of this course is to familiarize the students with the behavioural patterns of Human beings at individual and group levels.

Module I: Understanding Human Behaviour

The concept, Nature and Significance of Human Behaviour, Factors Effecting Human Behaviour, Levels of Human Behaviour; S-O-B-A Model of Human Behaviour - Individual Behaviour - Individual Differences; Personality and Theories of Personality; Perception; Learning and Behaviour reinforcement; Classical Conditioning Theory of Learning.

Module II: Motivation

Concept, Significance and Theories of Motivation, Motivation and Behaviour, Motivation at Work, Modification, Attitudes, Meaning and nature, Formation and change attitudes, Job related attitudes.

Module III: Interpersonal Behaviour

Interpersonal Dimensions of Behaviour; Transactional Analysis Implications of TA, Organizational communication, Barriers in communication making communication effective, Types of communication.

Module IV: Group Behaviour and Leadership

Group Behaviour; Types, Functions, Determinants of Group Behaviour, Inter Group Problems - Leadership - Nature and Significance of Leadership, Leadership Styles, Theories of Leadership; Trait Theory, Behavioural Theory, Managerial Grid.

Module V: Change and Conflicts

Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development, Definition, Need for organization development, Organization development process.

Books:

- Organisational Behaviour, Stephen Robins, Pearson, New Delhi
- Organisational Behaviour, MC Shane, Tata McGraw Hill, New Delhi
- Organisational Behaviour, Chandan JS, Vikas Publishing House, New Delhi
- Organisational Behaviour, K, Ashwathappa
- Organisational Behaviour, LM Prasad, Sulthan Chand & Sons, New Delhi

MAM 5C21 FINANCIAL MANAGEMENT

Objective:

This course is a "nut and bolts" course on Finance where the basic Financial decisions will be explained through problems and exercises, thus giving the student an understanding and a feel for Financial decision making.

Module I: Introduction to Financial Management

Financial Environment, Indian Financial System, Sources of Finance, External Financing Requirements, Changing Role of Finance Managers, Objectives of the firm, Evolution of Financial Management, Key activities of Finance Manager, Organization of Finance

Module II: Mathematics of Finance

Concept of Time value of Money, Process of Compounding and Discounting, Future Value of a Single amount, Future Value of an Annuity, Present Value of a Single Amount, Present Value of an Annuity, Basics of Risk and Return

Module III: Basics of Capital Budgeting

Basics of Capital Budgeting, Preparation of capital budgeting proposal, Investment criteria – NPV, IRR, PI, Payback, ARR

Module IV: Advanced techniques of Capital Budgeting

Risk Analysis of Capital Budgeting, Decision tree analysis, Project simulation models.

Module V: Working Capital Management

Short Term Asset Management and Financing Policies - Factors influencing working capital policy, Operating cycle analysis, Management of inventory and receivables, Management of cash and marketable securities, Financing of working capital.

Books

- Fundamentals of Financial Management, Prasanna Chandra, Tata McGraw Hill, New Delhi
- Financial Management, I.M. Pandey, Vikas Publishing House, New Delhi
- Financial Management & Policy, Van Horne J.C., Prentice Hall of India, New Delhi

MAM 5C22 PROJECT MANAGEMENT

Objective:

To provide a thorough understanding to the student to enable them to apply criteria of selection for identification of a project and carry out a rational appraisal. He should be able to do planning and network scheduling, including the use of PERT. He should be familiar with project control systems.

Module I

Philosophy and Context of Project Management, Definitions, Concept of Projects, Project Management, Project Goals, Project Functions, Categories of Projects, Phases of Projects, Project Life Cycle, System Development Cycle.

Module II

Project Selection and Appraisal, Criteria for Project Selection, Identification of projects, Project Appraisal: Technical, Commercial, Economic, Financial Management appraisal, Project approval.

Module III

Project Planning and Organization, Planning steps, Master plan, Project Activity, Project Coordination, Scheduling Charts, Work Breakdown Structure, Project Organization: Pure, Matrix, Mixed; Project Team.

Module IV

Network Techniques and Scheduling, Estimating activity time, slack time, Logic Diagrams, Critical Path, PERT, CPM, GERT, Resource Loading, Allocation, Crashing and Leveling, Constrained Resource Scheduling.

Module V

Project Control, Control Process, Control as a Function of Management, Auditing/Examination, Causes for failures, Risk in projects, Project Termination Process.

Books

- Project Management, Nagarajan, New Age, New Delhi
- Project Management for Business & Technology, John M Nicholas, Prentice Hall of India
- Project Management- A Managerial Approach, Meredith & Mantel, John Wiley
- Project Management, Harvey Maylor, Pitman
- Project Management, Harold Kerzner, CBS
- Project Management, Ramaraju Thirumalai, Himalaya Publishing House
- Project Management, A Managerial Approach, Meredith & Mantel, John Wiley

MAM 5C23 BUSINESS ETHICS

Module I

Ethics – Meaning, Definition, Objectives. Sources, Types – Ethics and Business – Need, Importance, Nature, Scope and Objectives – Myths about Business Ethics – Ethics and the Organisation – Running an ethical business

Module II

Ethics in Marketing: Ethics in areas of advertising, new product pricing, product packaging and labeling, personal selling, International marketing, Supply Chain Management – Criticism of ethics in marketing – Establishing ethical standards – Ethics in Retail Business

Module III

Ethics in HRM: Privacy issues – psychological expectation model – Restructuring and layoffs – wages empowerment of the weakest and unique – advancement of women in the workforce – Human Quality Development – Sexual harassment – Discrimination – Whistle Blowing Vs. Organisational loyalty – Employer rights and responsibilities

Module IV

Ethics in Production and Operations Management – Ethics in Finance Specific laws that affect retailers

Module V

Ethics in global business – Ethical International decision-making methods – Corporate Responsibility and the environment.

BOOKS

C S V Murthy – Business Ethics – Text and Cases, Himalaya Publishing House, Second Edition.
Joseph W Weiss, Business Ethics – A Stakeholder and Issues Management Approach – Thomson (South – Western), Third edition.
Swapna Pradhan, Retailing Management – Text and Cases – Tata McGraw Hill, Second Edition.
Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition.

MAM 5C24 EXPORT IMPORT PROCEDURES

Module I: Introduction to Exporting, Export documentation Framework – the need, documents as per requirement of a) the contract b) Govt. of India c) Importing country d) for claiming export assistance. Export Correspondence.

Module II: Documents for processing export order and legal implications: Processing of an Export Order & Payment Terms, INCO Terms, Foreign Exchange Regulation Act and Introduction to FEMA, Import Procedure and Documentation, Reading and understanding an L/C. Notified and Specified goods, Prohibition on Importation and Exportation of Goods.

Module III: Central Excise Clearance: Customs Clearance of Export Cargo, Customs Clearance of Import Cargo, Role of Excise Department, customs act 1962- other acts relating to export/import - Role of Clearing and Forwarding Agents, Shipment of Export Cargo, Exports; Packaging & Tests: Mechanical tests - Climatic tests - Stretch Wrapping - Cushioning materials - Shrink packaging - packaging cost - International Care labeling code etc.

Module IV: EXIM Policy Framework: EPCG Scheme, Duty Exemption Pass Book Scheme, Export Oriented Units and Special Economic Zone, Exercise on Negotiation of Export Documents, Working of DGFT & JCCIE.

Module V: Marine Insurance, Risk management in Exports & Imports, Marine insurance markets in India and abroad -- GIC and its subsidiaries; Marine Insurance Types, Claiming insurance, Cargo Insurance claims -- types of losses/expenses; salvage and sue & labor expenses; forwarding charges, extra charges; cargo claims -- surveys, documentation and procedure; standard, non-standard and ex-gratia claims. Legal aspects of insurer's recovery claims against ship-owner.

