

I SEMESTER
CC I - MANAGERIAL ECONOMICS

Internal Marks : 25
External Marks : 75
Total Marks : 100

Subject Code : PCA
Exam Hrs : 3

Objective : To make the students to understand the application of economics for Business decision.

UNIT I : Introduction

Managerial Economics – Meaning, Nature, Scope and Applications – Relationship with other disciplines – Role of Managerial Economist – Demand Analysis – Demand Determinants - forecasting. **18 Hrs.**

UNIT II : Production Function:

Production Function – Managerial use of production function - Input & output Analysis – Supply analysis - Law of Supply – Managerial uses of supply curve. Cost Concepts, classification & determinants – Cost Output relationship- Economies of scale - Cost Control and Cost Reduction.

21 Hrs

UNIT III: Pricing Policies and Practices:

Price and Output decisions under different marketing structures - Perfect Competition, Monopoly, Oligopoly & Monopolistic Competition – Price Discrimination – Pricing Objectives, policies, Strategies and methods - Price Differentials – Price forecasting. **18 Hrs**

UNIT IV: Profit Management:

Profit – Nature and Concept – Profit Planning, policies and Forecasting- Measurement of profit Interest – Rent. **15 Hrs**

UNIT V: Business Cycle & Policies

Business Cycle and business policies – Economic forecasting for business – National income - Accounting and Measurement. **18 Hrs**

Text Book:

1. Varshney R.L. and Maheswari, K.L., Managerial Economics. Sultan & Sons., Publications, New Delhi.

Books for Reference:

1. Joel Dean, Managerial Economics.
2. Mote. V.L., Samual, Paul and Gupta. G.S., Managerial Economics.
3. Dr. Sankaran. S – Business Economics, Margham Publications, T.Nagar, Chennai.

I SEMESTER

CC II - BUSINESS ENVIRONMENT AND MANAGEMENT

Internal Marks : 25

External Marks : 75

Total Marks : 100

Subject Code : **PCB**

Exam Hrs : 3

Objective: To provide knowledge on the environments binding business and the management Process.

Business Environment

Unit:I Elements of Business Environment

Meaning and elements of Business Environment, factors affecting business environment- Economic Environment, Economic Policies, Economic Planning

15 Hrs

Unit :II Legal and Policy Environment:

Legal Environment of business in India, Competition Policy, Consumer Protection, Environment Protection; Liberalisation, Privatisation and Globalisation, Second Generation Reforms, Industrial Policy and Implementation, Industrial Growth and Structural changes.

25 Hrs

Business Management:

Unit:III Planning and Organisation

Planning-Objectives, Strategies, Types of plans, Planning process, Decision-making, Organising- organisational structure- Formal and Informal organisations, Committees, Staffing- meaning, significance, process.

20 Hrs

Unit :IV Directing and Control

Communication-need, importance, types, barriers, Motivation- meaning, importance, methods

of motivation, Theories of motivation- Maslow's Need Hierarchy Theory, McGregor's X theory and Y theory, Herzberg's Two Factor Model theory, Controlling- techniques of control.

20 Hrs

Unit: V Corporate Governance and Ethics

Corporate Governance –meaning, importance- features, Business Ethics- meaning, need, features.

10 Hrs

Text Book :

1. Dr. Gupta.C.B., Business Environment, Sultan Chand & Sons., New Delhi.
2. Dinkar Pagare - Business Management

Books for Reference:

1. Francis Cherunilam, Business Environment and Policy, Himalaya Publishing House, New Delhi.
2. Dr.Sankaran.S., Business Environment, Margham Publications, Chennai.
3. Sharma. R.K & Shashi.K. Guptha Business Organization & Management – Kalyani Publilshers, NewDelhi.

I SEMESTER
CC III - MARKETING MANAGEMENT

Internal Marks : 25
External Marks : 75
Total Marks : 100

Subject Code : PCC
Exam Hrs : 3

Objective : To provide knowledge on various aspects of Marketing.

UNIT I : Introduction:

Introduction to Market, Marketing Management- Meaning and Definition – Evolution of Marketing – Marketing Concepts – Marketing Mix – Marketing Environment – Environmental factors affecting Marketing functions.

