

VIDYA VIKAS MANDAL

Prior to 1961, Goa was home to very few institutions of higher education, forcing youngsters to move to neighbouring Maharashtra or Karnataka in order to pursue their studies beyond school level. The Liberation of Goa from Portuguese rule in 1961 opened up avenues for higher education and professional education in the State. Yet even one decade after Liberation, there were no facilities for Commerce education in South Goa.

In 1971, a group of young, enlightened professionals and entrepreneurs from Margao embarked upon a mission of empowering the youth in South Goa by bridging this glaring gap in higher education. They founded the **Vidya Vikas Mandal** - an educational society dedicated to the development of quality education. The Mandal was registered on August 1, 1971, a date chosen to coincide with the death anniversary of the venerable freedom fighter Lokmanya Bal Gangadhar Tilak, who had been an eminent educationist. In 1973, the Mandal established its first institution - **Shree Damodar College of Commerce & Economics** - a college of Commerce affiliated to the University of Bombay. With the establishment of Goa University in 1986, the College is now affiliated to Goa University.

From small acorns do mighty oaks grow; from this modest beginning, the Mandal soon grew into a premier educational society, managing educational institutions at all levels of learning – primary, secondary, tertiary and beyond.

Today, Vidya Vikas Mandal is a well-recognized and well-regarded leading educational society in Goa, having under its umbrella the following quality institutions:

1. **VVM's Shree Damodar College of Commerce & Economics**
2. **VVM's Govind Ramnath Kare College of Law**
3. **VVM's R. M. Salgaocar Higher Secondary School**
4. **VVM's H. M. N. Gaunekar Institute of Management Training & Research**
5. **Margao Study Centre of Indira Gandhi National Open University**
6. **VVM's Vidya Vikas Academy (an ICSE High School)**
7. **VVM's Computer Centre¹**

SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS

Established in 1973, Vidya Vikas Mandal's Shree Damodar College of Commerce & Economics – the flagship institution of Vidya Vikas Mandal, is recognized all over Goa as a premier institution of higher education. The College has U.G.C. recognition, is permanently affiliated to Goa University and has been accredited by the National Assessment & Accreditation Council (NAAC) at the B++ level until 2011.

Located in the Vidya Vikas Complex, Comba, Margao, the College is ensconced in a peaceful environment. The river Sal flowing by the campus, the beautiful trees and the well-tended garden have endowed the College campus with natural beauty. The College has spacious classrooms, a richly stocked library, well-equipped computer laboratories, a multipurpose hall for indoor games, and a canteen, which the students and staff put to optimum benefit. The College boasts a complement of highly qualified, experienced and dedicated teaching faculty.

Vision

**The College sees itself as a torch-bearer imparting
total quality education in Commerce**

Mission

**The College stands committed to nurturing an environment for
the holistic growth of our students and faculty, by imparting knowledge,
values and skills in Commerce, conducive to good citizenship**

In keeping with its Vision and Mission statements, the College has set before itself the following **objectives**:

- a. To strive for academic excellence
- b. To be the preferred choice of students from South Goa for education in Commerce and related fields
- c. To allow students adequate academic flexibility to choose areas of specialization suitable to their needs and abilities
- d. To impart an all-round education that contributes to students' knowledge and skills, as well as to the development of their personalities
- e. To instill in students individual and community-based values so as to contribute to their development as responsible, worthy citizens of this country
- f. To inculcate in students a love and desire for learning that extends beyond their college tenure
- g. To encourage the academic and holistic development of the faculty, so as to foster a spirit of commitment and continuing enthusiasm, which will be reflected in the quality of the teaching-learning process

In furtherance of these objectives, in 2006 the College spelt out specific goals that were to be achieved by 2010. Following the success in achieving these goals, the College has now set before itself new goals to be achieved by 2015.

1. To expand the number of programme options available to students at the postgraduate level
2. To strengthen the career and counseling cell and have training sessions for students to enhance their employability

3. To set up a centre to coach and train students wishing to appear for entrance and competitive examinations
4. To compulsorily involve guest faculty from industry in all the self-financing programmes and to initiate involvement of guest faculty in the aided B.Com programme.
5. To initiate student exchange programmes with Colleges from outside the State and to make these programmes a regular feature of the College academic calendar.
6. To make the entire campus wi-fi enabled
7. To strengthen the community outreach programmes of the College.
8. To ensure that at least half the full-time teachers complete their Ph.D.
9. To encourage teachers to present papers at international seminars/conferences and participate in international workshops
10. To improve the research culture in the college

The College is on the path toward achievement of these goals as well.

The College runs the following **Postgraduate programmes**

- The regular **M.Com programme** of Goa University from July 2006 on a self-financed basis. This program aims to enhance the knowledge and impart practical skills related to accounts, financial markets and management. Furthermore, the summer internship after the completion of Semester II, equips the students with necessary industry related skills. This program aims to enhance the knowledge and impart practical skills related to accounts, financial markets and management. Furthermore, the summer internship after the completion of Semester II, equips the students with necessary industry related skills.
- The two-year **Post-Graduate Diploma in Business Journalism (PGDBJ)** under the UGC Eleventh Plan Innovative and Inter-Disciplinary Courses Scheme, which commenced from 2010. The programme is designed to prepare graduates for positions as business reporters, editors, researchers, and freelancers for print publications, radio and TV networks, as well as for work in a variety of capacities with Web-based media. They could also find employment as Public Relations executives in the corporate sector. The programme is under UGC grant until 2013.