Books:

1. International Trade and Export Management.- Francis Cherunilam. HPH, Mumbai
2. Export Marketing-Rathpr and Rathor- Himalaya Publications, Mumbai
3. Export Management-D.C. Kapoor- Vikas Publications, New Delhi
4. How to Export, Nabhi Publications
5. Czinkota, International Marketing,
6. Booklet on Export Procedures and Documentation – RBI Mumbai
7. Handbook of EXIM Procedures and Documentation – Govt. of India Publication Division
8. Handbook of DGFT Publications – Ministry of Commerce, Govt. of India.

MAM 6C25 MARKETING MANAGEMENT

Module I:

Need, Want and Demand; Marketing; Marketing Orientations; Marketing Environment; Buyer Behaviour; Marketing Planning Process; Consumer value and satisfaction; Identification and Analysis of Competitors

Module II:

Market Segmentation, Targeting and Positioning strategies; Marketing Mix; The product; New Product Development; Product Life Cycle; Product Mix decisions; Branding; Packaging and Labeling

Module III:

Pricing Decisions; Factors influencing Price – five “C”s; Pricing Strategies; New product pricing; Price adjustment strategies

Module IV:

Distribution Decisions; Channel alternatives; Choice of Channel; Channel Management, Channel Dynamics, Managing promotion Mix; Advertising, Personal selling, Sales Promotion and publicity, Integrated Marketing Communication.

Module V:

Marketing Control techniques; Marketing Audit; Social Marketing; Green Marketing; Web Marketing

Books:

1. Philip Kotler and Gary Armstrong - Principles of Marketing
2. Stanton - Fundamentals of Marketing Management
3. V.S.Ramaswamy and S.Namakumari - Marketing Management
4. Byod Walker et..al , Marketing Management, MGH, New Delhi
5. Kotler and Keller, Marketing Management, Prentice Hall of India, New Delhi
6. Etzel, Walker, Stanton and Pandit, Marketing: Concepts and Cases, TMH – New Delhi
7. Philip Kotler - Marketing Management
8. Case Studies in Marketing - Indian Context - R. Srinivas
9. Case study solutions - H. Kaushal
10. Marketing Management - Rajan Saxena

MAM 6C26 CREATIVITY AND INNOVATION

Course Objective:

The main purpose of this course is to acquaint the participants about various modes of getting the technological expertise for setting up a new venture. This course will also cover the entire spectrum of technical invention and innovation, which are taking place around the globe.

Module I

Trends in Creativity and new Technology

Module II: Managing Technology

The need and objectives of the technical expertise in a new venture, Steps involved in sourcing the new technology, Preparation and finalization of the feasibility report. Generation of an enquiry for the required technology, Stages involved in the enquiry generation process, Profile matching of the new technology with the new venture. Types of technical specifications, Categorization of the technical specifications on the basis of the requirement of the new venture, Registration of the technology with the competent authority and steps involved with it (This will be covering the areas of patents and trademarks as well).

Problems in the sourcing the technology, Price negotiation for a technology, Profiling the desired technology in the product and service category (This module will also deal with some case analysis and simulations so as to give the participants a more comprehensive picture)us steps involved during this phase.

Module III

Innovation & Creativity

Books:

- Holt , David H. Entrepreneurship by Prentice Hall of India, New Delhi
- Barker Alan, Creativity for Managers, Excel Books, New Delhi
- Gupta S.L. and Taneja Satish , Galgotia Publication
- Journal for Entrepreneurial Development , Published by Entrepreneurial Development Institute of India
- Porter Michael , Techniques for analyzing the Industries and Competitors , Forseman Publication
- Bird Barabara , Entrepreneurial Behaviour , Harper Publication
- Henderson James , Obtaining Venture Financing , Lexington Publication

MAM 6C27 Company Law

Module I: Company

Company - Definition - Kinds of companies -Features, Privileges of private companies - Conversion of private companies into public companies - Company law in India - Incorporation of a company - Procedure for incorporation - Certificate of incorporation – Promoter – Preliminary or pre – Incorporation contracts – Commencement of business – Memorandum of association – Article of association – Prospectus – Commencement of business – Doctrine of Indoor management.

Module II: Share Capital

Share capital - Kinds of share capital - Alteration of capital –Voting rights – Shares – Types of shares-Application and allotment of shares –Share certificate-Share warrants- Transfer and transmission of shares –Debentures - Definition - kinds of debentures – Rights of debenture holder – Register of debenture and debenture holders.

Module III: Members

Members – Shareholders – Register and index of member, rights and duties – Meeting and resolutions-Kinds of meeting –Statutory meeting –Annual General meeting – Extra ordinary meeting –Meetings of Directors –kinds of resolution –Minutes- Powers of NCLT

Module IV: Management

Management of companies - Directors - Appointment, qualification, removal, powers and duties - Legal position - Managerial remuneration-Principles of majority rule -Prevention of oppression and mis-management.

Module V: Winding up

Winding up – Meaning of winding up-Modes of winding up – winding up by the court – Powers of the court - consequences of winding up order – Procedure of winding up by the court – Contributory – Voluntary winding up – Winding up Subject to Supervision of Court – Consequences of Winding up. Companies incorporated outside India - Offences and Penalties

Books

- 1.N.D. Kapoor, Company Law and Secretarial Practice, Sultan Chand & Sons, New Delhi.
2. Avtar Singh, Company Law, Eastern Publications, New Delhi., Lucknow
3. Reddy Appannaiah, Company Law and Secretarial Practice, Himalaya Publishing House, Mumbai.
4. P.P.S.Gogna, Company law, S.Chand & Co. Ltd. New Delhi.

MAM 6C28 INFORMATION SYSTEMS

Objectives:

1. To understand the process of information generation and communication in organisations
2. To understand the process of IT application development and use in organisations
3. To provide a basic understanding about security issues of information resources.

Module I Evolution of MIS: Concepts; framework for understanding and designing MIS in an organisation; MIS and other related disciplines: MIS and Management Accounting, MIS and Computer Science, MIS and OR, MIS and Organisational Behaviour, MIS and Management. Concept of information; definition, features, types, process of generation and communication; quality and value of information; information overload; techniques for managing overload; summarizing; filtering; inferences and message routing. System concept; definition, types and characteristics of system-control in systems : feedback: positive and negative; negative feedback control system, input, process and output control; law of requisite variety.

Module II: Structure of MIS: Basic structural concepts: formal and informal information systems; public and private information systems; multiple approaches to the structure of MIS: Operational elements (physical components, process, outputs for users), activity subsystems, functional subsystems and decision support – synthesis of multiple approaches into a conceptual structure for MIS.

Module III: Information systems: Transaction Processing Systems, Office Automation Systems, Information Reporting Systems, Decision Support Systems, Executive Support Systems, expert systems and Enterprise Resource Planning Systems.

Module IV: Systems Development and Implementation: System development methodologies; SDLC approach; prototyping approach and user development approach- Systems Analysis; systems Design; Concepts of database and database design; system implementation; management of information system projects; system documentation – information system audit.

Module V: Computer Networks: LAN, WAN; topologies; distributed data processing and client/server computing. Security of information resources; threats to information resources; security systems for risk management – social and ethical issues of information technology.

Books:

1. O'Brien, James A: Management Information Systems, Tata McGraw Hill, New Delhi
2. George M.Scott: Management Information Systems, McGraw Hill Book Company, New Delhi.
3. Schultheis, Robert and Summer, Mary: Management Information Systems, Tata McGraw Hill, New Delhi.
4. Gordon B Davis, et.al: Management Information Systems, Prentice Hall of India, New Delhi.
5. Kenneth C. Laudon and Jane P. Laudon: Management Information Systems – Managing the Digital Firm, Pearson Education Asia, New Delhi.
6. Effy Oz, Management Information Systems, Vikas Publishing House, New Delhi.
7. Haag, Cummings and Mccubbrey: Management Information Systems for the Information Age, Tata McGraw Hill, New Delhi, 2004

MAM 7C29 COST MANAGEMENT

* To understand the concepts of cost and its behaviour

- To learn to design cost control measures and to effectively manage costs.

