

PCO 4324 CUSTOMER RELATIONSHIP MANAGEMENT 4 Hrs / 3 Cr

This course aims to make the students to understand their role in achieving good customer relationship management with a customer and/or stakeholder. This course also designed to understand the key skills needed to carry out successful customer relationship management, in order to build more productive & mutually rewarding relationships with customers and/or stakeholders.

UNIT I

Introduction: Definitions, Concepts and Context of relationship Management, Evolution, Transactional Vs Relationship Approach, CRM as a strategic marketing tool, CRM significance to the stakeholders.

UNIT II

Understanding Customers: Customer information Database, Customer Profile Analysis, Customer perception, Expectations analysis, Customer behaviour in relationship perspectives, individual and group customer's, Customer life time value, Selection of Profitable customer segments.

UNIT III

CRM Structures: Elements of CRM, CRM Process, Strategies for Customer acquisition, Retention and Prevention of defection, Models of CRM, CRM road map for business applications.

UNIT IV

CRM Planning and Implementation: Strategic CRM planning process, Implementation issues, CRM Tools, Analytical CRM, Operational CRM, Call centre management, Role of CRM Managers.

UNIT V

Trends in CRM: e-CRM Solutions, Data Warehousing, Data mining for CRM, an introduction to CRM software packages.

Text Books:

1. G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Perspective, Macmillan, 2011
2. Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra, 2008

References:

1. H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing, 2014
2. Jim Catheart, The Eight Competencies of Relationship selling, Macmillan India, 2010

PCO 4330 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT 6 Hrs / 3 Cr

This course explores the theory and practice of investments, covering the topic areas of capital market structure, valuation, and security analysis and portfolio management. This course will emphasize an understanding of the economic forces that influence the pricing of financial assets.

UNIT I

Investment: Nature and scope of investment analysis, Elements of investment –return, risk and time elements, objective of investment, security return and risk analysis, measurement of return and risk, Portfolio – Concept, Construction and types – Recent trend in Investment Securities.

UNIT II

Types of Investments: Financial investment – securities and derivatives, deposit, deposit, tax sheltered investments, Non-financial investment – real estate, gold and other types and their characteristics, sources of financial information.

UNIT III

Fundamental Analysis: Economic analysis, Industry analysis, and Company analysis. Technical Analysis: Various prices and volume indicators, indices and moving averages, interpretation of various types of trends and indices. Efficient Market Hypothesis: Weak, Semi, strong and strong market, testing of different forms of market efficiency and their significance.

UNIT IV

Valuation of Securities: Valuation of Fixed income securities, Bonds, debentures, Preference shares, and convertible securities. Valuation of variable income securities: Equity shares. Investment by individuals: Investment policy of Individuals, Tax saving schemes in India.

UNIT V

Portfolio Evaluation and Revision: Sharpe's measure, Treynor's measure, Jensen's measure, Portfolio revision: Formula plans – portfolio revision – need – importance – management – techniques – advantages – disadvantages.

Text Books:

1. Preethi Singh, Investment Management, Himalaya Publishing House, 20th Edition, 2018
2. Punithavathy Pandian, Portfolio Management, Vikas Publications, 2017

PCO 4331

DIGITAL MARKETING

4 Hrs / 3 Cr

This course enlightens students to gain an understanding how the digital economy works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.

UNIT I

Digital Marketing: Introduction, Meaning, Definitions, Basics of Marketing, Comparison of Traditional and Digital Marketing, Benefits of Digital marketing, e-commerce Models, Latest Digital marketing trends, Digital marketing platforms, Digital Marketing strategy for websites, Career opportunities in digital marketing

UNIT II

Social Media Marketing: Introduction, Face book marketing, Face book advertising, YouTube marketing, Twitter marketing, Google+ marketing, LinkedIn marketing, Pinterest marketing.

UNIT III

Email Marketing: Meaning, Benefits, Basic terminology in email marketing, Email Marketing Softwares, Building email marketing strategy, Building subscriber lists, Designing Newsletters, Types of Campaigns, Reports and analysis

UNIT IV

Mobile operating systems: Platforms (iOS, Android, Windows, etc), HTML5, Adobe Flash, Multi-tasking, sync and software/app integration, SMS, MMS, App Marketing, App Monetisation

UNIT V

Target Group Management: The Internet Audience and Consumer Behaviour, Getting to Know Your Customer, Delighting Your Customer, Engaging with Your Customer, Search Engine Optimisation

Text Books:

1. Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, John Wiley & Sons, Inc., New Jersey, 2016
2. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson, 2017

References:

1. Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, John Wiley & Sons, Inc., New Jersey, 2017
2. Debra Zahay, Digital Marketing Management: A Handbook for the Current (or Future) CEO, Business Expert Press, New York, 2015

PCO 4332

BASIS OF TAXATION

4 Hrs / 3 Cr

This course is being offered to non-commerce students to make aware of them the general understanding of both direct and indirect taxation in India. This course inculcates taxation system and structure in India with its implications.

UNIT I

Introduction: Canons of Taxation– Assessment year and Previous year, Assessee – Types of Assessee – Person, Income, Features of Income – Gross Total Income – Agricultural income, Exempted Incomes – Direct & Indirect Taxation.

UNIT II

Heads of Income: Income from Salary, Income from House Property, Income from business or profession (Simple Problems only with Limited Deductions)

UNIT III

Income from capital gain, Income from other sources (Simple Problems only with Limited Deductions)

UNIT IV

PAN – TDS – Filing of Returns – e-Filing – Assessment and Types of Assessment – Advance Payment of Tax – Tax Holiday

UNIT V

GST Act: Introduction, Goods and Services Tax Act – Needs – Objectives – History, Enforcement – Registration procedure – Types, Exempted goods – Different slab rates – GSTIN, Benefits of GST.