18 Hrs

UNIT II : Marketing Management Process and Consumer Behaviour:

Marketing Process – Managing the Marketing effort – Marketing Planning – Implementation – Marketing Department Organisation – Marketing Control – Consumer Behaviour – Influencing Factors – Market Segmentation.

18 Hrs

UNIT III : Product and Price:

Product – Concept – Product Mix – New Product Development – Product Life Cycle – Branding – Price, Pricing objectives – Factors affecting price – Methods and Procedure.

18 Hrs

UNIT IV : Distribution:

Channels of Distribution – Meaning, Importance – Functions and Types of Distribution Channels – Selection of Channel – Intensity of Distribution – Wholesalers – Retailers.

18 Hrs

UNIT V : Promotion:

Promotion – Meaning – Promotion Mix – Objectives of Promotion – Strengths And Limitations of Promotion – Developing Advertising Programme – Media Selection – Sales Promotion – Tools and Techniques – Personal Selling - Publicity.

18 Hrs

Books for Reference:

1. Dr.Gupta .C.B. & Dr. Rajan Nair.N., Marketing Management, Sultan Chand and Sons, New Delhi, 2008.
2. Gandhi.K., Marketing- A Managerial Introduction, McGraw Hill Publications Ltd., New Delhi, 2014
3. Dr. Natarajan.L., Marketing, Margham Publications, T.Nagar, Chennai, 2013.
4. Pillai R.S.N. & Bagavathi, Marketing Management, S.Chand & Company Private Limited, New Delhi.
5. Philip Kotler, Marketing Management – Analysis Planning and Control, Prentice Hall of India, New Delhi.

**I SEMESTER
CC IV - CORPORATE LAWS**

Internal Marks : 25
External Marks : 75
Total Marks : 100

Subject Code : **PCD**
Exam Hrs : 3

Objective : To make the students understand the legal framework with reference to Companies.

UNIT – I : Companies Act

Companies Act (Amendment) 2013 relating to Company Administration – Board of Directors – Managing Director – Provisions relating to various types of Meetings.

17 Hrs

UNIT-II : Industries (Development and Regulation) Act, 1951

Industries (Development and Regulation) Act, 1951 - object – Definitions – Central Advisory Council – Development Council – Regulation of Scheduled Industries – Registration and Licensing – Investigation and takeover of Management of Industrial undertakings of Central Government – Effect of Central Government's order – Management and control of undertakings owned by companies in liquidation – Power to provide relief measures – power to exempt special cases – penalties.

20 Hrs

UNIT – III : Foreign Exchange Management Act, 1999

Foreign Exchange Management Act, 1999 –Definition of terms – Regulation and Management of Foreign Exchange – Authorized person – contravention and penalties –adjudication and penalties – Directorate of Enforcement.

. 20 Hrs

UNIT – IV : Consumer Protection Act 1986

Consumer Protection Act 1986 – Definition – Consumer Protection Council – Consumer Disputes Redressal Agencies – District Forum – State Commission – National Commission

15 Hrs

UNIT – V: Water and Air (Prevention and control of pollution) Act

Water (Prevention and control of pollution) Act, 1974 - Definition – functions and powers of various Boards Compliance regarding discharges causing pollution Penalties and offences – Air (Prevention and Control of Pollution) Act, 1981 Definitions – Functions and powers of various Board – Duties of occupier of specified industries to ensure adherence to standard offences by companies.

18 Hrs

Text and Reference Books :(Latest revised edition only)

1. Bar Act of all relevant Legislations.
2. Corporate Laws and Secretarial Practice –Sultan Chand and Sons, New Delhi.
3. N.D.Kapoor, Dr.G.K.Kapoor Corporate Laws and Secretarial Practice, Premier Book Company, New Delhi.
4. TejpalSheth, Corporate Laws, Taxman Publication, Mumbai.
5. U.K.Chandhary,Economic Legislation – Law & Practice, Sultan Chand & Sons, New Delhi.
6. S.S.Gulshan and G.K.Kapoor,Economic and other Legislations Sultan Chand& Sons, New Delhi.

I SEMESTER
EC I - ORGANIZATIONAL BEHAVIOUR

Internal Marks : 25
External Marks : 75
Total Marks : 100

Subject Code : **PCE1**
Exam Hrs : 3

Objectives: To impart knowledge on the behaviour of men at work.