The College also runs the following **Undergraduate Programmes**

- The regular B.Com programme of Goa University under grant-in-aid from the Govt. of Goa
- The self-financed **Bachelor of Computer Applications (BCA) programme** pioneered by the College in 1997, which has proved to be a highly successful option for students after they complete Std. XII.
- The self-financed **Bachelor of Business Studies (Financial Services) [BBS(FS)] programme** pioneered by the College in 2006 under the UGC Tenth Plan Innovative & Inter-Disciplinary Courses Scheme. The programme aims to produce graduates who will have knowledge as well as practical skills in finance, which is one of the most rapidly growing sectors of the world economy and the Indian economy too. This is a

one-of-its-kind programme and is offered only by Shree Damodar College of Commerce & Economics.

As far back as 1975, the **Institute of Chartered Accountants of India (ICAI)** accredited the College as an oral coaching center for the CA Entrance Examination. Today the College prepares students for the qualifying examinations, viz. the CPT - Common Proficiency Test and the PCC – Professional Competency Course. The ICAI has also accredited the Computer laboratory of the College as its center for the Information Technology course, which is mandatory for all CA students. Furthermore, the Institute has also installed reference books in the College Library for the use of Chartered Accountants and students of South Goa.

In 2006, the **Institute of Company Secretaries of India (ICSI)** accredited the College as a centre for coaching classes for the CS Foundation Course Examination.

The College makes every possible effort to encourage the all-round development of students.

The NCC Army and Navy Wings inculcate the values of patriotism and service to the nation among our young boys and girls, and also offer them ample opportunities for character formation and personality development. Year after year, the NCC Army unit has consistently won the Best Parade and Best Drill prizes at the Independence Day parade at Campal, Panaji. Besides this, cadets win individual prizes at shooting and firing events. The NCC Navy Wing deputed students to participate in exciting sailing and parasailing events, Nausainik camps, etc. All NCC cadets participate in the annual 10-day camp, where again they come away with a bagful of prizes.

The College has 6 NSS Units, with an allotted strength of 550 volunteers. Induction into the NSS inculcates in the volunteers a spirit of selflessness and service, which stays with them long after they leave the College. In the last two years, the College has had the distinction of having three NSS volunteers represent Goa at the Republic Day parade at New Delhi. One student has also won the Indira Gandhi Award for Best NSS volunteer, given every year to 15 NSS volunteers from all over the country. This is the only time that the award has gone to a volunteer from Goa.

The three student bodies of the College - the Students' Council, the Sports Council and the Cultural Council - organize a wide range of co-curricular and extra-curricular activities, which provide suitable and adequate platforms for bringing the talents of our students to the fore. The Students' Council organizes the ever-popular Friendship Day, Fun Week and "Innovations" an inter-class fun-filled competition. Sports has always been the forte of the College and the Sports Council ensures that students have the opportunity to participate in all possible sporting events such as football, cricket, bodybuilding, athletics, handball, basketball, badminton, table-tennis, chess and so many more. There are a host of in-house competitions such as extempore and prepared public speaking, essay-writing, poetry, debates, singing, folk dance, etc. managed by the Cultural Council, in which students excel.

In 2008, the College broke new ground yet again, being the first College in the State to set up the Red Ribbon Club to promote AIDS awareness and encourage voluntary blood donation among the youth. Subsequently it was made mandatory for all colleges to have a RRC.

Remedial classes and merit coaching classes are a regular part of college activities: the former cater to the needs of the weaker students and the latter are targeted at the above-average students.

The Career Cell of the College arranges for coaching for those who are interested in answering competitive examinations for entry into post-graduate courses such as MBA, MCA, etc. The Cell also arranges for workshops and sessions to improve students' communication skills and social skills. Interface with industry and formally organized campus interviews have helped find good placements for our graduates. It is a matter of great pride and satisfaction for us that reputed Indian and Multinational Companies like Wipro, Infosys, Aditya Birla group of companies, JP Morgan, Sesa Goa and many more, regularly recruit our students through campus tests and interviews.

The Women's Cell works hard to create awareness about gender equality, sensitize students to women's issues and through its programmes helps in the empowerment of our girl students. The Consumer Cell aims at generating greater consumer awareness and consciousness among the students.

The alumni association - Shree Damodar College Ex-Students Association - helps ex-students keep in touch with one another and with their alma mater. The Parent-Teacher Association focuses on ways and means to improve physical facilities in the College and seeks to improve our students' all-round development and progress.

In recognition of the pioneering work done by the Vidya Vikas Mandal and the College, the world's largest university, viz. Indira Gandhi National Open University (**IGNOU**) – chose Shree Damodar College as the location for its first Study Centre in Goa in the year 1987. The Study Centre has proved to be a boon to thousands of people from all over the State as well as for people from across the Goa-Karnataka and Goa-Maharashtra borders, allowing them to pursue their education along with their careers. Over the years, the number of courses on offer has multiplied, and the Centre currently offers distance education programmes in a wide range of Undergraduate and Post-Graduate courses, allowing larger numbers of people to benefit.

In keeping with the name of our parent body - Vidya Vikas Mandal - the Management and Staff of Shree Damodar College are directed to the common purpose of the 'Vikas' of 'Vidya'. With the blessings of Lord Damodar, the College has made commendable strides in this direction, but looks forward to greater progress in the years to come.