Module I

Concepts of cost; fixed cost, variable cost, semi variable cost, incremental cost, marginal cost; opportunity cost; cost centre, profit centre and investment centre; Cost behavior; Preparation of Cost Sheet.

Module II

Responsibility Accounting; Responsibility centres; Cost Centre, Profit centre and investment centre – Budgeting; Fixed, flexible and Zero base budgets; Performance Budgeting.

Module III

Marginal Costing; Breakeven Analysis — Cost Volume Profit Analysis — make or buy decision - Standard costing; Variance analysis – Material variance; Price variance and Overhead variance.

Module IV

Inventory cost management; EOQ, Inventory control tools; ABC Analysis; VED analysis; Perpetual inventory; JIT inventory; Budgetary control. Labour cost management; Linkage wages and salaries to productivity

Module V

Overhead Cost Management; Nature of overhead costs; Volume of production and overhead costs

Books:

1. Hilton, Maher and Selto, Cost Management, Tata Mc Graw Hill, New Delhi, 2004
2. Blocher and Chen: Cost Management—Mc Graw Hill
3. Eldenburg, Cost Management; Measuring, Monitoring and Motivating Performance, Wiley-India, New Delhi
4. Ravi M. Kishore, Cost Management, Taxmann
5. Jain & Narang, Cost Accounting, Kalyani Publications
6. BM Lall and IC Jain, Cost Accounting; Principles and Practices, Prentice Hall of India

MAM 7C30 MANAGEMENT SCIENCE

Module I

Management Science: Scope and importance; Linear Programming- Applications, advantages and disadvantages – formulation of problem - assumptions - Graphic and simplex methods - Duality and shadow pricing; sensitivity analysis- simple problems.

Module II

Transportation and Assignment Problem - Transportation model and its applications in business problems - without degeneracy. Assignment Model and its applications to solution of business problems.

Module III

Decision theory: framework; payoff tables; regret tables; Decision under certainty, uncertainty and risk; methods of incorporating risk; value of perfect information; Decision tree and its uses.

Module IV

Network Analysis: Construction of network diagramme – CPM and PERT – Time Analysis, Cost Analysis – Time cost trade off - crashing

Module V

Queuing Theory: Structure, assumptions, uses and characteristics. Single channel with infinite population – multiple channel with infinite population – Simulation: concepts and applications. Monte Carlo Simulation – limitations of simulation – simulation through computer software

Books:

1. Hillier ,Frederick S and Hillier, Mark S: Introduction to Management Science, Tata McGraw Hill, New Delhi 2004.
2. Mathur , K and Solow, D, Management Science, Eaglewood Cliffs, New Jersey Prentice Hall Inc, 1994.
3. Theirouf, R.J. and Klekamp, R.C.: Decision Making Through Operations Research, John Wiley, New York 1989.
4. Hillier, Frederick S and Lieberman, Gerald J: Introduction to Operations Research, Tata McGraw Hill, New Delhi 2003.
5. Narang A.S., Linear Programming and Decision making, Sultan Chand, New Delhi 1995.
6. Hamdy A. Taha, Operations Research, Pearson, 2012.

MAM 7C31 INVESTMENT MANAGEMENT

Objectives:

1. To understand the characteristics of securities markets and the instruments traded therein
2. To be able to analyze risk and return of securities and manage portfolios of investments.

Module I

Investment –meaning and definition-Objectives of Investment - types of investment— Security markets; Primary market/new issue market; functions of primary market; right issue, book building, private placement; organised stock exchanges; functions of stock exchanges; listing of securities; trading and operational mechanism of stock exchanges; settlement and clearing; Dematerialisation.

Module II

Valuation of securities – bond and equity valuation –Concepts of risk and return – systematic and unsystematic risk; risk and return of securities; risk and return of a portfolio; Numerical problems in bond and equity valuation, return and risk of securities and portfolio and calculation of security and portfolio beta to be covered.

Module III

Security analysis – fundamental analysis: economic, industry and company analyses- technical analysis : meaning of technical analysis; basic principles of technical analysis; Dow Theory; chart patterns; Elliot wave theory; mathematical and technical indicators: EMA, ROC, RSI and MACD (theory only); Market Indicators: Breadth of the market and Odd-lot index; Efficient Market Hypothesis: weak form, semi-strong form and strong form of efficient market hypothesis.

Module IV

Portfolio management – Portfolio analysis: risk and return of a portfolio; diversification of risk - Portfolio selection: Markowitz's Efficient frontier theorem; Sharpe's single index model; Capital Asset Pricing Model (CAPM)- Portfolio evaluation –methods of evaluation- portfolio revision (theory only) - Numerical problems in portfolio risk and return, Sharpe's single index model, Capital Asset Pricing Model (CAPM) and Portfolio Evaluation to be covered.

Module V

Institutional arrangement for security investments-SEBI and its functions- Mutual funds: meaning; concepts; types of mutual funds-merchant bankers: concept of merchant banking; services provided by merchant bankers - Depositories and Depository participants; functions of depository; Dematerialization; NSDL and CSDL - Credit rating services.

(50 % theory and 50% problems)

Books:

1. Gordon J Alexander, William F Sharpe, and Jeffery V Bailey: "Fundamentals of Investments, Prentice-Hall of India Private Limited, New Delhi
2. S. Kevin: "Security analysis and portfolio Management", Prentice-Hall of India Private Limited, New Delhi.
3. Punithavathy Pandian, "Security Analysis and Portfolio Management ", Vikas Publishing House Pvt Ltd, New Delhi.
4. K. Sasidharan & Alex K. Mathews, Security Analysis & Portfolio Management, Tata McGraw Hill, 2011

MAM 7C32 SUPPLY CHAIN MANAGEMENT

Course objectives:

- To understand the concepts, practices and importance of logistics management and supply chain management and
- To develop skills and competence to design and operate logistics facilities.

Module I

Introduction to Logistics and its interface with Production and Marketing; Measures of logistics; Physical distribution and logistics.- Logistics Systems Analysis and Design; Warehousing and Distributing Centres; Location. Transportation Systems: Facilities and Services; Dispatch and Routing Decisions and Models; Inventory Management Decisions.

Module II

Logistics Audit and Control; Packaging and Material Handling; International Logistics Management; Logistics Future Directions. Warehousing and Storage-- Transportation- land, water and air.

Module III

Introduction of supply chain-logistics and supply chain—functional coordination— supply chain relationship—cooperation and collaboration with supply chain partners—supply chain synergy.

Module IV

Supply chain value strategy—supply chain flow cycle- demand management.-- supply chain information system—inter company and intra company information- relationship marketing and supply chain management.

Module V

Strategic Vs tactical supply chain strategy—supply chain strategy and reward structure-supply chain control system.

Books:

1. Bowersox, D.J. and Closs, D.J.: Logistics Management: A System Integration of Physical Distribution, Tata McGraw Hill, New Delhi 1996.
2. Ballou, Renald H.: Business Logistics Management' Prentice Hall Inc, Englewood Cliffs, New York 1992.
3. Beal K.,:A Management Guide to Logistics Engineering, Institute of Production Engineering, USA 1990.
4. Martin Christopher: Logistics and Supply Chain Management, Pearson, 2011.
5. Shapiro, R: Logistics Strategy: Cases and Concepts, West, St. Paul, 1995.
6. John T. Mentzer: Fundamentals of supply chain management—Response books.
7. Chopra, Sunil and Peter Meindle: Supply Chain Management, Pearson Education, New Delhi 2005.
8. Mentzer, John T., et el: Ed., Supply Chain Management, Response Books, New Delhi 2001.
9. Ballou, Ronald H: Business Logistics / Supply Chain Management, Pearson Education, New Delhi 2004.

MAM 7C33 QUALITY MANAGEMENT

Objectives:

1. To understand the concepts, tools and process of quality management
2. To gain an acquaintance with quality certification, and
3. To gain practical insight into designing and implementing quality management systems.