- UNIT I : **Organisational Behaviour** – Concept and significance- Organisational Behaviour: Individual Behaviour, Group Behaviour, Emergence and ethical perspective- Attitudes, Perception, Learning, Personality, Transaction analysis. **20 Hrs**
- UNIT II : **Group Dynamics and Team Development:** Definition and importance, Types of groups, group formation, group development, group imposition. Group performance factors; principle centred approach to team development. **20 Hrs**
- UNIT III : **Leadership:** Concept- leadership styles- Theories – Trait theory, Behavioural theory, Fielder’s contingency theory, Hersey and Blanchard’s Situational theory, Managerial Grid, Likert’s Four Systems of leadership. **20 Hrs**
- UNIT IV : **Organisational Conflict:** Sources of conflict: Types of conflict; Functional and dysfunctional conflicts; Organisational Conflict Resolution Strategies. **15 Hrs**
- UNIT V : **Organisational Change and Development:** Concept, need for change, Resistance to change, Theories of planned change, Organisational Diagnosis, Organisation Development, OD intervention. **15 Hrs**

Text Book :

1. Prasad. L.M – Organisational Behaviour, Sultan Chand & Sons, New Delhi.

Books for Reference:

1. Luthans, Fred : Organisational Behaviour, Prentice Hall, New Delhi.
2. Robbins, Stephen. P, Organisational Behaviour Prentice Hall, New Delhi.
3. Khana S.S – Organisational Behaviour, Sultan Chand & Sons, New Delhi.

II SEMESTER
CC V - ADVANCED FINANCIAL MANAGEMENT

Internal Marks : 25
External Marks : 75
Total Marks : 100

Subject Code : **PCE**
Exam Hrs : 3

Objective : The Objective of this course is to impart knowledge to understand the Conceptual frame work of financial management and its applications under various environmental constraints.

UNIT I : Introduction:

Financial Management – Meaning – Functions - Indian Financial System – Financial Goals - Time value of money – Concepts in valuation, Risk and Return, Cost of Capital – Importance – Classification – Computation of Cost of capital.

21 Hrs

UNIT II : Capital Structure :

Meaning – Patterns – Capital Structure Planning - Theories of Capital Structure NI Approach, NOI Approach, MM Approach, Traditional Approach, Factors determining Capital Structure.

21 Hrs

UNIT III : Leverages & Dividend Policy:

Leverage – Types - Operating Leverage, Financial Leverage and Combined Leverage– Significance of leverage, Computation of Leverages, Dividend Policy – Forms of Dividend – Theories – MM Model, Walter’s Model and Gordon’s Model ,Determinants of dividend policy.

21 Hrs

UNIT IV : Working Capital management:

Estimation of Working Capital – Operating Cycle – Cash Management- Cash Budget, Receivable Management – Inventory Management.

21 Hrs

UNIT V : Capital Budgeting:

Importance – Techniques – Risk Analysis – Decision Tree Approach , Probability, Certainty – Equivalent approach, Profitability Index.

21 Hrs

Note: Theory -30 Marks; Problem - 45 Marks

Text Book:

Dr. Maheshwari S.N, Financial Management, Sultan Chand & Sons, New Delhi.

Books for Reference:

1. Dr. Prasanna Chandra, Fundamentals of Financial Management (TMH)
2. Khan & Jain, Financial Management, Tata Mc graw Hill Publisher, New Delhi.
3. Pandey. I.M., Financial Management, Sultan Chand & Sons Publishers
4. Sharma & Gupta, Financial Management, Kalyani Publication, Chennai.

II SEMESTER
CC VI - STRATEGIC MANAGEMENT

Internal Marks : 25
External Marks : 75
Total Marks : 100

Subject Code : **PCF**
Exam Hrs : 3

Objective : To provide basic knowledge on strategic formulation and strategic Implementation.