ACADEMIC CALENDAR¹

SEMESTERS

Odd Semester	03.06.2011	to	24.11.2011
Semester III starts	13.06.2011		
Semester I starts	20.06.2011		
Mid-Term / Ganesh Chaturthi Break Preparatory Break	10.09.2010	to	17.09.2010
Repeat Exam (Sems II & IV)	1.11.2011	to	07.11.2011
Examinations (Sems I & III)	08.11.2011	to	18.11.2011
Winter Break	25.11.2011	to	07.12.2011
Even Semester	08.12.2011	to	02.05.2012
Semesters II & IV	08.12.2011		
Christmas Break Study Break/	24.12.2011	to	31.12.2011
Repeat Exam (Sems I & III)	07.04.2012	to	13.04.2012
Examinations (Sems II & IV)	15.04.2012	to	25.04.2012
Summer Vacation	03.05.2012	to	02.06.2012

FACULTY

Principal: Dr. I. Bhanu Murthy, M.Com, Ph.D.

Vice-Principal: Dr. (Ms.) Prita D. Mallya, M.A. (Econs), Ph.D.

M.COM FACULTY

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|--|---------------------------|
| 1. Mr. Shekar Sawant (Programme Coordinator) | M.Com, MBA, M.Phil, PGDHE |
| 2. Ms. Sheryl da Silva | M.Com, B.Ed |
| 3. Ms. Nioshka Madre Deus | M.Com |
| 4. Ms. Arya Prabhudesai | M.Com |

PGDBJ FACULTY

Ms. Layla Mascarenhas M.A.

LIBRARIAN

Ms. Manasi Rege B.A., M.L.I.Sc., M.Phil

¹ The Academic calendar is subject to Goa University's Common Academic Calendar for all PG courses.

PHYSICAL EDUCATION

Mr. Sudhakar T. Naik

B.Com, B.P.Ed.

LABORATORY INSTRUCTOR

1. Mr. Kiran Sawant

BCA

NON-TEACHING STAFF**ADMINISTRATIVE STAFF**

1.	Ms. Shruti S. Nayak	Head Clerk	B.Com
2.	Mr. Prakash R. Tendulkar	Accountant	B.Com
3.	Ms. Nikhita Mayekar	Stenographer	BCA
4.	Mr. Seby Cruz D'Silva	UDC	B.Com
5.	Ms. Maria E. Fernandes	LDC	B.A.
6.	Ms. Archana Naik	LDC	B.Com
7.	Ms. Sarita Mirajkar	LDC	B.Com
8.	Ms. Jean Braganza	LDC	B.Com

LIBRARY STAFF

1.	Ms. Deepa S. Naik	Lib. Asst.	B.Com
2.	Ms. Sangeeta Sakhalkar	Lib. Asst.	B.Com
3.	Mr. Shivaji Bhandari	Attendant	

SUBORDINATE STAFF

1. Mr. Shivram Shetkar
2. Mr. Satyavan Prabhu
3. Mr. Ramakant Shetkar
4. Mr. Prem Bahadur
5. Mr. Bappo Varak
6. Mr. Mano Shelko
7. Mr. Injo Lambor

MASTER OF COMMERCE – [M.COM]²

This programme is a 2-year 4-semester Post-graduate Masters Degree Program. The programme was started in Shree Damodar College of Commerce and Economics in July 2006 on a self-financed basis. The first two semesters aim at imparting an overall knowledge in various subjects of accounts, statistics, stock markets, entrepreneurship, e-commerce, retailing and insurance. Semesters III and IV are devoted to specialization in either of two areas – Accounting & Finance and Business Management

No. of Seats: 30

ELIGIBILITY FOR ADMISSION

For being eligible for admission to the First Year/Part I of the Two Year Integrated Course leading to the Degree of Master of Commerce, a candidate must have passed B.Com.

A merit list of applicants will be prepared based on the marks scored at the TY B.Com examination and the top 30 students will be offered admission.

FEES³:

Semester-wise fee structure for M.Com Part I is as follows:

	Semester I	Semester II
Tuition fee	: Rs. 15000.00	10000.00
Development Fees	: Rs. 1000.00	
Library Fees	: Rs. 1500.00	
Computer Lab Fees	: Rs. 1000.00	
Gymkhana Fees	: Rs. 174.00	
Student Activity Fees	: Rs. 174.00	
General Deposit	: Rs. 50.00	
Student Aid Fees	: Rs. 58.00	
TOTAL	: Rs. 18956.00	10000.00

Goa University Registration fees and Semester examination fees will be collected separately as per the dates given by Goa University.

² All issues relating to the M.Com programme will be as per the Ordinances of Goa University.

³ Fees are subject to further notification by Goa University

COURSE STRUCTURE:

Every semester comprises 5 papers, each carrying 4 credits. Every student must complete a total of 80 credits to qualify for the award of M.Com degree

Semester I

c0101 Advanced Financial Management
C0102 Business Statistics
C0103 Capital Markets
C0104 Computer Applications
C0105 Managerial Accounting

Semester II

c0201 Retail Marketing
C0102 Insurance Management
C0103 E-commerce and its Applications
C0104 Security Analysis and Portfolio Management
C0105 Entrepreneurial Management

SPECIALIZATION - ACCOUNTING & FINANCE

Semester III

c03A1 Strategic Materials Management
C03A2 Financial Services
C03A3 Direct Taxes
C03A4 Advanced Cost Accounting
C03A5 Corporate Accounting