Text Books:

1. Dr. Hariharan N, INCOME TAX LAW & ACCOUNTS, McGraw Hill Education, Revised Edition (as per latest AY)
2. Gaur. V.P and Narang D.B, Income tax law & Practice, Kalyani Publishers, Revised Edition (as per latest AY)

Reference:

1. Vinod K Singhania & Monica Singhania, Students Guide to Income Tax, Taxman Publications, Revised Edition (as per latest AY)

PCO 4404

COMPUTERISED ACCOUNTING

4 Hrs

This course gives a clear insight into the computerized accounting system and techniques so as to equip the students in such a way that they become capable independently managing the computerized accounting system on their own.

UNIT I

Introduction – Features – Basic concept of computerized accounting and Inventory system – Accounts, Organization and types of accounts – Account Statements – Purchase and sales – Credit and debit – Transaction, Invoice, Voucher, Order, Cost and stock – Income and expenses – Inventory control.

UNIT II

Transactions – Accounts vouchers entry – Contra – receipt – payment – Journal – Debit and credit notes – Sales, Purchase options and Post date – Vouchers. Inventory voucher entry – Types – delivery challan – Goods receipt note – Sales and purchase returns – Invoice stock transfer – Bill of material. Physical stock voucher.

UNIT III

Accounting Reports – T/B, P& L account, B/S and statement of stock, Books – Order status – summaries – Reporting file as well as printer.

UNIT IV

Introduction to Tally, Creation of accounts Master – Ledger – Cost – Group – Budgets – Voucher and currencies inventory master – Stock item – Group and unit measurement.

References:

1. K.K Nidhani, Implementing Tally 6.3.BPB Publications ,New Delhi.

The objective of this course is to provide a conceptual framework of the principles, practices, techniques and challenges to the service marketing in the global era.

UNIT I

Nature and classification of services – Characteristics of services and their marketing implications. Product support services – Pricing of services - Problems of quality – Innovations in services.

UNIT II

Marketing strategies for service firms – with special Books for Reference to information, communication, Consultancy, Advertising, Professional services, After – Sales services, Recruitment, Training. Marketing of health care services- marketing of hospitality and tourism services.

UNIT III

Marketing of financial services – Nature – Types – Marketing of insurance – Mutual funds – Marketing for non-profit firms. Marketing of educational services – Computer education, distant education, Marketing of Info services.

UNIT IV

CRM and relationship marketing Customer satisfaction.

References:

1. S.L. Gupta, Service Marketing, Tamil Nadu Book House, 2003
2. Lovelock, C.H., Managing services, Englewood cliffs, N.J., Prentice Hall, 2002
3. Woodruffee “Services Marketing”, Pearson Education.
4. John M.Rathwell, Marketing in the Service Sector (1974)

The object of this course is to throw a light on the various financial markets and services. It also aims at making the students to understand about the share market merchant banking and mutual funds.

UNIT I

Financial System –meaning, structure, components and services –its importance in the development of economy

UNIT II

Money Market and Share Market - call money market-Treasury Bill Market –Discount Market – Government Securities Markets – Markets for commercial papers and certificates for deposits- Global depositary receipts.

Stock Exchange –organisation and functions, listing of securities, trading in stock exchanges-on-line trading of shares-E-shares. New Issues Market - Initial public offering meaning, procedures and guidelines.

UNIT III

Merchant Banking-meaning functions and services of Merchant banks – guidelines of RBI and SEBI. MUTUAL FUNDS-Meaning importance and types-Guidelines - mutual funds in India.

UNIT IV

Securitisation of Debt –Meaning, workings and benefits –securitisation vs. Factoring – securitisation in India.

References:

1. M.Y Khan, Indian Financial Theory and Practice Tata Mac Graw Hill, 2003
2. E Gordon & K Natrajan, Emerging Scenario of Financial services, Himalaya Publishing House, Mumbai, 2003
3. R M Srivastava, Management of Indian Financial Institutions, Himalaya Publishing House Mumbai, 2003.

The objective of the course is to influence and impact the student on behaviour within organization for the purpose of applying such knowledge toward improving an organization's effectiveness to give perspective knowledge on the essential tool for managing effective teams, and to predict human behaviour in an organization. It also provides an idea on how organizations can be structured more accurately, and how several events in their outside situations have effect on organization.

UNIT I

Management Concepts and Organisational Behaviour: Concepts and its significance, Introduction to OB, Relationship between management and organizational behaviour. Individual Behaviour: Theories of values and attitudes, Personality, Perception, Learning, theories of motivation.

UNIT II

Group Dynamics and Team Development: Definition, importance, types of groups, Group formation, Group development, Group composition, Group performance factors-principle, centered approach to team development.

UNIT III

Leadership: Concept, Styles, Theories: Trait theory, behavioural theory, contingency theory, situation theory, Power and authority.

UNIT IV

Organizational Conflict: Dynamics and Management, sources, patterns, levels and types of conflict, traditional and modern approaches to conflict, functional and dysfunctional organizational conflicts, resolution of conflict, transactional analysis.

UNIT V

Organisational Change and Development: concept, need for change, resistance to change, theories of planned change, Organisational diagnosis, OD intervention. Organisational climate and change.

Text Books:

1. Fred Luthens, Organisational Behaviour Mc. Graw Hill International Edition, 12th edition, 2010.
2. Aswathappa. K, Organisational Behaviour, Himalaya Publishing House, 12th Revised Edition, 2017

References:

1. Keith Davis and John. W. Newstrom (8th Edition) Human Behaviour at work, McGraw Hill, International Edition 2000
2. Stephen. P. Robbins, Organisational behaviour, PHI Pvt. Ltd., 9th Edition 2011
3. Chandan, Organisational Behaviour, TBH Publishers, 2003
4. Koontz, Harold, Cyril O'Donnell, and Hienz Weirich: Essentials of Management Tata Mc GrawHill, New Delhi.2013

This course equips student to work in the field of human resource management. Key functional areas are considered within a strategic and contextualized framework, with an underlying objective of searching for ways to strengthen organizations for all stakeholders. This course builds the necessary knowledge base for working in employment relations, but the emphasis is knowledge in action.

UNIT I

Introduction: Nature and scope of HRM, Organizing of HRM, HRM in India, Personnel policies.