- UNIT I : Introduction:**
Definition – Benefits – Risks – Strategic change – Strategic Leadership Implementation and Decision Making. **18 Hrs**
- UNIT II : Situation Analysis:**
SWOC Analysis – Environment Scanning and Industry Analysis – Vision – Mission – Goals and Objectives – Social Responsibility and Business Ethics. **18 Hrs**
- UNIT III : Corporate Strategies:**
Corporate Strategies – Grand Strategies – Stability Strategies – Expansion Strategies – Retrenchment Strategies – Combination Strategies. **18 Hrs**
- UNIT IV : Business Strategies:**
Business Strategies – Total Quality Management – Functional Strategies – BCG Growth - Share Matrix – Strategic Choice – Development of Policies. **18 Hrs**
- UNIT V : Strategic Control and Evaluation:**
Strategic Control and Evaluation – Establishing Strategic Control – Premise Control – Implementation Control – Strategic Surveillance – Special Alert Control – Strategic Issues in Managing Technology and Innovation. **18 Hrs**

Text Book: Azhar Kazmi, Strategic Management, Tata McGraw, Hill Publishing Company Ltd, 7 West Patel Nagar, New Delhi. 110 008.

Books for Reference:

1. Charles W.L., Hill, Gareth R. Jones, Strategic Management, Biztantra, 19A, Ansari Road, Daryaganj, New Delhi. 110 002.
2. Dr. S.P. Singh, Strategic Management, AITBS Publishers, J-516, Krishnan Nagar, New Delhi. 110 051.
3. Singh U.K., Narayan. B., Strategic Management, ANMOL Publications Pvt Ltd, 4374/4B, Ansari Road, Daryaganj, New Delhi.
4. Natarajan.L., Strategic Management, Margham Publication,

II SEMESTER
CC VII - Business Statistics

Internal marks: 25
External marks: 75
Total marks: 100

Subject Code : **PCG**
Exam Hrs : 3

Objective : To understand the process of data collection, analysis and testing of hypothesis

UNIT I: 15 hours

Statistical survey – planning the survey – executing the survey. Methods of sampling – probability sampling – simple random sampling, stratified sampling, systematic sampling, cluster sampling. Non- probability sampling – judgement sampling, Quota sampling, convenience sampling. Sampling and non sampling errors.

UNIT II: 20 hours

Simple correlation: definition – types of correlation – methods of correlation: Karl Pearson's coefficient of correlation – properties of correlation coefficient (no proof) – Spearman's rank correlation coefficient (repeated and not repeated ranks) - Simple problems. Linear regression – regression lines – X on Y and Y on X – properties of regression coefficients (without proof) – Simple problems.

UNIT III: 15 hours

Time series – definition – uses – components – measurement of trend – moving average method – Least square method (linear model only) – Measurement of seasonal variation – simple average method -Simple problems.

UNIT IV: 20 hours

Probability:- mathematical and statistical probability –types of events - addition and multiplication theorems – Simple problems. Random variable – definition of discrete and continuous random variable. Binomial, Poisson and Normal distributions – definition – properties (without proof) - Simple Problems. (no derivations and fitting of distributions)

UNIT V: 20 hours

Concept of sampling distribution and standard error- uses of standard error .Test of hypothesis – null and alternative hypothesis – type I and type II errors – one tailed and two tailed tests – level of significance – procedure of hypothesis testing -- tests of significance – large sample test: test for single proportion, difference of proportions, single mean, difference of means – Simple problems.

Small sample tests -- student's t – applications of t – t-test for single mean, difference of means –paired t test. F-test for equality of variances – chi square test of goodness of fit and chi square test for independence of attributes – Simple problems.

BOOKS FOR STUDY:

S.P.Gupta, Statistical methods- Sultan Chand and Sons
S.C.Gupta., Fundamentals of Statistics - Sultan Chand & Sons
R.S.N.Pillai & V.Bagavathi, Statistics -S.Chand & company LTD.

II SEMESTER
CC VIII - MS OFFICE AND ACCOUNTING SOFTWARE PACKAGE - THEORY

Internal Marks : 10
External Marks : 30
Total Marks : 40

Subject Code : **PCHa**
Exam Hrs : 2

Objective : To impart basic knowledge on Ms Office and Accounting Software Package

- UNIT I :** Computer – Meaning – Characteristics – Components – Types of Computers – Structure of Computer – Input and Output Devices **6 Hrs**
- UNIT II :** MS Word 2007 – Features – Creating, Editing, Formatting Documents – Mail Merge – Table Creation. **6 Hrs**
- UNIT III :** MS Excel – Features – Editing and Formatting Worksheet- Conditional formatting – Different types of Charts – Auto Correct – Filtering of data – Financial and Statistical Functions. **6 Hrs**
- UNIT IV :** Accounting Software Package – Features of Tally – Company Creation – Create, Alter, Delete Groups, ledger, Vouchers – Types of Accounting Vouchers. **6 Hrs**
- UNIT V :** Inventory Accounting – Creation of Stock Groups, Stock Items, Stock Categories – Cost Category and Cost Centres – Purchase Order and Sales Order. **6 Hrs**

