

**CIT 1261**

**OFFICE PRACTICES**

**3 Hrs / 2 Cr**

**Course Objective**

To enable the students to gain a deeper knowledge on the office equipments, business documents and filing procedure required for the successful operation of an office.

## **Course Outcomes**

At the end of the course, students will be able to

- i. Describe the functions of an office.
- ii. Interpret appropriate office equipments in the administration of an office.
- iii. Prepare business documents and conduct meetings.
- iv. Apply various methods of filing and media of communication.
- v. Relate the importance of writing of reports.

## **UNIT I**

Office: Meaning – Definition – Functions – Layout - Principles - Office Procedures - Sections of the Office – Types of Departments –Department Functions-Organizational Chart.

## **UNIT II**

Office Equipment: Meaning-Types-Manual: Typewriter, Perforator, Stapling Machine, Duplicating Machine. Electrical: Typewriter, Photocopier, Computer, Scanning Machine, Facsimile Machine - Uses of Office Equipment.

## **UNIT III**

Office Documents: Meaning –Types: Administrative, Sales, Stores, Purchasing- Uses of Office Documents-Preparation of Office Documents. Office Correspondence: Meaning-Types: Memos, Business Letters, Notice of Meetings, Minutes of Meetings, Reports, Circulars. Mail- Incoming Mail- Outgoing Mail- Procedures for Handling Incoming and Outgoing Mail.

## **UNIT IV**

Filing: Classifications - Alphabetical, Chronological, Numerical, Geographical, Alpha-Numerical. Subject- Purposes of Filing- Steps Involved In Filing – Filing Equipment. Communication: Definition-Importance-Types- Methods/Media of Communication-Communication Service Providers.

## **UNIT V**

Meetings: Definition-Purpose-Types-Procedure For Conducting A Meeting- Meeting Terminologies –Roles of the Chairman/Secretary- Writing The Minutes, Report Writing: Meaning- Types-Parts of a Report- Importance of report writing.

**Course Objective**

To enable students be aware of the behaviour of consumers and their decision-making on the purchase of goods. It also helps them to equip about the Consumer Movements in India and the Consumer Protection Act.

**Course Outcomes**

At the end of the course, students will be able to

- i. Identify the importance of consumer behaviour in the buying process.
- ii. Describe the impact of sales promotion on consumer decision making.
- iii. Explain the scope of consumerism.
- iv. Infer with the consumer movements in India.
- v. Apply the legislations prevailing for the protection of consumers.

**UNIT I**

Buyer: Buyer behaviour – Determinants of buying behaviour– Buying motive–Buying decision process. Market Segmentation – Basis – Benefits.

## **UNIT II**

Consumer: Meaning – Definition – Types. Classification of goods: Consumer goods–Durable goods.

## **UNIT III**

Consumerism: Meaning–Definition – Evolution – Nature – Need and scope –Utility– Rights and Responsibilities of Consumers.

## **UNIT IV**

Consumer movement in India: Marketization and Consumerism in India – Consumer Voluntary Organisations – Emergence of new Consumer Movements: Nature and Functions.

## **UNIT V**

Consumer Protection Act, 1986 – Objectives – Definition of Terms – Complainant, Defect, Deficiency of service, Unfair trade practices, Restrictive trade practices. Consumer Protection Council – Consumer Disputes Redressal Agencies – Consumer Protection Bill, 2018.

### **Text Book**

Kandasamy .S, Consumerism in India , Book Enclave, Jaipur, 2017.

### **Reference Books:**

1. Ashok K. Jain, Consumer Protection Act, Ascent Publications, Delhi 2017.
2. Babu N.K. Vijayachandran Pillai. B, Emerging Trends in Consumerism in India, K.K. Publication, Delhi, 2014.

**Objective:** To develop the written and oral business communication skills particularly required for interviews, group discussions and presentations.