UNIT II

Human Resource Planning: Procurement of Human Resources, Job analysis, Job evaluation, Recruitment and Selection, Placement and Induction.

UNIT III

Human Resource Development: Training and Development, Training of Operatives, Executive development, Career planning and development

UNIT IV

Compensation, Wage and salary Administration: Incentive plans and profit sharing, Appraisal and Job Changes, Performance appraisal: Traditional Vs Modern methods, Job changes, Transfers, Promotions and Separations, Absenteeism and Labour Turnover. Maintenance: Health and Safety, Employee's Welfare, Social Security.

UNIT V

Integration: Work environment, Discipline and grievance, Morale, Collective bargaining, Worker's participation in management, Industrial relations and industrial disputes, Trade unions, Job satisfaction, Human relations: Quality of work life – Management of Stress and burnout.

Text Books:

1. Edwin Flippo, Personnel Management, Prentice Hall of India, 2012
2. Gupta. C. B, Human Resource Management Text and Cases, Sultan Chand & Sons, 2017
3. Aswathappa. K, Human Resource Management, McGraw Hill Education, 2017

References:

1. G.R. Basotia, Human Resource Management, Tamil Nadu Book House, 2013
2. Kausal Kumar, Human Resource Management, Tamil Nadu Book House, 2013
3. Kandula Srinivas R., "Strategic Human Resource Development", Prentice Hall of India, New Delhi 2012
4. Sharma, Human Resource Management, Tamil Nadu Book House, 2013

PCO 4

PCO 4425

MARKETING MANAGEMENT

6 Hrs / 4 Cr

The objective of this course is to facilitate the understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints. This course is taught with both strategic and managerial focus. Students would be given opportunities to perform the role of a marketing manager.

UNIT I

Introduction: Marketing Concept and its evolution, Nature, Scope and Importance, Marketing mix, Strategic marketing planning – an overview.

UNIT II

Market Analysis and Selection: Marketing environment – macro & micro components, impact on marketing decisions. Market segmentation and positioning, Buyer behaviour, Consumer Vs Industrial buyers, Consumer decision-making process.

UNIT III

Product and Pricing Decisions: Concept of a product, Classification of products, Major product decisions, Product line and product mix, Branding, Packaging and Labeling, Product life cycle, Strategic implications, new product development and consumer adoption process. Pricing decisions: Factors affecting price determination, Pricing policies and strategies.

UNIT IV

Distribution and Promotional Decisions: Nature, functions and types of distribution channels, Distribution channel intermediaries, Channel management decisions, Retailing and wholesaling. Promotion decisions: Communication process, Promotion mix – Advertising, Personal selling, Sales promotion, Publicity and Public relations, determining advertising budget, Advertising Copy designing and its testing, Media selection, Advertising effectiveness, Sales promotion – Tools and techniques.

UNIT V

Marketing Research and Organisational Research: Meaning, Scope, Marketing research process. Marketing organisation and control: organizing and controlling marketing operations. Issues and Developments in Marketing: Social, ethical and legal aspects of marketing. Marketing of services, International marketing, Green marketing, Cyber marketing, Multi level marketing, Relationship marketing.

Text Books:

1. Kotler, Philip and Gary Armstrong, Principles of marketing, Prentice Hall, New Delhi, 14th Edition, 2015
2. Sherlekar, Marketing Management, Himalaya Publishing House, New Delhi, 2016

References:

1. Ramaswamy, V.S and Nama Kumari, S: Marketing Management, Macmillan India, New Delhi, 2009.

To understand the principles and concepts in international Marketing to provide the knowledge of marketing management in the international perspective to develop marketing strategies for the dynamic international markets.

UNIT I

International markets: Introduction, Definition, Basic modes of entry, Nature and Benefits of International Marketing, International Marketing Task, World Trade, India's Foreign Trade, Characteristics of MNCs, Global and Domestic marketing, International Product Life cycle, EPRG Framework, Institutional set up, Advisory bodies, Commodity organizations, Service Institutions, Government participation in Foreign Trade

UNIT II

International Marketing Environment: Business culture around the world, language, customs, attitudes, marketing strategy adjustments, product adaptations. Geographic Description of Market, Political risk, Political Environment, Import quotas, tariffs, customs restrictions, required licenses, registrations, permits. Development and scope of International law, INCOTERMS, WTO, GATT, Current economic conditions of the countries involved, credit worthiness of the international buyer/seller, Regional economic groupings, its influences in market.

UNIT III

Policy Framework and Procedural Aspects: India's Export, Import policy, Exim Policy, promotional measures, Export oriented Units, Deemed Exports, Export- Import Documentation, Kinds of Documents, Principal Export Documents, Auxiliary documents, Documents in Import Trade, Export Documentation and procedures, Demand Estimation, GDP, Producer consumer target, Market segmentation.

UNIT IV

International Marketing Planning: International Market Selection, Factors influencing, Process, Strategies and approaches, Competition, International Marketing research, Global scene, International marketing research procedure, Techniques, survey, interview techniques, Analysis of field data, Research report, International Marketing Planning and Control, Framework, marketing control –Control sequence

UNIT V

International Marketing Mix: Developing an International Product Line, Foreign Product Diversification, International Branding Decisions, International Packaging, International Warranties and Services. International Pricing Strategy, International Promotion Strategies, Promotion Mix, International Sales Negotiations, Patterns of Global Advertising, Global Advertising Regulations, Advertising Media, International Channels of Distribution, Retailing in International Scenario, International Physical Distribution, Technological Influences in international Marketing – Current trends in international Marketing.

Text Books:

1. Warren J. Keegan and Mark C. Green, Global Marketing, Third Edition, Prentice Hall, N.J. 2003. (ISBN 0,13,066998,9)
2. Philip. R. Cateora, John.L.Graham. Prasanth Salwan. International Marketing, Tata Mcgraw Hill, 13 th edition, 2008

The objective of this course is to help the students to understand the conceptual framework of the organizational behaviour

UNIT-I

Management Concepts and Organisational Behaviour: Concepts of management and its significance - Introduction to OB - Relationship between management and organizational behaviour.