Books For Reference :

1. Bible Jones and Tenek - Microsoft Office for Windows 2003, Sultan Chand, New Delhi.
2. TIAL Smart Accountant Book SMW, Deva publication, ABC Deva Publication, Computerized Account & Tally application Deva Publication.
3. Computerized Accounting under Tally Deva Publication.
4. Implementing Tally 9 – K.K. Nadhani Publication, BPB Publication.

II SEMESTER
CC VIII- MS OFFICE AND ACCOUNTING SOFTWARE PACKAGE – PRACTICAL

Internal Marks : 15
External Marks : 45
Total Marks : 60

Subject Code : **PCHbY**
Exam Hrs : 2

UNIT – I : MS Word

1. Creating business letters.
2. Creating Application for job with Bio – data.
3. Creating Circular letter with Mail Merge option.
4. Creating table using split and merge option. **15 Hrs**

UNIT – II : MS Excel

1. Creating Worksheet for Mark Sheet and Pay Slip
2. Creating Charts
3. Filtering data using Auto Filter, Custom Filter using comparison operators. **15 Hrs**

UNIT – III : Accounting Package

1. Preparing Voucher entries for given transactions.
2. Preparing Final accounts from Trial balance. **10 Hrs**

UNIT – IV : Inventory Accounting

1. Creating Stock category and stock groups.
2. Inventory Valuation. **10 Hrs**

UNIT – V :

1. Creating Ledgers.
2. Creating Purchase order.
3. Report Creation – B/S, P&L A/c., **10 Hrs**

Books for Reference :

1. Bible Jones and Tenek, Microsoft Office for Windows 95, Sultan Publication.
2. Computerized Accounting under Tally Deva Publication.
3. Implementing Tally 6.3 Author K.K. Nadhani Publication, BPB publication.
4. TIAL Smart Accountant Book SMW, Deva publication, ABC Deva Publication, Bible Jones and Tenek, Microsoft Office for Windows 95, Sultan Publication, New Delhi.

II SEMESTER
EC II - SERVICES MARKETING

Internal Marks : 25
External Marks : 75
Total Marks : 100

Subject Code : **PCE2**
Exam Hrs : 3

Objective : To make the students to gain expert knowledge of Marketing of Various Services.

UNIT I : Introduction and growth:

Introduction and growth of the service sector. Concept of service – Meaning - Characteristics – Classification - Designing of the service, flow chart, blue printing, building service aspirations.

20 Hrs

UNIT II : Marketing Mix in Service Marketing:

The Seven Ps: Product decision, Pricing, Strategies and tactics, Promotion of service and placing of distribution methods for services. Additional dimension in service Marketing - people, physical evidence and process.

20 Hrs

UNIT III : Effective Management of Services Marketing:

Marketing Demand and Supply through capacity planning and segmentation - Internal marketing of services- External versus Internal orientation of service strategy.

20 Hrs

UNIT IV : Delivering Quality Service:

Causes of Service- Quality gaps. The customer expectations versus perceived service gap. Factors and Techniques to resolve this gap. Customer Relationship Management. External communication to the customers - The promise versus delivery gap - Developing appropriate and effective communication about service quality.

20 Hrs

UNIT V : Marketing with Special Reference:

Financial Services - Health Service - Hospitality services including travel, hotels and Tourism - Professional service Public Utility Services Educational Services.

10 Hrs

Books for Reference:

1. Adrhin Payne, The Essence of Marketing New Delhi, Prentice Hall of India Pvt.Ltd., yr.2001.
2. Chistopher lovestock, Services Marketing, 4th edn, Pearson Education Asia, 2001.
3. K.Douglas Hoffman, John.E.G.Bateson, Essentials of Service Marketing. 2nd edn, Thomson- South Westorn yr.2002.
4. Helen Wood roffe –Services Marketing, Mcmillan India Ltd., yr1997.
5. Jha S.M., Services Marketing, Himalaya Publishing House, New Delhi.