**UNIT I**

Business Communication: Meaning, Importance of Effective Business Communication, Barriers to Communication, Modern Communication Methods, Business Letters, Need, Functions, Kinds, Essentials of Effective Business Letters, Layout of effective business letters.

**UNIT II**

Enquiries: Offer, Quotations, Trade Enquiries: Orders and their Execution, Extension of time for execution of orders, Declining orders. Credit and Status Enquiries: Complaints and Adjustments: Collection Letters: Statement of account, Reminders, Strong reminders and limiting date letters. Sales Letters and Circular Letters.

**UNIT III**

Business Correspondence: Banking Correspondence: Letters from banker and customer and letters from customers to bankers. Insurance Correspondence: Surrender, Revival and other enquiries related to insurance. Agency Correspondence Letters, Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)

**UNIT IV**

Letter, Interview: Application Letters: Preparation of Resume with detailed types of preparing resumes. Interview: Meaning, Objectives and Techniques for facing various types of Interviews.

**UNIT V**

Report and Public Speech: Report - Business Report Presentations - Methods of preparing business report for different domains. Public Speech - Characteristics of a good Speech

**Reference:**

1. Rajendra Pal and Korlahally, 'Essentials of Business Communication', Sultan Chand & Sons, New Delhi, 2006.
2. Ramesh M.S. and Pattanshetti C.C., 'Business Communication', Sultan Chand & Sons, New Delhi, 2003.
3. Rodriquez M.V., 'Effective Business Communication Concept', Vikas Publishing Company, New Delhi, 2003.



**Objective:** To give basic knowledge about the concept of Marketing. To create awareness on the issues, practices and principles of Marketing

**UNIT I**

Origin – meaning – definition- evolution of Marketing, classification of Marketing - micro and macro Marketing, objectives of Marketing, factors influencing Marketing, merits of Marketing.

**UNIT II**

Marketing system- Marketing mix- meaning- definition – elements- problems. Marketing system- meaning- Marketing process, marketing functions- functions of exchange- function of physical exchange- function of facilitating function. Functions of buying, assembling and selling.

**UNIT III**

Marketing environment – introduction – scanning the environment – importance of environment analysis- concept of micro and macro environment- Company's suppliers- intermediaries- customers- competitors- public- demographic environment- political environment- physical environment- technological environment- economic environment- legal environment.

**UNIT IV**

Marketing segmentation Introduction- definition- bases- geographic- demographic- psychographic- socio- economic. Benefits of marketing segmentation. Product mix- introduction- meaning- types. Product life cycle- stages- benefits.

**UNIT V**

Marketing strategy and planning- Introduction – planning meaning- definition-- features- marketing planning meaning- importance- benefits- characteristics- planning process. New product development- process- importance- technologies- advantages.

**Reference:**

1. R.S.N. Pillai & Bagavathi, Modern Marketing, S.Chand, New Delhi, 4<sup>th</sup> edition, 2010.
2. Dr. Gupta, Marketing Management, Sutan Chand & sons, New Delhi, 15<sup>th</sup> edition, 2012.
3. Philip Kotler, Principles of Marketing, Prentice Hall of India, New Delhi, 2006
4. Rajan Nair, Marketing, Sultan Chand & Sons, New Delhi, 2004



CIT 1408

**BUSINESS ECONOMICS**

4Hrs/4Cr

**Objective:** The main objective of this course is to familiarize the students with the basic concepts in Business Economics to apply in their Business.

**UNIT I**

Meaning of business economics –Characteristics – Scope – Objectives – Micro and Macro Economics - Objectives of firm. Cardinal approach - Law of Equi-Marginal utility – Ordinal approach –Indifference curve - Consumer's surplus (meaning, limitations)

**UNIT II**

Demand decision – Determinants of demand – Exemption –Elasticity of demand – Kinds and types – Business uses of elasticity - Demand forecasting\_ Qualitative and quantitative methods – For new product

**UNIT III**

Production decision – Production function – The law of variable proportion – Law of returns and returns to scale – Isoquant – Properties – Producer's equilibrium. Cost functions – Long run cost curve – Internal and external economies of scale – Concepts of revenue - Break even analysis.