Module I

Evolution of Quality Management; concepts and objectives of quality management; Zero defects; Acceptance sampling – Quality Inspection – Quality assurance; Quality circles; training for quality; cost quality: Prevention costs, Appraisal Costs; Internal Failure Costs; External Failure Costs; Service Quality Management; Service Quality Measurement; SERVQUAL

Module II

Statistical Quality Control; basic concepts; product control; process control; variations in quality ; control charts; types of control charts; mean charts, range charts, P chart, np charts, C charts, applications of control charts.

Module III

Total Quality Management ; strategic quality planning; organizing for TQM; Training for TQM; Kaizan; Benchmarking; TQM in service organizations; implementing TQM.

Module IV

Quality Standards: BIS, AGMARK, ISO 9000; Quality systems under ISO 9000- 20000; ISO 14000; ISO Certification process; Quality awards; Maccolm Baldrige Award; Deming's Prize

Module V

Six sigma – concept, tools and implementation process.

Case studies of implementation of ISO quality systems, TQM and Sixx Sigma. Examples; Mahindra & Mahindra, Sona Koyo, Mumbai Dabbawallahs, NTPC, TVS Motor etc.

Books:

1. Kanishka Bedi, Quality Management, Oxford University Press, New Delhi, 2006.
2. JM Juran & Frank K. Gryana, Quality Planning and Analysis, Tata McGraw Hill, Mumbai, 1970.
3. Dennis Lock et al. Ed. , Handbook of Quality Management, Jaico Publishing House, Mumbai, 1993.
4. Subburaj Ramaswamy, Total Quality Management, Tata McGraw Hill, New Delhi, 2005.
5. Amitava Mithra, Quality Control and Improvement, Pearson Education, New Delhi, 2005
6. Joel E Ross, Total Quality Management, Vanity Books International, New Delhi, 1996.

MAM 8C34 INTERNATIONAL BUSINESS

Module I

Introduction to international business-Local, regional, national, international and global business— management orientation of overseas business-ethno centric, poly centric, region centric and geocentric orientation--reasons for internationalization of business-factors restricting internationalization of business—major global companies in the world.

Module II

International business environment: Cultural, social, political and legal, technological, economic and trade environment—natural and demographic environment. Opportunities and threats of Indian companies in international market. Problems and prospects of foreign companies in Indian market.

Module III

Strategy development in international business—the firm as a value chain—global expansion plan- : International business locations- factors influencing locations factors restricting location .Value chain analysis, risk analysis, cost benefit analysis. Business entry strategy-exporting, licensing, investment, joint ventures, green fiend investment, strategic alliance, global strategic partnerships.

Module IV

Organizational structure and control system for international business: Centralized Vs decentralized structure-functional, divisional, product based and matrix structure. Global business planning system-global business organizing system—information system-global business control system Integration of international business..

Module V

International business functional strategies: International production strategy international financing strategy—international human resources strategy and international marketing strategy.

Books:

1. Daniels, International Business, Pearson, New Delhi
2. Cavusgil, International Business, Pearson, New Delhi
3. Anant K Sundaran& J. Stewart Black: The international Business environment.
4. Friedmann &J.Kim: Political risk and international Business

MAM 8C35 OPERATIONS MANAGEMENT

Objectives:

1. To gain an in-depth knowledge of production and operations management, and
2. To understand the ways of improving productivity and operational efficiency.

Module I

Nature and scope of production and operations management; historical development; operations strategy; different production systems- product, process, flexible and computer integrated; layout; layout planning;

Module II

Material management- Materials planning and inventory control; JIT; Material Planning Budgeting and Material Requirement Planning; Purchase management; stores management; Material handling principles and equipments; quality assurance; acceptance sampling; Statistical Quality Control; Total Quality Management; ISO 9000. Line balancing;

Module III

Operations decisions: production planning and control in mass production systems, batch/job order manufacturing. Facility location; capacity planning- models; Process planning-aggregate planning- scheduling- Maintenance management concepts; Industrial safety.

Module IV

Work study, method study, work measurement, work sampling, work environment.

Module V

Production planning and control in different production systems; aggregate planning; short-term scheduling; maintenance management.
Compulsory case.

Books:

1. Russell, Roberta S, and Bernard W.Taylor III, Operations Management,Pearson Education, New Delhi.
2. Chase :Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Buffa, E.S., 'Modern Production Management', New York, John Wiley.
4. Adam, E.E. and Ebert, R.J., 'Production and Operations Management' Prentice Hall of India, New Delhi.
5. Chary, S,.N., Production and Operations Management', Tata McGraw Hill, New Delhi

MAM 8C36 HUMAN RESOURCES MANAGEMENT

Module I

Introduction to Human Resource Management—Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personnel management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management— HRM and HRD-- Growth of HRM in India.

Module II

Human resource planning, Recruitment and selection—Job analysis—uses of job analysis-process of job analysis-job discretion- job specification methods of job analysis- methods of human resource planning- Conventional Vs strategic planning—job evaluation— Recruitment--constraints and challenges of recruitment-source of recruitment-methods-Indian experience in recruitment.

Module III

Placement, Induction and Internal mobility of human resource. Training of employees— need for training-objectives- approaches --methods-philosophy of training-training environment- areas of training- Training evaluation- Executive development- Concepts-methods and program- promotion and transfer.

Module IV

Performance appraisal and career planning. Need and importance- objectives- process-methods and problems of performance appraisal- performance appraisal practices in India. Concept of career planning –features- methods –uses career development- succession management in Indian context.

Module V

Compensation management and grievance redressal. Compensation planning- objectives- Principles of wage administration-wage systems-state regulations in wage administration-factors influencing wage system-Indian practice in wage administration. Grievance redressal procedure- discipline- approaches- punishment-essentials of a good discipline system. Labour participation in management and workers empowerment.

Books:

1. VSP Rao, Human Resource Management- Text and Cases
2. Garry Dessler & Biju Varkkey, Human Resource Management, Pearson, 2012
3. Snell, Bohlander, Human Resource Management
4. Armstrong's Hand book of Human Resource Management, Kogan Page, 2012
5. Pravin Durai, Human Resource Management, Pearson, 2010

MAM 8C37 NEW ENTERPRISE MANAGEMENT

Module I

Entrepreneur – characteristics of an entrepreneur – traits of an entrepreneur - functions & types of entrepreneurs – Entrepreneur vs. Intrapreneur – Entrepreneur Vs. Manager – concept of Entrepreneurship – features – role of entrepreneurship in economic development – problems of growth of entrepreneurship in India – Entrepreneurship Development Programmes.

Module II

Entrepreneurial Motivation and Enterprise Launching formalities - Entrepreneurial Motivation- factors involved – procedures involved in the launching of new enterprises – Product selection – Location – Preparation of project report – choice of technology – nature of organization – other formalities involved – Entrepreneurial growth in India.

Module III

Entrepreneurship and Small Business – Small business – definition – small scale industries – Ancillary units – tiny units – household industries – importance of SSIs – Role of SSIs – Need for Entrepreneurship in SSIs – Problems of SSIs – Sickness in SSIs – Industrial Policies of Government of India and Govt. of Kerala – Separate Economic Zones (SEZ).

Module IV

Supporting Institutions to promote Small Entrepreneurs – facilities provided by different institutions and Agencies in India – Commercial Banks – Directorate of Industries & Commerce – DICs – Industrial Development Corporation – SFCs – Small Scale Industries Development Corporation - KVIC – Technical Consultancy Organisation – Small Industries Service Institutes – National Small Industries Corporation – Small Industries Development Bank of India.

Module V

Tax benefits, incentives & subsidies – Social Responsibilities of business.