Semester IV

c04A1 International Financial Management
C04A2 Derivatives Markets
C04A3 Cost Management
C04A4 Indirect Taxes
C04A5 Management of Mutual Funds

SPECIALIZATION - BUSINESS MANAGEMENT

Semester III

c03B1 Human Resource Management
C03B2 Advanced Marketing Management
C03B3 International Business Environment
C03B4 Marketing Research
C03B5 Marketing of Services

Semester IV

c04B1 International Marketing
C04B2 Advertising and Sales Management
C04B3 Organizational Behaviour
C04B4 Travel & Tourism Management
C04B5 Hospitality Management

SYLLABUS

SEMESTER I

C0101 – ADVANCED FINANCIAL MANAGEMENT

Objective

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

1. Introduction to Financial management

Meaning, nature and scope of finance – Financial goal (profit vs. wealth maximization) – Finance functions – Investment, financing and dividend decisions – Organisation of Finance function – Finance and other related areas. [Theory only]

2. Investment Decisions

Nature of investment decisions – Investment evaluation criteria – Methods of Capital Budgeting (payback period, accounting rate of return, net present value, internal rate of return, profitability index) – NPV and IRR comparison – Capital rationing, Risk analysis in capital budgeting – Meaning and nature

Risk adjusted discount rate – Certainty Equivalent – Statistical Techniques to handle risk – Probability Assignments – Standard Deviation and Coefficient of Variation – Probability Distribution approaches – Independent and Dependent Cash Flows over time – Decision Tree Analysis. (Including practical problems)

3. Financing Decisions

Meaning and Importance of financing decisions - Meaning and significance of cost of capital – Calculation of cost of capital (debt, preference capital, equity capital and retained earnings) – Combined cost of capital (weighted) – Cost of equity and CAPM

Operating and Financial Leverage – Measurement of leverage - Effects of operating and financial leverage on profit – Analysing alternate financial plans – Combined / Composite Leverage [Including practical problems]

Capital Structure Theories (Net Income, Net Operating Income, Traditional, and M.M hypotheses) – Determining capital structure in practice. [Theory only]

4. Management of Working Capital

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 – Various committee reports on bank finance – Dimensions of Working Capital Management – [Including practical problems]

5. Dividend Policies

Issues in dividend decisions - Walter's model – Gordon's model – MM hypothesis - Dividend and uncertainty – Relevance of dividend – Dividend policy in practice – Forms of dividends – Stability in dividend – Corporate dividend behaviour [Including practical problems]

Suggested readings:

1. Brealey, Richard A and Steward C. Myers; *Corporate Finance*, McGraw Hill, New York.
2. Chandra , Prasanna: *Financial Management*, Tata McGraw Hill, Delhi.
3. Hampton, John: *Financial Decision Making*, Prentice Hall, Delhi.
4. Pandey, I.M: *Financial Management*, Vikas Publishing House, Delhi.
5. Van Horne, J.C. and J.M. Wachowicz Jr.: *Fundamentals of Financial Management*, Prentice – Hall , Delhi.

6. Pinches, George E: *Essential of Financial Management*; Harper and Row, New York.
7. Khan MY, Jain PK: *Financial Management*; Tata McGraw Hill, New Delhi.
8. Archer, Stephen, H. Choate G Marc, Racette, George; *Financial Management*; John Wiley, New York.
9. Block, Stanley B, Geoffrey A Hilt: *Foundations of Financial Management*; Richards D. Irwin, Homewood, Illinois.
10. Ross, Westerfield and Jordan, *Fundamentals of Corporate Finance* (6/e), TMH, NW Delhi
11. V.K. Bhalla, *Financial Management and Policy*, Anmol Publishers, New Delhi.
12. V.K. Bhalla, *Working Capital Management*, Anmol Publishers, New Delhi.
13. Bhattacharya, Hrishikas: *Working Capital Management: Strategies and Techniques*, Prentice Hall, New Delhi.

Suggested Journals:

1. Vikalpa
2. ICFAI Journal of Applied Finance

C0102 - Business STATISTICS

Objective

To make the student understand various quantitative techniques available and how to apply these in solving business problems with the help of available statistical software

1. **Business Applications of Descriptive Statistics:**
Introduction to Business Research Methods – Measures used for Organising, Describing, Analysing & Predicting, and Testing the data. (practical problems)
2. **Correlation, Regression, and Time Series Analysis:**
Meaning of Correlation and Correlation Coefficient – Types and Methods of studying Correlation – Coefficient of Determination – Meaning of Regression and Assumptions – Meaning of Time Series – Models and Components of Time Series – Methods of Estimating Trend (practical problems)
3. **Probability Applications and Statistical Decision Theory:**
Introduction to Probability – Theorems of Probability and Mathematical Expectation – Theoretical Frequency Distributions – Role of Decision Theory in Business – Decision Making Under Various Business Situations – Decision Tree Analysis. (practical problems)
4. **Sampling, Test of Hypothesis, and Statistical Estimation:**
Introduction to Sampling and Sampling Methods – Tests of Significance (Large & Small Samples) – Statistical Estimation – Chi-Square Test and Analysis of Variance (ANOVA) – Nonparametric Tests. (practical problems)
5. **Statistical Quality Control:**
Introduction, Meaning, and Importance of SQC, types of Variations and Types of Control – Control Charts – Pareto Diagrams – Advantages of SQC. (practical problems)