**UNIT IV**

Pricing decision – Pricing under perfect competition – Monopoly – Degree of price discrimination – Monopolistic competition, Product differentiation – Selling cost – Oligopoly – Kinked demand curve model. Pricing method – Full cost pricing – Customary pricing.

**UNIT V**

Macroeconomics – National income based business decision – Trade cycle – Inflation – Causes and consequences – Measures to check inflation.

**Reference:**

1. Mithani D. M, Business Economics,
2. Dr. P. N. Reddy & H. R. Appanaiah: Essentials of Business Economics,
3. Shankaran S, Business Economics,
4. Maheshwari and Varshney , Business Economics, Sultan Chand Publications, New Delhi.

**Course Objective**

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program.

**Course Outcomes**

At the end of the course, students will be able to

- i. Identify various structures of a business letter and the occasions for drafting letters such as an enquiry about the product, provide an offer, order and status enquiries.
- ii. Paraphrase sales letters, collection letters and reminders, complaints, claims and adjustments.
- iii. Appraise applications for situation vacant.
- iv. Diagnose different Modern Communication methods.
- v. Prepare corporate correspondence, minutes, reports and office notes.

**UNIT I**

Introduction to Business Communication: Essentials of Communication – Types – Barriers- Importance - Structure of Business Letters - Drafting of Different Types of Business Letters – Letter of Enquiry – Offers and Quotations – Orders – Trade References and Status Enquiries.

**UNIT II**

Business Letter: Complaints- Claims – Adjustments – Refusals– Sales Letters – Agency Letters –Collection letters - Banking Letters –Insurance Letters.

**UNIT III**

Application Letters and Memos: Letters Calling Candidates for Written Test - Drafting Interview Letters - Offer of Appointment - Provisional Appointment Orders - Final Order of Appointment - Employee Disciplinary Matters - Show Cause Notices - Charge Sheets - Letters of Dismissal and Discharge.

**UNIT IV**

Electronic Communication: Internet - Tele-Conferencing - Word Processing - Desktop Publishing - Electronic Mail (E-Mail) - Audio Conferencing - Video Conferencing -Webinars - Data storage and retrieval.



## **UNIT V**

Corporate Correspondence: Correspondence with Shareholders and Debenture Holders  
Relating to Dividends and Interest - Transfer and Transmission - Internal Memos - Office  
Circulars - Office Orders - Office Notes - Communication with Regional / Branch Offices -  
Drafting of Minutes – Drafting of Reports and Office Notes.

### **Text Book**

Rajendrapal & Kohrahalli, Essentials of business communication S. Chand Publications, New  
Delhi, 2011.

### **Reference Books**

1. Sharma R.O& Krishna Mohan: Business Communication & Report Writing, Tata  
Mcgraw Hill, New Delhi, 2017.
2. Raman S & Swami R, Business Communication – A Practical Approach,  
Professional Publications, Chennai, 2015.
3. Asha Kaul, Business Communication, Prentice Hall India Learning Private  
Limited, New Delhi, 2009.

**CIT 1457**

**PRINCIPLES OF MARKETING**

**4 Hrs / 4 Cr**

### **Course Objective**

To familiarize the students with the basic concepts and principles of marketing to develop  
their conceptual and analytical skills to manage marketing operations in the recent business  
trends.

### **Course Outcomes**

At the end of the course, students will be able to

- i. Define the importance of marketing and market segmentation.

- ii. Explain a new product development and the advantages of packaging.
- iii. Predict the price of a product.
- iv. Examine the need of sales promotional techniques.
- v. Appraise the use of e-marketing and consumer protection.

## **UNIT I**

Evolution of Marketing - Market – Meaning – Types - Marketing – Definition - Objectives - Importance –Marketing Mix - Marketing Functions – Market Segmentation- Basis –Criteria – Benefits.