Books:

1. David H Holt, Entrepreneurship- New Venture Creation, Prentice Hall of India, New Delhi, 2005
2. Robert D Hisrich & Michael P. Porter, Entrepreneurship, Tata McGraw Hill, New Delhi, 2002
3. Guptha & Srinivasan, Entrepreneurship Development in India, Sulthan Chand & Sons, New Delhi, 2005.
4. Vasant Desai, Management of Small Scale Industry, Himalaya, Mumbai, 2002.
5. SS Khanka, Entrepreneurship Development , S.Chand & Co., New Delhi, 2007

INTERNATIONAL BUSINESS ELECTIVES
MAM 9E11 INTELLECTUAL PROPERTY RIGHTS AND PATENTS

Module I

Introduction to Intellectual Property Law – The Evolutionary Past - The IPR Tool Kit- Para - Legal Tasks in Intellectual Property Law – Ethical obligations in Para Legal Tasks in Intellectual Property Law - Introduction to Cyber Law – Innovations and Inventions Trade related Intellectual Property Right

Module II

Introduction to Trade mark – Trade mark Registration Process – Post registration Procedures – Trade mark maintenance - Transfer of Rights - Inter partes Proceeding – Infringement - Dilution Ownership of Trade mark – Likelihood of confusion - Trademarks claims – Trademarks Litigations – International Trade mark Law

Module III

Introduction to Copyrights – – Principles of Copyright Principles -The subjects Matter of Copy right – The Rights Afforded by Copyright Law – Copy right Ownership, Transfer and duration – Right to prepare Derivative works – Rights of Distribution – Rights of Perform the work Publicity Copyright Formalities and Registrations - Limitations - Copyright disputes and International Copyright Law – Semiconductor Chip Protection Act

Module IV

Introduction to Trade Secret – Maintaining Trade Secret – Physical Security – Employee Limitation - Employee confidentiality agreement - Trade Secret Law - Unfair Competation – Trade Secret Litigation – Breach of Contract – Applying State Law

BOOKS:

1. Debirag E.Bouchoux: Intellectual Property, Cengage Learning , New Delhi
2. M.Ashok Kumar and Mohd.Iqbal Ali, Intellectual Property Right, Serials Pub.
3. Cyber Law. Texts & Cases, South-Western's Special Topics Collections
4. Prabhuddha Ganguli, Intellectual Property Rights, Tata Mc-Graw –Hill, New Delhi

**INTERNATIONAL BUSINESS ELECTIVE
MAM 9E12 LOGISTICS**

Module I - Logistics Role in the Economy/Organization - Definition of Logistics-Objectives of Logistics-Functions of Logistics. Logistics and Customer Service - Definition of Customer Service-Elements of Customer Service-Phases in Customer Service-Customer Retention.

Module II- Procurement and Outsourcing - Definition of Procurement/Outsourcing-Benefits of Logistics Outsourcing-Critical Issues in Logistics Outsourcing - Inventory Role and Importance of Inventory - Introduction-Role of Inventory-Importance of Inventory-Functions of Inventory-Costs for holding Inventory-Reasons for Carrying Inventories- Inventory Levels-Need for Inventory Control - Inventory Management - Characteristics of Inventory-Need for Inventory and its Control-Importance of Inventory Management in Supply Chain-Types of Inventory-Types of Selective Inventory Control Techniques-Inventory Planning Models-Improvement Inventory Management.

Module III - Materials Management - Objectives of materials management-Materials Planning- Purchasing-Basic Materials of Material Handling-Types of Material Handling Equipments-LASH Transportation - Participants in Transportation Decisions-Modes of Transportation-Factors Influencing Transport Economics-Documents in Transport Decision Making - Warehousing/Distribution - Functions of Warehouse-Benefits of Warehouse-Service-Warehousing - Alternatives-Warehouse Site Selection-Factors while initiating Warehouse Operations- Warehouse Management Systems.

Module IV- Packing and Materials Handling - Functions of Packaging-Communication-Packaging Cost-Types of Packaging Material-Unitization-Containerization-Designing a Package-Factors affecting choice of Packaging Materials.

Module V- Global Logistics - Global Supply Chain-Organizing for Global Logistics-Strategic Issues in Global Logistics-Forces driving Globalization-Modes of Transportation in Global Logistics-Barriers to Global Logistics-Markets and Competition. Logistics Strategy - Requirements for an Effective Logistics Strategy-Strategic Logistics Planning-Implementation of Strategy.

Books:

Reji Ismail, Logistics Management, Excel Books, New Delhi, 2008

Martin Christopher, Logistics and Supply Chain Management, Pearson, New Delhi, 1998

Vinod V Sople, Logistics Management, Pearson, New Delhi, 2012

International Business Elective
MAM 9E13 INTERNATIONAL ECONOMICS

Objectives

To give a deep understanding about the broad Principles and theories in preparing the students in international economics. It is spread over in different units stressing on the theory and nature of the subject which will help them to know the trade policies at the national and international levels and the impact of the globalization on income, employment and social standards in the current international scenario.

Module I : INTERNATIONAL TRADE - National specialization, growing intra-regional trade, production sharing, transnational integration, changing world, strategic alliance, international inequality, domestic politics and international trade.

Module II: THE PURE THEORY OF INTERNATIONAL TRADE - Theories of absolute advantage, comparative advantage and opportunity costs, modern theory of international trade - Theorem of factor price equalization - Empirical testing of theory of absolute cost and comparative cost - Heckscher -Ohlin theory of trade - Kravis and Linder Theory of Trade.

Module III: ROLE OF DYNAMIC FACTORS - Role of dynamic factors i.e., changes in tastes, technology and factor endowments in explaining the emergence of trade - The Rybczynski theorem-concept and policy implications of immiserizing growth - Causes of emergence and measurement of intra-industry trade and its impact on developing economies.

Module IV: GAINS FROM TRADE AND THEIR DISTRIBUTION - Special gains to small countries - Terms of trade, their uses and limitations, concepts, measurement, Mill's doctrine - Trade and development - Trade as an engine of Economic growth, Prebisch - Singer Thesis - Trade in services, features and restrictions - role of India - Trade barriers, tariff barriers, classification of tariffs, impact of tariff - Non-tariff barriers and their implications.

Module V: ECONOMIC INTEGRATION-FORMS OF INTEGRATION - Theory of customs union, static and dynamic effects of a customs union - South-South cooperation - Rationale and economic progress of SAARC, SAPTA and ASEAN regions - Problems and prospects of forming a customs union in the Asian region - Regionalism (EU, EFTA, NAFTA) - Countertrade -forms.

Books

1. Cherunilam, Francis, International Economics, Tata McGraw-Hill Publishing Company Limited, New Delhi.
2. Salvatore, D., International Economics, Prentice Hall, Upper Saddle River, N.J., New York.
3. Soderston, Bo , International Economics, The Macmillan Press Ltd., London.
4. Aggarwal, M.R., Regional Economic Cooperation in South Asia, S. Chand and Co., New Delhi.
5. Bhagwati, J. (Ed.) , International Trade, Selected Readings, Cambridge, University Press, Massachusetts.
6. Chacholiades, M. , International Trade: Theory and Policy, McGraw Hill, Kogakusha, Japan.

International Business Elective MAM 9E14 FOREX MANAGEMENT

Module I

Meaning of the Term “Foreign Exchange”, Exchange Market, Statutory basis of Foreign Exchange, Evolution of Exchange Control, Outline of Exchange Rate and Types, Import Export India’s Forex Scenario: BOP crisis of 1990, LOERMS, Convertibility.3 Introduction to International Monetary Developments: Gold standard, Bretton Woods’s system, Fixed-Flexible Exchange Rate Systems, Euro market.

Module II

Finance Function: Financial Institutions in International Trade. 5 Non resident Accounts: Repatriable and Non Repatriable, Significance for the Economy and Bank. -- Methods of in Trade Settlement: Open Account, Clean Advance, Documentary Credit, Documentary Collection. -- Documentary Credits (Letter of Credit): Types of LC – Parties, Mechanism with illustration.