Suggested Readings

1. Aczel, Amir D. & Sounderpandian, Jayavel, *Complete Business Statistics* (5/e), Tata McGraw Hill.
2. Gupta, S. P, *Fundamentals of Statistics*, Himalaya Publishing House.
3. Gupta, S. P, *Statistics*, Sultan Chand
4. Kapoor, V. K, *Problem and Solutions in Statistics*, Sultan Chand

Suggested Journals: [refer articles and see how various statistical tools are used in practice]

1. Journal of Small Business Management. [Blackwell Synergy]
2. Entrepreneurship: Theory and Practice [Blackwell Synergy]

3. Entrepreneurship and Regional Development [Taylor Francis]
4. Venture Capital: an International Journal of Entrepreneurial Finance [Taylor Francis]
5. Small Business Economics [Springer]

C0103 CAPITAL MARKETS

1. **Capital Markets in India (10 marks)**
 - a. Meaning, Functions, Intermediaries, Role of **Primary Market** – Methods of floatation of capital – Abuses in New Issue Market – Problems of New Issue Market – IPO's – Investor protection in Primary Market – Recent trends in Primary Market – Book-building mechanism – On-line IPO's – SEBI measures for primary market.
 - b. Meaning, Nature, Functions of **Secondary Market** – Organisation and Regulatory framework for stock exchanges in India – Defects in working of Indian Stock Exchanges – SEBI measures for secondary market – Overview of major stock exchanges in India – Internet trading
 - c. Listing of Securities: Meaning – Merits and Demerits – Listing requirements, procedure, fee – Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE, Delisting
2. **Trading and Settlement System in Stock Exchanges (15 marks)**
 - a. Indian Stock Exchanges: **BSE** – Different trading systems – Share groups on BSE – BOLT System – Different types of settlements – Pay-in and Pay-out – Bad Delivery – Short Delivery – Auction
 - b. **NSE** – Market segments – NEAT system options – Market types – Order types and Books – De-mat settlement – Physical settlement – Institutional segment – Funds settlement – Valuation debit – Valuation price – Bad and short delivery – Auction
 - c. Over – the – Counter Stock Exchanges : Meaning – Structure – Advantages, Need – Features – Participants – Listing procedure – Trading and Settlement – Market making – Factors inhibiting growth of OTCEI.
 - d. Foreign Stock Exchanges: NYSE – Trading rooms – Players on NYSE trading floor – Role of specialist – Trading technology and procedure – Institutional trades – Depository system settlement, NASDAQ – NASD rules – Trading firms on NASDAQ – Market makers – ECN's – Order entry firms – Order execution on NASDAQ
3. **Stock Market Indices and Risk Management and Surveillance System in Stock Exchanges: (10 marks)**
 - a. Meaning, Purpose and Consideration in developing index – Methods (Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free-Float method) – Stock Market indices in India – BSE Sensex – Scrip selection criteria – Construction – Other BSE indices (briefly) – NSE indices – S&P CNX Nifty – Scrip selection criteria – Construction – Stock market indices in foreign countries (Overview).
 - b. Risk Management System in BSE and NSE – Margins – Exposure Limits – Surveillance system in BSE and NSE – Circuit breakers – Arbitration – Investor Protection.
4. **New Instruments/Participants in Indian Stock Markets & Emerging Challenges (8 mks)**

Instruments / Participants: ADR's - GDR's - Euro Issues –IDRs - FII's – Meaning – Factors affecting FII investments – Growth of FII investment – SEBI guidelines for FII – FII limit, FDI – Meaning – Trends in FDI and FII investments in India

Challenges: Regional stock exchanges – Problems – IndoNext — Insider Trading – Meaning – Demutualisation of stock exchanges – Meaning – Need – Process.

5. Securities and Exchange Board of India (SEBI)

(7 mks)

Introduction – Constitution – Organisation – Objectives – Powers and Functions – SEBI (Disclosure & Investor Protection) Guidelines 2000 – SEBI (Stock Brokers and Sub Brokers) Regulations 1992 – SEBI (FII) Regulations – SEBI (Insider Trading) Regulations – Steps taken by SEBI in capital market.

Suggested Readings:

1. Punithavathy Pandian, *Security Analysis and Portfolio Management*, Vikas Publishing House Pvt. Ltd.
2. I. M. Pandey, *Financial Management*, Vikas Publishing House Pvt. Ltd.
3. V. A. Avadhani, *Investment and Securities Market in India*, Himalaya Publishing House.
4. Prasanna Chandra, *Security Analysis and Portfolio Management*, Tata McGraw-Hill.
5. Sanjeev Agarwal, *A Guide to Indian Capital Market*, Bharat Publishers
6. Ravi Puliani and Mahesh Puliani, *Manual of SEBI*, Bharat Publication
7. Bharati Pathak, *Indian Financial System*, Pearson Education.
8. M. Y. Khan, *Indian Financial System*, Tata McGraw.
9. D. M. Mithani, *Indian Financial System*.
10. S. Balachandran, *General Insurance*, Insurance Institute of India.
11. S. Balachandran, Palav, Karve, *Life Insurance*, Insurance Institute of India.
12. R.M. Srivastava, Vidya Nigam, *Management of Indian Financial Institutions*, Himalaya Publishing.
13. V. A. Avadhani, *Securities Markets In India*, Himalaya Publishing.

Suggested Journals

1. Professional Bnaker
2. Capital Market
3. Chartered Financial Analysts
4. ICFAI Reader

C0104 - COMPUTER APPLICATIONS

Objective

This course provides a general overview of using computers in business applications and making the students understand how computers can be effectively used for managerial decisions.