UNIT-II

Individual Behaviour: Theories of values and attitudes , Personality , Perception, Learning, Motivation – Content and process theories of motivation.

UNIT-III

Group Dynamics and Team Development: Definition and importance; Types of groups;

Group formation, Group development, group composition, Group performance factors;

Principle-centered approach to team development.

UNIT-IV

Leadership: Concept; Leadership Styles; Theories – Trait theory, behavioural theory, Contingency theory , Situation theory , Power and authority.

UNIT-V

Organizational Conflict: Dynamics and management; Sources, patterns, levels and types of Conflict; Traditional and modern approaches to conflict; Functional and dysfunctional organizational conflicts; Resolution of conflict. Transactional analysis.

UNIT-VI

Organisational Change and Development: Concept; Need for change, Resistance to change; Theories of planned change; Organisational diagnosis; OD intervention. Organisational Climate and change.

References:

1. Fred Luthens, Organizational Behaviour Mc.Graw Hill International Edition, Eighth
2. edition, 1998

The objective of this course is to make the students understand efficient use of human resources and create awareness on the maintenance and integration.

UNIT I

Introduction: Nature and scope of HRM – Organizing of HRM; HRM in India. Personnel policies.

UNIT II

Procurement of Human Resources; Human Resource planning, Job analysis Recruitment and Selection, Placement and Induction

UNIT III

Training and Development; Training of Operatives; Executive development; Career planning and development; Human Resource Development.

UNIT IV

Compensation; Job evaluation, Wage and salary Administration; Incentive plans and profit sharing. Appraisal and Job Changes; Performance appraisal – Traditional Vs Modern methods. Job changes; Transfers, Promotions and Separations, Absenteeism and Labour Turnover.

UNIT V

Maintenance: Health and Safety; Employee's Welfare; Social Security.

UNIT VI

Integration: Work environment; Discipline and grievance; Morale; Collective bargaining; Worker's participation in management; Industrial relations and industrial disputes – Trade unions – Job satisfaction – Human relations – quality of working life – Management of Stress and burnout.

References:

1. Edwin Flippo , Personnel Management, Prentice Hall of India, 2002.
2. G.R. Basotia ,Human Resource Management , Tamil Nadu Book House, 2003
3. Kausal Kumar, Human Resource Management , Tamil Nadu Book House, 2003
4. Kandula Srinivas R., "Strategic Human Resource Development", Prentice Hall of India, New Delhi 2002

This course **develops managerial perspective to economic fundamentals** as aids to decision making under given environmental constraints.

UNIT I

Nature and Scope of Managerial Economics: Objective of a firm; Economic theory and managerial theory; Managerial economist's roles and responsibilities; Fundamental economic concepts – incremental principles, opportunity cost principle, discounting principle, equi – marginal principle.

UNIT II

Demand Analysis : Individual and market demand functions; Law of Demand; Determinants of demand; Elasticity of demand – its meaning and importance ; Price elasticity , income elasticity, cross elasticity; using elasticity in managerial decisions.

UNIT III

Theories of Consumer Choice: Cardinal utility approach, Indifference approach, revealed preference and theory of consumer choice under risk; Demand estimation for major consumer durable and non – durable products; Demand forecasting techniques.

Production theory: Production function – Production with one and two variable inputs; Stages of Production; Economies of scale; Estimation of production function; Cost theory and estimation; Economic value analysis; Short and long run cost functions – their nature, shape and inter relationships; Law of variable proportions ; Law of returns to scale.

UNIT IV

Price Determination and Pricing Practices: Characteristics of different market structures; Price determination and firm's equilibrium in short run and long run under perfect competition, monopolistic competition, oligopoly and monopoly. Methods of price determination in practice; Pricing of multiple products; Price discrimination; International price determination and dumping; Transfer pricing.

Business cycles: Nature and phases of business cycle ; Theories of business cycles – Psychological, profit, monetary ,innovation, cobwebs Samuelson and Hicks theories. Inflation - Definition, characteristics and types; Inflation in terms of demand – pull and cost – push factors; Effects of inflation.

References:

- 1) Dr.R.L Varshney , Managerial Economics, *Sultan Chand and Sons*, New Delhi, Revised Edition 2002
- 2) Dwivedi DN : Managerial Economics, Vikas Publishing House, New Delhi, 2003
- 3) Mithani, Managerial Economics , Tamilnadu Book House,2002
- 4) Kulkarni, Managerial Economics , Tamilnadu Book House,2002

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

UNIT I Introduction: Concept, Nature, Scope and importance of marketing ; marketing concept and its evolution ; Marketing mix ; Strategic marketing planning – an overview.

UNIT II Market Analysis and Selection: Marketing environment–macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behaviour; Consumption versus Industrial organisational buyers ; Consumer decision-making process.

UNIT III Product and Pricing Decisions: Concept of a product; Classification of products ;Major product decisions ; Product line and product mix ; Branding ; Packaging and labeling ; Product life cycle – Strategic implications ; New product development and consumer adoption process. Pricing decisions: Factors affecting price determination; Pricing policies and strategies.

UNIT IV Distribution and Promotional Decisions: Nature, functions and types of distribution channels; Distribution channel intermediaries ; Channel management decisions ; Retailing and wholesaling . Promotion decisions: Communication process; Promotion mix – advertising , Personal selling , Sales promotion , Publicity and Public relations ; Determining advertising budget ; Copy designing and its testing ; Media selection ; Advertising effectiveness ; Sales promotion – Tools and techniques.

UNIT V Marketing Research and Organisational Research: Meaning and scope of marketing research; marketing research process. Marketing organisation and control: organizing and controlling marketing operations.

UNIT VI Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services ; International marketing ; Green marketing; Cyber marketing; multi level marketing; Relationship marketing and other developments in marketing.

References:

1. Kotler, Philip and Gary Armstrong; Principles of marketing, Prentice Hall, New Delhi, 2002
2. Ramaswamy, V S and Nama kumari, S: Marketing Management, Macmillan India, New Delhi. 2003.
3. Srinivasan, R : case studies in marketing: the Indian Context, , Prentice Hall , New Delhi. 2003.