Module III

Documents involved in International trade: Statutory Documents, Financial Documents, Transport Documents, Risk Bearing Documents. 9 INCOTERMS: C.I.F., F.O.B., C.I.P. -- Financing of Imports by Opening of Letter of Credit: Documents required, Trade and Exchange Control Formalities, Sanction of LC Limit. -- Export Finance: Financing of Export/ Deemed Export: Pre ship, and Post Ship Finance, Export Methods --, E.C.G.C. and other formalities Uniform Custom Practices of Documentary Credits -- Uniform Rules Collection

Module IV

Introduction to Exchange Rate Mechanism: Spot- Forward Rate, Exchange Arithmetic. - Deriving the Actual Exchange Rate: Forwards, Swaps, Futures and Options. Guarantees in Trade: Performance, Bid Bond etc.

Module V

International Financial Institution--• International Monetary Fund—functions-- Special Drawing Rights • International Bank for Reconstruction and Development-- International Finance Corporation-- • International Development Association

References

1. “M.VY.Phansalkar”, All about Foreign Exchange & Foreign Trade, English edition, 2005.
2. “Walter.OCHYMSKI”, Foreign Exchange Management, Book sorge Publication, 2006.
3. “Julian Walmsley”, Foreign Exchange & Money Markets Guide, John wiley, 2006.
4. “Bimitris and N.Shyrafos”, New Technology of Financial Management, John Wiley, 2006.
5. “Surendra.s.Yadav, P.K.Jain and Max Peyrard”, Foreign Exchange Markets understanding derivatives & other instrucments, Macmillan.
6. “B.P.Mathur”, Foreign Money in India, Macmillan
7. “Yarbrough”, The World Economy, Trade & Finance, 7th edition, Cengage Learning .
8. “Seethapathy.K.and Suhulakshmi.Y”, Foreign Exchange Management, ICFAI. 9. “Yadav”, Foreign Exchange Markets, Macmillan, 2007.

FINANCE ELECTIVE
MAM 9EF1 INTERNATIONAL FINANCE

Module I

Balance of payments – Structures – Disequilibrium – Adjustment mechanism – Relation between balance of payments and foreign exchange rates – Theories of exchange rates – macro economic factors affecting exchange rates – effects of exchange rate changes.

Module II

Exchange rate determination – Under Bretton woods system – the present system of floating rates –value of Indian rupee – How it was and in determined – the recent trends in exchange rate of the rupee – the issue of convertibility of rupee.

Module III

IMF- its functions- special schemes of lending – conditionalities of IMF loans – IMF's role in providing international liquidity SDR's – International financial markets and instruments

Module IV

Foreign exchange markets in India – the role of RBI – Markets abroad – Foreign exchange operations of banks – Exchange position and fund position – Vostro and Nostro accounts Forward markets – Forward margins – Factors affecting forward rates – Swap operation – arbitrage operations – Option delivery – Early delivery – Cancellation and extension of forward contracts

Module V

Exchange rate quotations – Interbank customs rates for different types of foreign exchange transactions – TT's, MTs, Drafts, Bill of exchange – Meaning of transfers between countries.

Books:

1. M.L. Jhingan : International economics
2. S.K. Varghese : Foreign exchange and financing of foreign trade
3. S.S.M. Desai : International economies
4. A.K. Chatterjee : Principles of foreign exchange
5. Indian institute of bankers: Finance of foreign trade and foreign exchange
6. Maurice Levi : International finance

FINANCE ELECTIVE
MAM 9EF2 ADVANCED FINANCIAL MANAGEMENT

Module I-Business Finance and Planning

Introduction – Modern Approach to Financial Management – Finance Manager Functions – Financial Management and Accounting Functions: Relationship – Financial Markets – Financial Intermediation – Taxation and Finance – Time value of Money – Depreciation – Break-even Analysis – Cost-Volume-Profit Analysis – Product Life Cycle Costing – Financial Engineering.

Module II-Working Capital Management

Operating Cycle Concept – Working Capital – Gross and Net –Factors – Ratios – Leverage – Methods of Calculation – Over Capitalisation and Under Capitalisation – Poor Working Capital Management Symptoms – Committee Recommendations – Management of cash – Management of Marketable Securities - Management of Debtors and Inventory.

Module III-Sources of Medium and Short-term Finance Sources of Working Capital Finance – Trade Credit – Invoice Discounting or Factoring – Bills of Exchange – Funds from Operations – Deferred Tax Payments – Accrued Expenses – Working Capital Finance from Banks – Public Deposits – Deferred Payment Guarantee – Suppliers line of credit – Hire Purchase and Leasing – Intercorporate Loans and Deposits – Commercial Paper – Bank Guarantees – Asset Securitisation – Loan Transfers – Hedging – Consortium Lending – Non-performing assets – Security for Short-term Financing.

Module IV-Capital Investment Decisions

Introduction – Project Cash Flows – Investment appraisal Techniques – Payback Period – Accounting Rate of Return – EPS – Net Present Value Method – Internal Rate of Return – Profitability Index – Terminal Value Method – Discounted Payback Period – Taxation – Investment Incentives – Inflation – Capital Rationing – Network Analysis.

Module V- Sources of Long term Finance

Share Capital – Equity Shares – Rights Issues – Preference Shares – Deferred/Founders Shares – Non-Voting Shares – Debentures – Debt Instruments – Redemption of Debentures – Sinking Fund – Term Structure and Interest Rates – Yield to Maturity – Scrip Dividends – Warrants – Issue – Book Building – SEBI Functions – Pricing of Issues – Financial Institutions – Project Appraisal – Covenants of Long-term Loan agreement – Project Report – Conversion of Loans and Debentures into Equity

FINANCE ELECTIVE
MAM 9EF3 WORKING CAPITAL MANAGEMENT

Course objective:

The objective of the course is to enable the students to understand the importance of working capital management and different intricacies of working capital management

Module I: Working Capital Overview: What is Working Capital Management-Importance of Working Capital Management-Factors of affecting Working Capital-Methods of Estimating Working Capital.

Module II: Working Capital Finance: Gross Working Capital Vs Net Working Capital- :- Short term and Long term sources-Working Capital Cycle-approaches determining Financing Mix-Tandon Committee Recommendations.

Module III: Management of Inventory: Meaning of Inventor and Inventory Management-Importance of Inventory Management-Tools of Inventory Management-ABC Analysis-VED Analysis-Economic Order Quantity-FSN Analysis-Periodical Inventory Management-Minimum Level-Maximum Level- Lead Time- Danger Level-Economic Order Quantity.

Module IV: Management of Receivables: Meaning of Receivables- Characteristics of Receivables- Managing Accounts Receivables -Establishment of Credit Policy- Factors determining size of Investments in Receivables- General Factors and Specific Factors- Volume of Credit Sales- Credit policies- credit standards-Credit terms and Credit rating.

Module V: Management of Cash: Objectives of Cash Management- Motives of Holding Cash-Importance of Cash Management-Cash Budgeting- Long-Term Cash Forecasting- Effective Management and Control of Sundry Debtors- Current Account Vs Cash Credit Account-Management and Control of Payments- Investment of Surplus Funds.

Books:

1. Satish B.Mathur, *Working Capital Management*, New Age Publications, NewDelhi, 2008.
2. Michael P.Griffin, *Accounting & Finance*, Kaplan Publishing, New York.
3. N.K.Jain, *Working Capital Management*, APH Publications, New Delhi.
4. Lorenzo A. Preve & Viregenia Sarria, *Working Capital Management*, Oxford University Press.

FINANCE ELECTIVE MAM 9EF4 FINANCIAL SERVICES

Module I

Indian financial system – an overview. Money market – call money market – commercial paper market – commercial bill market – certificates of deposits – treasury bill market – gilt edged securities market. Capital market – an overview - capital market instruments - capital market reforms –primary markets – methods of raising funds from primary market- public issue global markets – issue of American depository receipts and global depository receipts – guide lines on their issue – emerging trends.