## **UNIT II**

Product Policy- Product Planning and Development – Product Life Cycle – Product Mix- Branding – Features – Types – Functions – Brand Name – Trademark - Labelling - Packaging – Features – Types – Advantages.

## **UNIT III**

Pricing – Definition – Objectives – Factors Affecting Price Determination – Methods of Setting Prices – Cost – Demand and Competition - Pricing Policies and Strategies.

## **UNIT IV**

Promotion – Types of Promotion - Sales Promotion – Objectives and Importance of Sales Promotion – Personal Selling – Advertising – Meaning – Objectives – Functions and Importance – Kinds of Media - Distribution Channels- Types of Channels – Factors Affecting Choice of Distribution.

## **UNIT V**

Direct Marketing – Multi-level Marketing - Retail Marketing – Methods – Problems – Retail Marketing in India – E-Marketing – Marketing Ethics – Consumerism –Types of Exploitation – Consumer Rights – Consumer Disputes Redressal Forum.

## **Text Book**

Pillai R. S. N & Bagavathi, Modern Marketing Principles and Practices, S. Chand & Co Pvt. Ltd, New Delhi, 2004.

## **Reference Books**

1. Sherlekar S.A, Krishnamoorthy R, Marketing Management, Himalaya Publishing House, Mumbai, 2017.

**CIT 2408    COMPUTER NETWORKING    4 Hrs. / 4Cr**

**Objective:** To understand the networking concepts and basic communication model, network architectures and components required for data communication.

**UNIT I**

Network fundamentals: Uses of network- categories of networks- communication model – data transmission concepts and terminology- protocol architecture –protocols – OSI – TCP/IP LAN topology – transmission media.

**UNIT II**

Data link Layer: Data link control – flow control – error detection and error correction – MAC – Ethernet, token ring wireless LAN MAC- Bluetooth – bridges

**UNIT III**

Network layer: Network layer – switching concepts – circuit switching- packet switching – IP Data grams – IP addresses – IPV6 – ICMP – routing protocols – distance vector – link state – BGP.

**UNIT IV**

Transport layer: Transport layer – service – connection establishment –flow control – transmission control protocol – congestion control and avoidance – user data gram protocol – transport for real time applications (RTP)

**UNIT V**

Applications: Applications – DNS – SMTP – WWW –SNMP- security –threats and services – DES - RSA –web security – SSL

**Reference:**

1. Larry L Pearson & Bruce S. Davive, "computer Networks"- A Systems Approach", Fourth edition , Harcourt Asia/Morgan Kaufmann, 2007
2. Andrew S. Tannenbaum David J. wetherall, "Computer Networks" Fifth edition , Pearson Education 2011
3. James F. Kurose, Keith W. Ross, " Computer Networking: A Top- down Approach, Pearson Education Ltd, Sixth Edition , 2012



**Objective:** This course is being offered to IT students, as most of the decision support systems require programming knowledge in Visual Basic.

**UNIT I**

Introduction to Visual Basic: Features of Visual Basic -The Visual Basic Philosophy -The integrated development environment -The anatomy of Form -Project Types

**UNIT II**

Dealing With Data: Operators-Variables -Declaring Variables -Types of Variables -Data types -Constants Arrays -Declaring Arrays -Specifying Arrays -Multidimensional Arrays -Dynamic Arrays -Arrays of Arrays

**UNIT III**

Writing Code: Collections -Procedures -Subroutines -Functions -Calling Procedures -Object Browser -Creating Classes & Object -I/O Statements -Control Flow Statements -If—Then -If-then-else -Nested Control Statements -Select-Case Loop Statements -Do—Loop -For—Next -While-Wend -Exit Statement

**UNIT IV**

Creating an Application Using Controls: What is on the toolbar -Textbox Control -Picture Box -Image Box -Label Box -Frame -List Box -Option Button -Combo Box -Command Button -Check Box -The Drive, Directory, File List Controls -The Line & Shape Control -Scroll Box -Data -Timer