The objective of this course is to help the students to understand the conceptual framework of financial management, and its applications under various environmental constraints.

UNIT I

Financial Management: Meaning, nature and scope of finance; financial goal – Profit Vs Wealth maximization; Finance functions – investment, financing and dividend decisions; Current development in financial management: Hybrid financial instruments.

UNIT II

Capital Budgeting: Nature of investment decisions, investment evaluation criteria; Capital rationing; Risk analysis in capital budgeting – Tools of evaluation and conditions of risk adjusted rate of return: Risk and uncertainty – Certainty equivalent approach – Probability approach, Sensitivity analysis, Simulation analysis, CAPM analysis.

UNIT III

Cost of Capital: Meaning and significance of cost of capital; Calculation of cost of Debt, Preference Capital, Equity capital and retained earnings; Combined cost of capital (Weighted); Cost of equity.

UNIT IV

Operating and Financial Leverage: Measurement of leverages; Effects of operating and financial leverage on profit; Analysing alternate financial plans; Combined financial and operating leverage.

UNIT V

Capital Structure and Dividend Theories: Traditional and MM Hypotheses – without taxes and with taxes; Determining capital structure in practice. Dividend Policies: Issues on dividend decisions, Walter's model, Gordon's model, M-M Hypothesis, Dividend and uncertainty, relevance of dividend; Dividend policy in practice; Forms of Dividends, Stability in dividend policy; Corporate dividend behaviour.

UNIT VI

Working Capital Management: Meaning, Significance and types of working capital; Calculating operating cycle period and estimation of working capital requirements; Financing of working capital and norms of bank finance; Sources of working capital; Factoring services; Dimensions of working capital management. Management Of Cash, Receivables And Inventory.

References:

1. S.N.Maheshwari, Financial Management, Sultan Chand & Sons, 2003
2. Bhattacharya, Hrishikas: Working capital Management: Strategies and techniques, Prentice Hall New Delhi, 2003
3. Chandra, Prasanna: Financial Management, Tata Mc Graw Hill, Delhi, 2003
4. Pandey, I. M. Financial Management, Vikas publishing House Delhi, 2003

PCO 4610 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

6Hrs

The objective of this course is to throw light on the various types and analysis of investment and make the students aware about the valuation of Securities.

UNIT I

Investment: Nature and scope of investment analysis; Elements of investment –return, risk and time elements; objective of investment; security return and risk analysis; measurement of return and risk; Portfolio – Concept, Construction and types.

UNIT II

Types of Investments: Financial investment – securities and derivatives, deposit, deposit, tax sheltered investments; Non-financial investment – real estate, gold and other types and their characteristics; sources of financial information.

UNIT III

Fundamental Analysis: Economic analysis, Industry analysis, and Company analysis.

UNIT IV

Technical Analysis: Various prices and volume indicators, indices and moving averages, interpretation of various types of trends and indices. EFFICIENT MARKET HYPOTHESIS: Weak, Semi-strong and strong market, Testing of different forms of market efficiency and their significance.

UNIT V

Valuation of Securities: Valuation of Fixed income securities - Bonds, debentures, Preference shares, and convertible securities. Valuation of variable income securities: Equity shares. Investment by individuals: Investment policy of Individuals, Tax saving schemes in India.

UNIT VI

Portfolio Evaluation and Revision – Sharpe's measure, Treynor's measure, Jensen's measure - Portfolio revision: Formula plans.

References:

1. Preethi Singh, Investment Management, Himalaya Publishing House
2. Punithavathy Pandian, Portfolio Management, Vikas Publications, 2001

PCO 5404 INDIRECT TAXES PLANNING AND MANAGEMENT

4Hrs

The objective of this course is to enhance the ability of the students to understand CST, TNGST, Application of MODVAT, and CENVAT in tax collection and Customs Duty.

UNIT I

Central Sales Tax Act 1956 -Definition –Types of sales –registration of dealers –forms used in CST –types of goods –rate of CST. Penalties and offences. Assessments of sales tax-TNGST-scope for tax planning.

UNIT II

Central Excises – Historical background –excisable goods – valuation of goods –clearances of goods –MODVAT-CENVAT-VAT-exemption from excise duty –excise and export-assessment of excise duty-demand, collection, penalty and prosecution -scope for tax planning.

UNIT III

Customs Duty –Historical background - prohibition of import and export-valuation of goods – Exemption – warehousing- Clearance of import and export goods. Duty drawbacks – import and export of goods through packages, postal and airlines – demand collection, penalty and `prosecution. Scope for tax planning.

UNIT IV

Service Tax – Maintenance of records – Service Tax returns – Assessment procedure.

References:

1. Vinodh .K . Singania, Direct taxes Law and Practice, Taxman's Publication, 2004-05
2. S Datey Indirect Taxes-Law &Practice, Taxman's Publication, 2004-05
3. Ravi Gupta and Ahuja, Systematic Approach to Income Tax, Barath Law House (p) Ltd,2004-05

PCO 5405

INSURANCE AND RISK MANAGEMENT

4Hrs

The objective of this course is to acquaint the students **the various dimensions of risk involved in insurance and their management.**

UNIT I

Risk and risk management process – Risk identification – Evaluation – Risk management techniques – Selecting and implementing risk management techniques. Commercial risk management applications – Property - Liability –Commercial property insurance different policies and contracts – Business liability and risk management insurance – Worker's compensation and risk financing.

UNIT II

Personal risk management applications property – Liability – Risk management for auto owners – Risk management for homeowners.

UNIT III

Risk management applications – Loss of life – Loss of health – Retirement planning and annuities – employee's benefit – Finance and estate planning.

UNIT IV

Risk management environment – industry – functions and organization of insurers – Government Regulation of insurance sector – IRA – Privatisation of insurance business in India – Changes in Insurance Act – Insurance intermediaries insurance products pricing, Claim valuation – Foreign insurance in India.