1. **Spreadsheets using MS-Excel**: Introduction - Financial analysis using MS Excel – Spread sheets – Use of spread sheets – Formatting cells in worksheets – Printing worksheets / creation of work sheets for different modules of financial analysis –

Data Handling: Data sorting – Filtering data for certain accounting conditions –

Graph generating: Different types of charts, graphs and maps – Use of standard accounting data spread sheets to display charts, graphs and maps

2. **Business Presentation using Flash** – Creating presentations – Using Graphics – Using animation effects

3. **Database Management Systems**

- (a) **Data base Management for accounting and financial analysis** – Database: objectives, models and structures (hierarchical, relational and network) - Normalization.

(b) RDBMS: Rational data base management system – data description language – data manipulation language and data control.

(c) Security: Security of accounting data – Methods of encryption and handling secure data.

(d) MS Access: Using Access to create accounting data – Modify entries and generation of Trial Balance, Profit and Loss statements and Balance Sheets.

4. Accounting Software

(a) Tally: Introduction – Getting started – Creating and configuring the new company

(b) Accounts Management System: Accounts Masters Maintenance – Account Vouchers Maintenance

(c) Inventory Management System: Inventory Masters Maintenance – Inventory Vouchers Maintenance

(d) Reports: Accounting and Inventory Reports.

(e) Business Management: MIS reports- Budget & Scenario management.

(f) Advanced Usage: Forex management- Manufacturing - Group Company.

5. Statistical Packages: SPSS package - various functions usage - charts & graphs. Analysis using various statistical packages.

Suggested Readings

1. Sanders D.H, *Computers in Business*, McGraw Hill International
2. Alexis Leon and Mathews Leon, *Information Technology*, Vikas Publishing House
3. Mardick, et al, *Information System for Modern Management*, Prentice Hall India.
4. Nadhani , *Implementing Tally 5.4* Nadhani
5. Ravi Kalakota & Andrew B. Whinston, *Frontiers of Electronic Commerce*, Addison Wesley Longman Publication
6. James Boockholdt, *Accounting Information System*, Tata McGraw Hill.
7. Anita Hollader, *Accounting Information Technology and Business Solutions*, Tata McGraw Hill.
8. Davis G.B. *Management Information Systems*, Tata McGraw Hill..
9. David Kroenke, *Business Information Systems*, Tata McGraw Hill.
10. Henry C. Lucas, *Information Technology for Management* . Tata McGraw Hill.
11. James O' Brien, *Management Information Systems*, Tata McGraw Hill.
12. Post G.V. *Management Information System*, Tata McGraw Hill.

C0105 - Managerial Accounting

Objective: This course aims at strengthening the technical skills of students in the area of corporate accounting and enhancing their knowledge on contemporary issues and developments in the area.

1. **Accounting Principles and Standards**

Generally Accepted Accounting Principles (GAAP) – Meaning – Need and significance – Accounting standards: Concept, need and importance – Indian accounting standards (AS1 - AS29) – NACAS – Deviation from accounting standards – Agenda for upgrading Indian AS – International accounting standards – IASB and IASC – Global harmonization of accounting standards – Acceptance of IASC standards – Endorsement of IAS.

2. **Analysis of Financial Statements**

Types of financial analysis - External, Internal, Vertical, and Horizontal – Procedure of financial analysis – Techniques of financial analysis (Comparative financial statements, Common-size financial statements, Trend analysis, Ratio analysis, Fund flow analysis,

Cash flow analysis) – Difference between cash flow and fund flow analysis – Cash flow measures and earnings quality. [Theory and practical problems].

3. **Corporate Restructuring and Accounting Issues**

Meaning, Objectives, and Forms of restructuring – Mergers and acquisitions: Concepts – Economics of merger – Types of mergers – Legal and procedural aspects of merger – Valuation of firms – Capitalised earnings approach – Assets approach – Market value approach – EPS approach – Forms of financing a merger (Cash offer, Equity financing, Debt and preference share financing, Earn-out plan, Leveraged buy-out, Tender offer). – Problems of mergers and acquisitions – Mergers in India – SEBI takeover code – Accounting for mergers –

Buy-Back of Shares: Introduction – Merits and demerits – Reduction of capital and buy-back of shares – Buy -back sourcing – Buy-back conditions and limit – Quantum of buy-back – Accounting for buy-back and disclosure. Buy-back in India.

4. **Corporate Disclosure Practices and Contemporary Developments in Accounting**

(a). Corporate disclosure practices: Disclosure in financial statements – Disclosure of accounting policies – Meaning and significance of accounting policies – Disclosure requirements as per AS-1 – Changes in accounting policies – Cases –

Contemporary disclosures in accounting: Segment reporting – Corporate governance – EVA – Corporate social reporting – Corporate environmental reporting – Brand valuation – Value added statement – Management discussion analysis – Director's responsibility statement – Consolidation of accounts – Deferred tax accounting – Restatement of financial statements under US-GAAP

(b). Human Resource Accounting (HRA): Concept of human capital – Meaning and definition of HRA – Historical development – Cost-based HRA (Historical cost approach, Replacement cost approach, Opportunity cost approach) – HR valuation models (Hermanson's un-purchased goodwill model, Lev and Schwartz' present value of future earnings model, Economic value model, Ogan's discounted certainty equivalent net benefits model, Brummet and Taylor's HR value index model) - Integration of cost-based and value-based HRA – Uses of HRA information for management decisions, Impact of HRA on management concepts and behavior, Implementation problems.