**UNIT V**

Multiple Document Interface & Menus: Why MDI Forms -Features of an MDI forms -Loading MDI forms & child forms -Creating a simple MDI forms -Accessing MDI forms -Creating MENUS -POP-UP MENUS - DATA Access Controls: JET database Engine -ADODC -DAO Data Control -ODBC Data Source Administrator -DATA REPORT

**Reference Books:**

1. Mohammed Azam, Programming with VB 6.0
2. Evangelos Petroustos, Mastering VB 6.0, Wiley India, 2006
3. Peter Wrights, Beginning VB 6.0
4. Steve Brown, Visual Basic 6 Complete, Wiley India, 1999

**CIT 3209**

**TOURISM & HOSPITALITY MANAGEMENT**

**3Hrs. /2Cr**

**Objective:** This course is aimed to motivate the students to start their career with hotel, catering and tourism industries

**UNIT I**

Introduction to Hotel industry: Hotel industry - introduction and evolution - classification of hotels - types of accommodation - intermediary accommodation, grouping of accommodation, Features: Characteristics of hotels - activities of hotels - accommodation management - front office - housekeeping - bar and restaurant - supporting service - working of hotels - maintenance of equipment - maintenance of Account - Tariffs: Room occupancy rate management - estimation of demand, seasonal pattern of Guest Company - factors affecting the determinations of room rate during seasonal off-season



**UNIT II**

**Functions:** Marketing functions at its relevance to Hotel Industry - sales - purchasing - storage system - industry levels - ordering levels - costing - recipe costing - menu pricing - hotel security.

**UNIT III**

**Housekeeping:** An overview of the position of H/K in the Hospitality Industry, List of functions of the H/K Dept, - Organisation of the Hotel, Staff Hierarchy, lines of Authority & areas of responsibility - Vertical & horizontal coordination within & outside the Dept. - Areas of responsibility of the H/K Dept. - Essential qualities in H/K staff, Effective communications skills, interpersonal skills & good grooming standards - Duties of staff at the managerial level, Duties of staff at the Operational level - Duties of staff at the supervisory level

**UNIT IV**

**Tourism:** Concepts: Definitions and Historical development of tourism, Distinction between Tourist-Traveller-Visitor-Excursionist. Types and Forms of Tourism; Tourism system: Nature, characteristic - Components of tourism and its characteristics, Domestic tourism - features, pattern of growth, profile, International tourism - Generating and Destination regions, Pattern of growth and Profile

**UNIT V**

**Tourism Demand and Supply** - Introduction to Tourism Demand; Determinants of tourism demands, Motivation and tourism demand; Measuring the tourism demand. Tourism Statistics (National and International), Emerging Trends and new thrust areas of Indian tourism - Tourism Impacts: Impacts: Positive and Negative Impacts of Tourism; Socio-Cultural, Economic, Environmental and Political - Status of Tourism in India, Tourist Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as an Industry in India, consequences of Industry status

**Reference:**

1. Andrews, Sudhir, Hotel Front Office Training Manual, The Tata M'cGraw Hill, New Delhi, 1995
2. Andrews, Sudhir, Front Office Management & Operations, The Tata M'cGraw Hill, New Delhi, 2007
3. Aggarwal Ravi, Hotel front Office, Sublime Publications, Jaipur, 2002
4. TewariJatashankar R., (2009), Hotel Front Office Operations & Management, Oxford University Press, New Delhi.
5. Mill and Morrison, The Tourism system an Introductory Text, Prentice Hall, 1992
6. P.C. Sinha, Tourism Evolution Scope Nature & Organization, Anmol Publication 2003
7. A.K .Bhatia, Tourism and Development, Sterling Publishers, New Delhi, 2007



**CIT 3210      INTERNATIONAL MARKETING**

**3 Hrs. / 2 Cr**

**Objective:** The paper aims at making the student understand the concept and techniques of international marketing and train them to develop and implement plans and marketing strategies for entering into international markets and managing overseas operations.