References:

1. Rejda, George E., "Principles of risk management and insurance", Sixth edition, Addison Wesley Longman, 1998.
2. M.N. Mishra, Insurance : Principles and Practice, Sultan Chand & Sons, New Delhi
3. Dorfman, "Introduction to risk management and insurance", Prentice Hall, 1998
4. K. R. Reddy, Risk management, Tamil Nadu Book House, 2003

PCO 5409 EXPORT AND IMPORT PROCEDURE AND DOCUMENTATION

4Hrs

The Objective of this course is to acquaint the students with the procedures and documentation formalities relative to export – import transactions.

UNIT I

Documentation framework: Export Import control and policy; Types and characteristics of documents; Export contract; Inco terms; Processing of an export order. Cargo, Control and Pre-Shipment Inspection Schemes: Process and Procedures, Excise and Customs Clearance-regulations; Procedures and Documentation.

UNIT II

Planning and methods of procurement for Exports: Export Financing Methods and Terms of Payment: Negotiation of export bills; Methods of payment in international trade; Documentary credit and collection; UCP 500; Pre- Post shipment Export credits, Bank guarantees; Foreign exchange regulations and procedure.

UNIT III

Procedure for procurement through imports; import financing; Customs clearance of import cargo; Managing risks involved in importing – transit risk, credit risk and exchange risk.

Trading houses: Export and Trading houses schemes – criteria, Procedures and documentation; policy and procedure for EOU/FTZ/SEZ units.

UNIT IV

Export Incentives: Overview of export incentives-EPCG, duty draw back, duty exemption schemes, tax incentives, Procedures and documentation.

References:

1. Francis Cherulinam, International Trade and Export Management, Himalaya Publishing, Tenth Edition, 2001.
2. Velaydham T.K, Foreign Trade Theory and Practice, Wheeler Publishers, Second Edition.
3. Export – Import Policy of India, (2002 - 2007) Ministry of Commerce, Govt. of India.

PCO 5409 EXPORT AND IMPORT PROCEDURE AND DOCUMENTATION

4Hrs

The Objective of this course is to acquaint the students with the procedures and documentation formalities relative to export – import transactions.

UNIT I

Documentation framework: Export Import control and policy; Types and characteristics of documents; Export contract; Inco terms; Processing of an export order. Cargo, Control and Pre-Shipment Inspection Schemes: Process and Procedures, Excise and Customs Clearance-regulations; Procedures and Documentation.

UNIT II

Planning and methods of procurement for Exports: Export Financing Methods and Terms of Payment: Negotiation of export bills; Methods of payment in international trade; Documentary credit and collection; UCP 500; Pre- Post shipment Export credits, Bank guarantees; Foreign exchange regulations and procedure.

UNIT III

Procedure for procurement through imports; import financing; Customs clearance of import cargo; Managing risks involved in importing – transit risk, credit risk and exchange risk.

Trading houses: Export and Trading houses schemes – criteria, Procedures and documentation; policy and procedure for EOU/FTZ/SEZ units.

UNIT IV

Export Incentives: Overview of export incentives-EPCG, duty draw back, duty exemption schemes, tax incentives, Procedures and documentation.

References:

4. Francis Cherulinam, International Trade and Export Management, Himalaya Publishing, Tenth Edition, 2001.
5. Velaydham T.K, Foreign Trade Theory and Practice, Wheeler Publishers, Second Edition.
6. Export – Import Policy of India, (2002 - 2007) Ministry of Commerce, Govt. of India.

PCO 5410

ENTREPRENEURIAL SKILL DEVELOPMENT

4Hrs

The objective of this course is to impart knowledge to the students about the need of entrepreneurial skill development. The Course deals with qualities of entrepreneur and the business environment based project feasibility report preparation.

UNIT I

Introduction – Concept – Characteristics and qualities of entrepreneur - Difference between entrepreneur and manager. Functions and types of entrepreneur. EDP's and objectives. Management of Self – Attitudes – Personality, Stress management – Meaning, Symptoms, Coping strategies. SWOT analysis

UNIT II

Creativity and innovation – Concept – Essence – Sources – Types, Creative Process.

UNIT III

Identification of business opportunities – Market survey – Project formulation – Selection of a product – Choice of technology – Financial Assistance.

UNIT IV

Finance – Project finance – Schemes – Sources and Subsidies – venture capital.

References:

1. Dr.C.B. Gupta and Dr. N.P. Srinivasan, "Entrepreneurial Development in India", Sultan Chand & Co.
2. Vasant Desai, Small Scale Industries Problems & Prospects – Vasant Desai, Himalaya Publications, Second Edition.
3. Sen Gupta, Government and Business, Sultan Chand & Co, Third Edition.

This course introduces the concept of risk and techniques of identifying, measuring and managing it. In this context, insurance as a risk management tool is discussed with references to its role, functions and basic principles as applicable to different classes of insurance. The course aims to provide the students with a broad understanding of risk and insurance as a means to manage it. This forms the foundation to facilitate the students in their further studies on insurance.

UNIT I

Risk & Risk Management process – Risk Identification, Evaluation, Risk Management Techniques, Selecting and Implementing Risk Management Techniques – Risks in our Society – Insurance and Risk.

UNIT II

Commercial Liability Insurance – Commercial Risk Management Applications – Property – Liability – Commercial Property Insurance, Different policies and contracts – Business Liability and Risk Management – Workers compensation and Risk Financing.

UNIT III

Property and Liability Insurance Coverage – Personal Risk Management Applications – Property – Liability – Risk Managements for Auto Owners – Risk Management for Home Owners.

UNIT IV

Risk Management Applications – Loss of Life – Loss of Health – Retirement Planning and annuities – Employee Benefits – Financial and Estate Planning.

UNIT V

Risk Management Environment – Industry – Functions and organisation of Insurers – Government Regulation of Insurance Sector – IRA – Privatization of Insurance – Changes in Insurance Acts – Insurance Intermediaries – Insurance Product pricing and Claim valuation – Financial Analysis – Bank Assurance – Foreign Insurers in India.