Module II

Financial services- nature – characteristics – role of financial services in economic development – relevance of the study of financial services – factors influencing the growth and development of financial services industry – types of financial services

Module III

Merchant banking – historical perspective – nature of services provided by Merchant bankers – structure of merchant banking firm – setting up and managing a merchant bank – SEBI regulations on merchant banks – under writing – stock broking – depositories – tax planning services – port folio management services – factoring services and practices – card business – credit cards and debit cards.

Module IV

Credit rating: approaches and process of rating – credit rating agencies – CRISIL and ICRA, CARE ratings for financial instruments – methodology of rating. Leasing: concepts and classification of leasing – present legislative frame work of leasing – lease evaluation (lessor's and lessee's point of view)- tax aspects of leasing. Hire purchase: introduction – concepts and characteristics – legal aspects and tax implications – financial evaluation.

Module V

Stock exchange business and practices – insurance – role of insurance in financial frame work – general insurance – life insurance – marine insurance and others.

References

- 1 L.M. Bhole: Financial Institutions and Market
- 2 I. Friend M Blume, J Crocket: Mutual Funds and other Institutional Investors
- 3 N.J.Yasaswy: Personal Investment and Tax Planning
- 4 Julia Holyoake, William Weipers: Insurance 4th edition
- 5 M.Y.Khan: Financial Services
- 6 Sriam. K: Hand book of leasing, Hire purchase and Factoring.
- 7 Bhatt. R.S : Financial system for economic development
- 8 Pandey I.M: Venture Capital – The Indian Experience
9. Punithavathy Pandian: Financial Services and Markets, Vika

HUMAN RESOURCE MANAGEMENT ELECTIVES

MAM 9EH1 LABOUR LAW

Objectives: In this course, the students are to be acquainted with the Industrial relations framework in our country. Further, the importance of the maintenance of Industrial peace and efforts to reduce the incidence of Strikes and Lockout and Industrial Strike are to be emphasised.

Module I Introduction to Law of Industrial Disputes Act, 1947: Historical Aspects-Master and slave relationship-Industrial revolution-Laissez-faire state-Impact of Constitution on Labour provision; Definition and law relating to Appropriate Government- Award and settlement-Industry-Industrial Dispute- Workman. Strikes and Lock-out

Module II Industrial Disputes Act, 1947: Lay-off –Retrenchment-Closure - Unfair Labour Practices and Role of Government; Authorities under the Act (Chapter II) to be read with chapters II B, III and IV Adjudication and Arbitration; Restrictions on the right of the employer-Chapter IIA-Notice of change, section 11-A and sections 33,33A; Recovery of money due from an employer. Industrial Employment (Standing Orders) Act, 1946 and Disciplinary Enquiry

Module III Trade Unions Act, 1926: Salient features of the enactment and important definitions - Registration of Unions, Amalgamation of Unions, Cancellation and Registration of Trade Unions, Funds of the Union, Immunity enjoyed by the Union. Workmen’s Compensation Act, 1923: Emergence of the legislation-Total and partial disablement – Dependent-Workman-Wages-Liability of the employer to pay compensation and right of the workman to receive compensation-Accident “Arising out of and in the course of employment”-Occupational disease-Doctrine of ‘Added peril’

Module IV Labour Welfare Legislations: The Employees State Insurance Act, 1948: Corporation, Standing Committee and Medical Benefit Council; Contributions; Benefits; Adjudication of disputes and Claims; Penalties.

The Employees Provident Fund Act, 1952: Employees Provident Fund Scheme and Authorities; Miscellaneous. The Maternity Benefit Act, 1961- Its object and its scope.

Module V The Minimum Wages Act, 1948- Fixation of minimum rates of wages - working hours and determination of wages and claims - The Factories Act- its essential features, Safety, Health and Welfare measures - The Contract Labour (Regulation and Abolition) Act, 1970 - Its object and its essential features.

Books:

S. N Mishra - Labour Laws

S. C Srivastava - Social Security and Labour Laws.

Malhotra O. P - Industrial Disputes Act Vol. I and II.

Madhavan Pillai - Labour and Industrial Laws.

Srivastava K. D - Commentaries on Industrial Disputes Act, 1947.

V. V Giri - Labour problems in Indian Industry.

Labour Law and Labour Relations Published by Indian Law Institute.

HUMAN RESOURCE MANAGEMENT ELECTIVES

MAM 9EH2 ORGANIZATIONAL DYNAMICS

Module I - GROUP DYNAMICS Understanding Groups, Phases of Group, development, Group Cohesion and Alienation, Conformity and Obedience

Module II - ROLE DYNAMICS- The Concept and Systems of Roles, Role Analysis, Organisational Stress and Burnout, Coping with Stress and Burnout

Module III -POWER DYNAMICS- Bases of Power, The Process of Empowerment, Decentralisation & Delegation, Transformational Leadership

Module IV ORGANISATIONAL DYNAMICS - Organisational Culture, Social Responsibilities of Organisations, Organisational Ethics and Values, Process of Learning Organisations

Module V- INTER-ORGANISATIONAL DYNAMICS - Cross Cultural Dynamics, Management of Diversity, Strategic Alliances and Coalition Formation

Books

1. Akshaya Kumar, Organizational Design & Structure. Common Wealth Publishers New Delhi.
2. Dharani P Sinha, T. Group Team Building and Organizational Development, Indian Society for Applied Behavioural Science, Delhi.
3. Green Berg J and Baron R . Behaviour in Organizations, PHI New Delhi 5th Ed
4. Luthans. F..Organizational Behaviour, 8 Ed Irwin Mc Graw Hill.
5. Robins S . Organizational Behaviour. PHI New Delhi 7 Ed
6. Miner J B. Industrial Organizational Psychology. Mc Graw Hill.Inc

HUMAN RESOURCE MANAGEMENT ELECTIVES

MAM 9EH3 MANAGING CHANGE

Module I

Change: Introduction, meaning, need, implications. Personal Change: Meaning, understanding personal change, and personal change process, components of personal change: Self awareness, self analysis, self efficacy, self esteem, organizational roles – making organizational roles effective and role efficacy, Importance.

Module II

Organizational Change: Definition, nature, types, forces, models of organizational change – Force Field, Kurt Lewis, Systems, 7 Stage and Contemporary Activities Research, Managerial approaches for implementing change, perspectives on change, understanding the change process, Change management: leading the change process, facilitating change, dealing with individual and group resistances, intervention strategies, develop learning Organization.

Module III

Organizational Culture & Change: Corporate Culture, types of culture, importance, nature, formal and informal components of organizational culture, functions, creating & sustaining culture, designing strategy for cultural change – transglobal and cross cultural contents, researches on cultural differences in Organizations, Organizational Culture and leadership, emerging trends in Organizational culture.

Module IV

Creativity & Innovation: meaning, need, components of creativity & innovation, Organizational Constraints, Organizational environment for Creativity & Innovation

BOOKS:

1. Change & Knowledge Management-R.L. Nandeshwar, Bala KrishnaJayasimha, Excel Books, 1st Ed.
2. Management of Organizational Change – K Harigopal – Response Books, 2001
3. Change Management, concepts and applications, Radha R. Sharma, TMH
4. Managing Organizational Change - V Nilkant, S Ramnarayan, Response Books .
5. Managing organizational change, Palmer, Dunford, Akin, Tata Mc- Graw Hill edition
6. Organization Change and Development, Kavith Singh, Excel Books

HUMAN RESOURCE MANAGEMENT ELECTIVE
MAM 9EH4 HUMAN RESOURCE PLANNING AND DEVELOPMENT

Course objectives:

1. To give the students a deep understanding of process of HR planning, and
2. To familiarize them with the methods for HR development.

Module I

Introduction to HR planning—meaning and definition, objectives of HRP, benefits of HRP, problems of HRP, process of HRP, Hr demand forecasting-techniques-HR supply forecasting-skill inventories-management inventories, wastage analysis. Redundancy strategies, retention strategy, retention plan, macro level man power planning and labour market analysis- work flow mapping, recruitment and succession planning. Macro level manpower planning and labor market analysis; Organizational HR Planning; Stock taking; Workforce flow mapping; Age and grade distribution mapping. Recruitment and succession planning.