**UNIT I**

International Marketing Scope and Significance of International Marketing, the strategic importance of international marketing, Differences between international and domestic marketing. Need for international trade, trends in foreign trade.

**UNIT II**

International market environment: International environment, International Social & culture Environment, the political legal environment and regulatory environment of international marketing. Technological Environment, Business Customs in International Market, international market segmentation, Foreign Direct Investment

**UNIT III**

International product management: International product positioning, International product life cycle, New products in International Marketing, Product and culture, brands in International Market, International Marketing Channels: Factors effecting Choice of

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Channels, Selecting Foreign Country Market intermediaries. The management of physical distribution of goods.

**UNIT IV**

Pricing and Promotion for international Markets: Environmental influences on Pricing Decisions, Grey Market goods, Transfer pricing, Global Pricing - Policy Alternatives. Global Advertising and brandy, selecting an advertising agency. Personal selling, Sales Promotion, Public Relations and Publicity, Sponsorship Promotion.

**UNIT V**

Export Marketing: Introduction to Export Marketing, Export Policy Decisions of a firm, EXIM policy of India. Export costing and pricing, Export procedures and export documentation. Export assistance and incentives in India.

**Reference**

1. Philip R. Cateora, John L. Graham, International Marketing 11/e, Tata McGraw-Hill Co. Ltd., 2002.
2. SakOnkvisit, John J. Shaw, International Marketing Analysis and Strategy, 3/e, Prentice-Hall of India Pvt. Ltd., 2000.
3. Bhattacharya, B., Export Marketing Strategies for Success, Global Business Press, New Delhi, 1991
4. Fair Weather, John International Marketing, Prentice Hall of India Private Ltd., New Delhi.
5. Isobel Doole and Robin Lowe, International Marketing Strategy, 2/e, Thomson Learning, 2003.
6. Subhash C. Jain, International Marketing, 6/e, South Western, 2001



**CIT 3604 INVESTMENT MANAGEMENT**

**6 Hrs. / 6 Credits**

**Objective:** This course is framed to provide better understanding of investments and to gain comprehensive knowledge of security markets.

**UNIT I**

**Investment:** Meaning of investment-definition of investment-nature of investment-need of investment-investment environment-scope of investment-speculation, gambling-investment principles-investment process,

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**UNIT II**

**Investment avenues:** features of equity shares, preference shares and its types-bonds and its various types-features-innovative financial instruments-convertible debentures and warrants-characteristics-zero coupon bonds-deep discount bonds-secured premium notes-post office saving schemes-LIC policies-mutual funds.

**UNIT III**

**Return:** historical vs. expected risk-computation of historical & expected return of stock-current yield, **Investment risks:** Systematic risk-market risk-interest rate risk-purchasing power risk-unsystematic risk-business risk-financial risk

**UNIT IV**

**Securities market:** New issue market-Organisation structure of NIM 36- functions of NIM-Mechanics of floating new issue-secondary stock market-definition of stock exchange-function of stock exchange market-Organisation of stock exchanges in India-mechanics of security trading in stock exchange-stock market indices-NSE index,BSE index

**UNIT V**

**Listing of securities:** scope-objectives of listing-advantages of listing-disadvantages of listing, **Security dealings and government:** securities contracts (Regulation) Act 1956- Securities and exchange board of India (SEBI).

**Reference:**

1. Dr. Mrs. PunithavathyPandian, Security analysis and portfolio management, Vikas Publishers, New Delhi, 2003
2. Dr. Preethisingh, Investment management-Himalaya Publishing House, New Delhi, 2003
3. Fischer and Jordan, Security Analysis and Portfolio Management-Prentice Hall India Ltd, New Delhi, 2002
4. Alexander and Bailey, Investments-prentice hall of India ltd, New Delhi, 2004
5. Avadani, Himalaya Publishing House-Investment Management, 2003.
6. Kevin, Security Analysis and Portfolio Management, Prentice Hall of India Pvt Ltd, 2006.