Text Books:

1. Rejda, George E., "Principles of risk management and insurance", Addison Wesley Longman, 12th Edition, 2013.
2. M.N. Mishra, Insurance: Principles and Practice, S. Chand Publishing, 2008

PCO 5426 BUSINESS ETHICS AND CORPORATE GOVERNANCE 6 Hrs / 4 Cr

This course enables the learners to understand the concept of ethics and ethical practices, Corporate Social responsibilities and governance.

UNIT I

Concept of Ethics – Meaning and Definition – Business Ethics – Scope – Objectives – Importance – Factors influencing business ethics – Sources – Ethics and Morals – Values: Features – Value formulation – Types – Values of business – Role of values in business.

PCO 22

Justice: Principles – Kinds. Fairness – Morality – Moral Norms – Moral Values – Code of Conduct: Ethical code – Company codes – Reasons for adopting code of conduct – Conditions – Benefits – Influencing Factors – Code of Ethics – Ethical Theory and its applications to business.

UNIT II

Ethical Issues – Bribery and Corruption: Factors stimulate the growth of corruption – Causes – Effects – Suggestion to deal with corruption – Fields of corruption, Revealing Trade Secrets of a firm – Coercion – Deception – Unfair Discrimination – Harassment – Victimization. Ethical Management: Ethical management model – Managing ethics in workplace – Key roles and responsibilities in ethical management – Strengthening personal and organizational integrity.

UNIT III

Corporate Social Responsibility – Meaning – Objectives – Social responsibility of business towards different stakeholders – Arguments for and against social responsibility – Managing socially responsible business. Ethics and Environment: Environmental responsibility – Environmental pollution – Ethics and Ecology – Employee Rights.

UNIT IV

Work Ethics – Improving work ethics – Work culture – Corporate culture – Personal values and organizational goals – Ethics in decision, making, and Marketing, Advertising, HRM and Global business. Professional Ethics – Professionalism – Principles for Professional Ethics.

UNIT V

Corporate Governance – Objectives – Features – Essential elements – Emerging Issues – Appointment of Board of Directors – Roles and responsibilities of Board of Directors, Internal Auditors and External Auditors.

Text Books:

1. C.S.V. Murthy, Business Ethics Text and Cases, Himalaya Publishing House, 2014.
2. U.C. Mathur, Corporate Governance and Business Ethics Text and Cases, Macmillan Publishers India Ltd., 2012.

PCO 5427

RESEARCH METHODOLOGY

4 Hrs / 4 Cr

This paper will help the students to understand the relevance and role of research methodology and the significance of the research tools in all functional areas of commerce. It will also help to distinguish between the different kinds of research available, based on the purpose and nature of problem. The course will emphasize on the types of research, data collection methods, analysis and inferences and conclusions.

UNIT I

Introduction to Research: Meaning – Objectives – Characteristics – Qualities of a good research, Types of research, Survey Method: Social survey, Definition – Stages – Types of survey – Uses – Limitations, Case study: Meaning – Characteristics – Sources of Case Study – Uses – Limitations – Review of Literature.

UNIT II

Planning of Research: Planning process, Selection of a problem for a research – Sources of problems – Process of Identification – Criteria of Selection, Formulation of research problem: Formulation process – Importance of Formulation. Hypothesis – Meaning – Types, Sources – Role of Hypothesis – Characteristics, Process of setting of hypothesis.

UNIT III

Research design: Meaning – Essentials of a good research design – Nature – Types – Importance – Preparation, Contents of research design. Methods of Collection of Data: Data – Meaning, Types, Importance, Sources of data – Primary – Secondary – Uses of Secondary Data, Methods of collecting primary data: Survey method – Personal interviewing – Telephone interviewing – Mail survey – Observation methods – Experimental method – Construction of Questionnaire - Scaling Technique

UNIT IV

Sampling Design: Sample – Universe/Population – Sampling Frame, Sampling Size, Steps in Sampling Design – Sampling and Non – Sampling Errors, Types of Sampling Design: Probability and Non-probability Sampling Techniques.

UNIT V

Data Processing and Report Writing: Editing – Coding – Tabulation: Construction of Frequency Table – Graphs/Charts/Diagrams – Uses of Statistical Tools, Use of Excel and SPSS package. Report writing: Research report – Significance of writing report –Steps in drafting reports – Layout – Types, Contents of research report – Footnotes and Bibliography.

Text Books:

1. C.R. Kothari and Gaurav Garg, Research Methodology – Methods and Techniques, New Age International Publishers, 2018.
2. O.R. Krishnaswami and M. Ranganatham, Methodology of Research in Social Sciences, Himalaya Publishing House, 2018.

PCO 5428

SMALL BUSINESS MANAGEMENT

4 Hrs / 4 Cr

This course enables the students to have entrepreneurial motivation by providing them basic idea of entrepreneurship, startup business ideas, project writing and new venture creation

UNIT I

Entrepreneur and Entrepreneurship: Entrepreneur – Entrepreneurship – importance and his role of economic development – Functions – Qualities of an entrepreneur – types – Entrepreneur Vs Manager – Entrepreneur – Entrepreneurship and economic development – growth and development of entrepreneurship in India – Growth and development of women entrepreneurship – problems – Women entrepreneurship in India.

UNIT II

Small Scale Industry: Introduction – Evolution of the concept of Small Scale Industry – importance of Small Scale Industry – Policy Support for SSI – Problems of SSI – Incentives – Subsidy – Tax concession – Marketing and Export Assistance – Technical Assistance.

UNIT III

Starting a small-scale industry: Business Idea – Identifying Business Opportunity – Forms of Ownership – Location – Procurement of Land – Registration – Term loan and working capital – Subsidy – Insurance – government clearances – Trial runs – Commence of Commercial production

UNIT IV

Project Identification, Formulation & Implementation and Report: Meaning – Definition – Project classification – Project life cycle – Project Appraisal – Project Report – components of project report – contents – importance – model project Report

UNIT V

Institutional Support to entrepreneurs – EDI – District Industries Centre – National Small Industry Corporation limited – Small Industries Development Corporation – SIDO – SIPCOT – National Institute for Entrepreneurship and Small Business Development – National Alliance of Young Entrepreneurs – National Institute of Small Industries Extension Training.