(c). Accounting for Price Level Changes: Introduction – Limitations of historical cost accounting – Financial statements and price level changes – Concept of price-level accounting – Techniques of price-level accounting (Current Purchasing Power (CPP), Replacement Cost Accounting, Current Value Accounting, Current Cost Accounting (CCA) – COSA – Depreciation adjustment – Backlog depreciation – MWCA – Gearing adjustment – Advantages and disadvantages of price-level accounting – case study.

5. **Lease Accounting**

Concept of leasing – Types of lease agreement – Sale and leaseback – Leveraged leasing. Difference between leasing and hire-purchase – Advantages and disadvantages of leasing – Considerations in choice of lessor – Lease evaluation: Lessor's point of view (Present value method, IRR method) – Lessee's point of view (Lease or buy/Lease or borrow decisions) – Method of computing lease rentals – Leasing in India – Accounting for lease transactions.

Suggested readings:

1. T. P. Ghosh, *Accounting Standards and Corporate Accounting Practices*, (6/e), Taxmann Publication
2. Sharma and Gupta, *Management Accounting*, Kalyani Publishers.
3. Ravi M. Kishore, *Advanced Management Accounting*, Taxmann Publication
4. S. N. Maheshwari, *Management Accounting and Financial Control*, Sultan Chand & Sons.
5. I. M. Pandey, *Financial Management*, Vikas Publishing House.
6. Jain, Narang, *Accounting Theory and Management Accounting*, Kalyani Publisher.
7. Christopher Nobes, Parker, *Comparative International Accounting*, Pearson Education.
8. Gupta & Radhaswami, *Advanced Accountancy*, Sultan Chand & Sons.
9. Saxena & Vashisht, *Cost and Management Accounting- Methods, Techniques, Applications*, Sultan Chand & Sons.
10. Richard Lynch, *Accounting for Management: Planning and Control*, Tata McGraw Hill.
11. Hingorani, Ramnathan, & Grewal, *Management Accounting*, Sultan Chand & Sons.
12. Lele & Jawaharlal, *Accounting Theory*, Tata McGraw Hill.

Suggested Journals

1. Chartered Accountant
2. Accounting World, ICAI
3. Journal of Accounting , ICAI

SEMESTER II**C0201 - RETAIL MARKETING**

1. **An overview of retailing** – Types of stores – Product retailing vs. Service retailing – Non – store retailing – Retail strategy – Achieving competitive advantage and positioning – Retailing environment – legal, social, economic, technological , issues – Trends in the Indian Retailing Industry.
2. **Retail store location and layout** – Country/ region analysis – Trade area analysis – Site evaluation and selection – Store design and layout – Comprehensive store planning – Exterior design and layout – Interior store design and layout – Interior design elements.
3. **Planning merchandise needs and merchandise budgets** – methods for determining inventory evaluation – Assortment planning , buying and vendor relations – merchandise pricing – price strategies – psychological pricing – Mark – up and markdown strategies.
4. **Communicating with the retail customer** – retail promotion mix – Advertising –Sales promotion – Publicity –retail selling process – retail database
5. **Globalisation and changing retail formats** – Virtual store – E- retailing International retailing – Opportunities – Market entry formulas – new customized formats (customized

stores, portable stores, merchandise depots, retail theatre, service malls, customer – made stores, interactive kiosk ‘shopping arcades’)

Suggested readings:

1. Ron Hasty and James Reardon: RETAIL MANAGEMENT
2. Rona Ostrow and Sweetman R. Smith: DICTIONARY OF RETAILING.
3. Lucas, Robert Bush & Larry Gresham: RETAILING (Hononghton Miffin, AIPD, India).
4. Retail Management /Marketing – ICFAI Publications

C0202 – Insurance Management

Objective:

This course aims at giving in-depth knowledge of insurance business in terms of structure, products, pricing and risk management.

1. Introduction to Insurance Business

Meaning of risk – Basic categories of risk – Types of pure risk – Methods of handling risk – Definition of insurance - Characteristics of insurance – Principles of contract of insurance – General Concepts of Insurance – Insurance and hedging – Types of insurance – Insurance intermediaries – Benefits of insurance to society – Role of insurance in economic development – Costs of insurance to society – Insurance and other forms of investment – Reinsurance.

2. Life Insurance Business

Fundamental principles of life insurance – Basic features of life insurance contracts - Life insurance products – Traditional and unit-linked policies – Individual and group policies - With and without profit policies – Types of life insurance policies – Term insurance – Whole life insurance and its variants – Endowment insurance and its variants – Annuities – Policies for children and females – Policies for handicapped lives – Pension plans – Health insurance – Claims settlement – Life Insurance Corporation of India.

3. General Insurance Business

Fundamental principles of general insurance – Fire insurance – Marine insurance – Motor insurance – Personal accident insurance – Liability insurance –Miscellaneous insurance – Claims settlement – Development of general insurance business in India – General Insurance Corporation of India.

4. Pricing of Insurance Products

Meaning of rate/premium, Objectives of rate making,

(a). Rate making in life insurance business – Basic methods of rate making – Net single premium – Net annual level premium – Premium concepts – Level premium – Basic premium – Office yearly premium – Premium tables – Tabular premium – Rebate – Extra premium – Rider premium – Bonus – Calculation of premium and bonus.

(b). Rate making in general insurance business – Principles – Basic methods of rate making – Judgment rating – Class rating – Merit rating.