Module II

Job analysis, meaning and definition, job description and job specifications, steps in job analysis, process of job analysis, method of collecting job data. Why job analysis, job design—career management and career planning- selection process.

Module III

Performance management: Performance planning; Potentials appraisal and career development; Tools for measuring performance.

Module IV

HRD climate; work culture; Quality of work life(QWL) and management of change; TQM and HRD strategies; HRD in strategic organization

Module V

HR Information systems; HR Valuation and accounting; HR Audit; Culture Audit; Career assessment - Models.

Books:

1. Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004.
2. Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff, 1991.
3. Belkaoui, A.R. and Belkaoui ,JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood, 1995.
4. Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford, 1992.
5. Greenhaus, J.H., Career Management, Dryden, New York, 1987.
6. Mabey, C and Salama, G., Strategic Human Resource Management, Blackwell, Oxford, 1995.

MARKETING ELECTIVES
MAM 9EM1 BRAND MANAGEMENT

Course objectives:

To understand the strategic significance of brand building, and,
To understand the formulation and implementation of brand building strategies.

Module I

Concepts of Brand: Importance of branding; types of branding; Brand awareness; Brand essence; Brand personality; Brand identity; Brand associations, brand image and; Brand loyalty; Brand equity; Product vs corporate branding. New brand development.

Module II

Branding strategies: Brand name selection; Brand building tools; Brand extension decisions; Related extension and unrelated extension; family vs individual brand names; Multiple branding; Private vs national branding.

Module III

Brand positioning and re-launch: Brand building and communication. Brand repositioning. Indian cases on brand positioning and repositioning.

Module IV

Evaluation of brand equity: Models for evaluation of brand equity.

Module V

Branding for international markets. Protection of brand assets. Brand audit

Books:

1. *Aaker, David A: Managing Brand Equity, Free Press, New York.*
2. *Sen Gupta, Subrato: Brand Positioning, Tata McGraw Hill, Delhi .*
3. *Chaturvedi, M: New Product Development, Wheeler Publications, New Delhi.*
4. *Kapferer, J.N.: Strategic Brand Management, Kogan Page, London .*
5. *Kuller, K.L.: Strategic Brand Management, Prentice Hall, New Delhi.*
6. *Moorthy, Y.L.R.: Brand Management, Vikas Publication House, New Delhi.*
7. *Aaker, David A: Building Strong Brands, Free Press, New York Jones, John Philip: Behind*

MARKETING ELECTIVES
MAM 9EM2 SERVICES MARKETING

Course objectives:

To develop insights into emerging trends in service sector of the economy,
and

To gain practical knowledge in marketing service products.

Module I

Emergence of Service economy: Nature of services; Unique characteristics of services; Goods and services marketing; Classification of services; Origin and growth of Service marketing. Service marketing mix;

Module II

Service product development: The service encounters; Service consumer behaviour; Service management trinity; Service experience; Service quality. Service failure and recovery; Service blue printing.

Module III

Service vision and service strategy; Quality issues and quality models of service management; Quality function deployment; Customer defined service standards; service scape; Customer satisfaction; Customer satisfaction surveys; integrated marketing of services.

Module IV

Demand and supply management for services; Advertising, branding and packaging of services; Employees' roles in service delivery. Customers' role in service delivery.

Module V

Marketing of Various Services: Marketing of financial services; Marketing of Healthcare services; Marketing of Tourism services; Marketing of educational services; Marketing of legal and professional services.

Books:

1. *Zeithaml, Valarie A and Bitner, Mary Jo: Services Marketing, Tata McGraw Hill, New Delhi .*
2. *Woodruffe, Helen : Services Marketing, Macmillan India, New Delhi.*
3. *Lovelock, Christopher H.: Managing Services: Marketing Operations and Human Resources, Prentice Hall Inc, New Jersey.*
4. *McDonald, Malcom and Payne: A Marketing Planning for Services, Heinemann, Butterworth .*

MARKETING ELECTIVE
MAM 9EM3 RURAL MARKETING

Objective:

To understand how marketing for industrial good is different from the traditional marketing and marketing in rural India.

To be aware of the success stories and failures in rural Indian Marketing.

Module I

Environment of industrial and consumer marketing, profile of an industrial buyer, industrial and consumer marketing, organizational buying behaviour process and organizational buying behaviour, commercial and institutional buying, Bidding, tendering, channel behaviour, industrial establishment. OEM and impact on pricing policies. - The strategic perspective in industrial marketing, the GE matrix, Michael Porter's generic options theory, and economies of scale Vs economies of scope and case discussion of Schulman plastics.

Module II

Buyer seller interactions, sales culture overshadowing the marketing culture, interactive transactions, organizational buying environment, individual Vs group decision making and buying center influences. Assessing the market reach, fragmented markets and their implications and industrial pricing the services component. - Industrial marketing communications, advertising, publicity, sales promotion possibilities, the role of exhibitions and domestic and international contacts, the marketing intelligence, role of MIS and DSS functions and evaluating the marketing strategies and performances.

Module III

Rural marketing an overview, principles of marketing as relevant to rural marketing changing concept of marketing, profiles of urban/ customers and differences in their characteristics - Features of rural markets/ infrastructure, products and services in the rural markets and channels of distribution and trade management.

Module IV

Transportation and communication, advertising and sales promotion strategies for rural marketing and characteristics of pricing in rural markets for different products and factors influencing.

Module V

Marketing objectives, sales target strategies, organizing for rural marketing and new product launch techniques for rural markets. Marketing strategies, policy, sales management practices training, motivation and Examination. Rural Market research and market information system and a glimpse of the future of rural marketing.

Books:

- Industrial Marketing Management: A strategic view of business markets by Michael D Hutt and Thomas W Speh.
- Industrial Marketing by Richard M. Hill, Ralph S Alexander and James C Cross.
- Newspapers- Economic Times, Business Standard, Financial Express, Brand Equity.
- Magazines- Advertising and Marketing, Business World, Business India.

MARKETING ELECTIVE
MAM 9EM4 CONSUMER BEHAVIOUR

Course objectives:

1. To understand the basics of consumer decision-making processes, and,
2. To understand the information needs for helping the consumer in decision- making.

Module I

Consumer behaviour – concepts; nature, scope and applications of consumer behaviour; Consumer behaviour and marketing strategy; profiling consumers and their needs; Market segmentation and consumer research; psychographics and life-style; Consumer behaviour audit.

Module II

Consumer involvement and decision-making; Consumer decision-making process; Information search process; Evaluative criteria and decision rules.

Module III

Individual influences on buying behaviour; Consumer as an individual; Theories of personality; personality and market segmentation; consumer perception; consumer needs and motivation. Personal influences and attitude formation. Learning and consumer involvement; Communication and consumer behaviour. Reference group influence in buying decisions; opinion leadership. Family life cycle and decision-making; Social class concept and measurement

Module IV

The buying process: problem recognition and information search behaviour; information processing; alternative evaluation; Purchase process and post purchase behaviour. Models of consumer decision-making- early models, Howard Sheth model. Recent developments in modelling consumer behaviour.

Module V

Culture and Consumer behaviour: Core culture and sub cultures. Role of culture in consumer buying behaviour. Profile of Indian consumers; Behavioural patterns of Indian consumers; Problems faced by Indian consumers; Consumer protection in India; Public policy and consumer behaviour.

Books:

1. Hawkins, Best and Coney: Consumer Behaviour, Tata McGraw Hill, New Delhi 2004.
2. Schiffman, L.G. and Kanuk, L.L.: Consumer Behaviour, Pearson, New Delhi, 2011.
3. Laudon, David L and Bitta Albert J Della: Consumer Behaviour, Tata McGraw Hill, New Delhi 2005.
4. Mowen, John C: Consumer Behaviour, Macmillan, New York 1993.
5. Assael, H: Consumer Behaviour and Marketing Action, South Western, Ohio 1995.