Text Books:

1. Jose Paul, N. Ajith Kumar, Paul.T. Mampilly, Entrepreneurial Development, Himalaya Publishing House, 2009.
2. E. Gorden. Natarajan, Entrepreneurship Development, Himalaya Publishing House, 2011

PCO 5431

SERVICES MARKETING

4 Hrs / 4 Cr

This course helps the students to understand the critical role of services marketing, and also enable the students to know the various concepts of services marketing like service quality, service triangle. It highlights the conceptual framework of the principles, practices, techniques and challenges to the services marketing in the global era.

UNIT I

Services Marketing – Introduction – meaning – definitions – concept, Components and Classification of Services – Services (or) Goods, Characteristics of Services and their Marketing implications – Product Support services – Pricing of Services – Innovation in Services.

UNIT II

Service Quality – Service quality gap –Service quality audit – SERVQUAL –Services triangle Marketing Strategies for service firms –Information technology, Mass Communication.

UNIT III

Marketing of Financial Services –Insurance, Mutual funds, Banking –Factoring –Marketing of Educational Services.

UNIT IV

Health care Marketing – Hospitality and tourism Services – Entertainment Marketing – Transport Marketing – Day care Marketing.

UNIT V

CRM – Transaction Marketing (or) Relationships Marketing – Objectives of CRM – Implementing CRM – Requisites for implementation of CRM – Levels of Relationship Strategies – GST – Introduction – Rates.

Text Book:

1. S.M. Jha, Services Marketing, Himalaya Publishing House, New Delhi, 2013

References:

1. Jochen wirtg, Christopher Lovelock, services Marketing, World Scientific Publishing (US), 2016
2. S.L. Gupta, Marketing of Services, International Book House, 2012

This course covers concepts in enterprise resource planning (ERP). The main focus of this course is to show how ERP systems integrate business processes across functional areas and support business management and performance analysis. An ERP system integrates the flow of data and documents from one functional area to the next throughout the process. This course will also examine how ERP systems evolved from early computer systems and manufacturing, the implications of legislation. This course also explains how enterprise systems, such as SAP, integrate business functional areas into one enterprise, wide information system

UNIT I

Introduction, Basic ERP Concepts, Enterprise, An overview, Benefits & Risk, Evolution and Structure: Conceptual Model of ERP, The Evolution of ERP, The Structure of ERP.

UNIT II

ERP & Related Technologies: Business Process Reengineering (BPR), Data Warehousing and Data Mining, OLAP, Product Life Cycle Management, Supply Chain management, CRM.

PCO 25**UNIT III**

ERP Functional Module: Introduction, Finance, Manufacturing, Human Resource, Plant maintenance, Material Management, Integration of ERP, Supply Chain and Customer Relationship Application.

UNIT IV

ERP Implementation: Implementation Challenges, ERP Implementation Strategies, ERP Implementation Life Cycle, Implementation Methodologies, ERP Projects Teams, Vendors and Consultants, Dealing with employee resistance, Training and Education, data migration, Project Management and monitoring, Post Implementation Activities.

UNIT V

The ERP Market: ERP Market Place and Market Place Dynamics, Market Overview, The Changing ERP Market, SAP AG, Oracle, People soft, JD Edwards. Future Directives in ERP

Text Books:

1. Alexis Leon, "ERP Demystified", Tata McGraw-Hill Education Pvt. Ltd., 2014
2. S. Sadagopan, "ERP, A Managerial Prospective", Tata McGraw-Hill Education Pvt. Ltd., 1999
3. Michael J. Galletta, "ERP Implementation: A Managerial Perspective", 2014

PCO 4323

MANAGERIAL ECONOMICS

4 Hrs / 3 Cr

This course **develops managerial perspective to economic fundamentals** as aids to decision making under given environmental constraints and to illustrate the application of economic theory and methodology as an alternative in managerial decisions.

UNIT I

Nature and Scope of Managerial Economics: Objective of a firm, Economic theory and managerial theory, Managerial economist's roles and responsibilities, Fundamental economic concepts – Incremental principle, Opportunity Cost principle, Discounting Principle, Equi-marginal principle.

UNIT II

Demand Analysis: Individual and market demand functions, Law of Demand, Determinants of demand, Elasticity of demand: its meaning and importance, Price elasticity, Income elasticity, Cross elasticity, Using elasticity in managerial decisions.

UNIT III

Theories of Consumer Choice: Cardinal utility approach, Indifference approach, revealed preference and theory of consumer choice under risk, Demand estimation for major consumer durable and non – durable products, Demand forecasting techniques.

Production theory: Production function, Production with one and two variable inputs, Stages of Production, Economies of scale, Estimation of production function, Cost theory and estimation, Economic value analysis, Short and long run cost functions: nature, shape and inter-relationships, Law of variable proportions, Law of returns to scale.

UNIT IV

Price Determination and Pricing Practices: Characteristics of different market structures, Price determination and firm's equilibrium in short run and long run under perfect competition, monopolistic competition, oligopoly and monopoly. Methods of price determination in practice, Pricing of multiple products, Price discrimination, International price determination and dumping, Transfer pricing.

UNIT V

Business cycles: Nature, Phases of business cycle, Theories of business cycle - Psychological, Profit, Monetary, Innovation, cobwebs Samuelson and Hicks theories. Inflation: Definition, characteristics, types, Inflation in terms of demand, Pull and push factors, Effects of inflation and Deflation.

Text Book:

1. Dr.R.L Varshney, Managerial Economics, Sultan Chand and Sons, New Delhi, 22nd Revised Edition, 2014

References:

1. Dwivedi DN: Managerial Economics, Vikas Publishing House, New Delhi, 2015
2. Mithani D M, Managerial Economics: Theory & Applications, Himalaya Publishing House, 2016
3. Kulkarni, Managerial Economics, Tamilnadu Book House, 2012