5. Risk Management in Insurance and Insurance Regulations in India

(a). Risk Management: Meaning of risk management – Objectives of risk management – Risk management process – Identifying and evaluating potential losses – Selecting appropriate technique for treating loss exposure – Risk financing – Implementing and administering risk

management program – Personal risk management – Loss forecasting – Technology in risk management programs.

(b). Regulations: Insurance Act, 1938 – Summary provisions – Insurance Regulatory and Development Authority (IRDA) – Introduction – Purpose, Duties, Powers and functions of IRDA – Operations of IRDA – Insurance policyholders' protection under IRDA – Exposure/Prudential norms – Summary provisions of related Acts – Consumer Protection Act, Transfer of Property Act

Suggested Readings:

1. George Rejda, *Principles of Risk Management and Insurance*, Pearson Education.
2. S. Balachandran, *General Insurance*, Insurance Institute of India.
3. S. Balachandran, Karve, Palav, *Life Insurance*, Insurance Institute of India.
4. M. Y. Khan, *Indian Financial System*, Tata McGraw-Hill.
5. Bharti Pathak, *Indian Financial System*, Pearson Education.
6. C. Arthur, William Jr., Michael Smith, Peter Young, *Risk Management and Insurance*, McGraw-Hill
7. Trieschmann, Gustavson, Hoyt, *Risk Management and Insurance*, South Western College Publishing.
8. Gupta, P. K, *Insurance and Risk Management*, Himalaya Publishing House

Suggested Journals :

1. ICFAI Insurance

CO203 E – COMMERCE AND ITS APPLICATIONS

Objective

This course is designed to give an overall knowledge of e-commerce and it's technologies as well as designing a web page.

1. **E-commerce : Overview**

(a) Fundamentals of E-commerce- definition- features- need & essential requirements- Parties to E-commerce transactions- standards- procedures- environment.

(b) E-commerce & trade Cycle.

(c) How to build E-commerce System

(d) E-commerce over Internet- Internet concepts- Private network- Public network (VPN)- Intranet & its applications- Extranet- creating a web page.

2. **Business Strategy in an Electronic Age**

(a) Value Chain

(b) Competitive Advantage

(c) Business strategy

3. E-commerce Types

(a). Inter-organizational E-commerce- Inter-organizational transaction- Purchasing online- After sales online- internet trading relationship-B2B- EDI & its impact on Business- B2C

(b). Intra-organizational E-commerce- Work Flow Management - Supply chain management.

4. E-technologies

(a) Electronic-business- E-business solution matrix- electronic Customer Relationship Management & its strategies- Strategies for web auctions- virtual communications & web portals- E-shopping.

(b) Electronic payment Systems – Digital Payment Requirements- Digital Token-based Electronic Payment Systems- Classification of New Payment Systems- Properties of E-cash- Cheque Payment Systems on internet- Risk and Electronic Payment Systems- Designing Electronic Payment System- Digital Signature.

(c) Electronic banking – definition- ATMs- EFT- MFT- EMT- FTT- steps for online financial transaction- components & security of E-banking.

(d) Electronic market -Strategies for internet marketing - sales and promotion- 5 P's to internet marketing- Online advertising mechanism- Electronic financial marketing- E-trading- E-retailing- Reseller.

(e) Electronic services and its technologies.

5. E-commerce Security Issues & Solutions

(a) Security and Threats.

(b) Encryption.

(c) Cryptography and Authentication.

Suggested Readings:

1. Rayudu C.S - "*E-commerce E-business*"- Himalaya Publishing House Mumbai.
1. Whiteley David "*E-commerce: Strategy - Technologies and Applications*"- Tata McGraw Hill- New Delhi- New York.
2. Kalakota- Ravi & Whinston- Andrew B.- "*Frontiers of Electronic Commerce*" -Addison-Wesley- Massachusetts.
3. West land- J. Christopher & Clark- Theodore H.K- "*Global Electronic Commerce Theory and Case Studies*"
4. Amor- Daniel-"*The E-business(R) Evolution (Living and working in an interconnected world)*". "Prentice Hall PTR- NJ.
5. Bajaj - Kamlesh k & Nag- Debjani- "*E-commerce (The cutting Edge of Business)*" - Tata McGraw Hill Publications- New Delhi.
6. Schneider- Gary P. & Perry- James T. "*Electronic Commerce*"- Thomson Learning Australia – Course Technology- Australia.
7. Chakrabarti- R & Kardile- Vikas- "*The Asian Manager's Handbook of E-commerce*" - Tata McGraw Hill Publications- New Delhi.
8. Greenstein- Marilyn & Todd M Feinman- "*Electronic Commerce: Security- Risk Management and Control*"- Tata McGraw Hill Publications- New Delhi.

Suggested Journals

1. Journals of Business & Industrial marketing - Emerald Journals.
2. International Journal of Quality and reliability management- Emerald Journals.
3. Business Process Management Journal- Emerald Journals- Emerald Journals.
4. Internet Research- Emerald Journals.
5. Information Management & Computer Security- Emerald Journals.
6. The TQM Magazine- Emerald Journals.
7. Management Decision. Emerald Journals.

C0204 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective: This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.

1. Introduction to Investment and Security Analysis

Meaning of investment – Speculation and Gambling – Investment avenues - Types of investors – Investment objectives – The investment process – Security Analysis – Meaning of security – Types of securities – Meaning of security analysis – Risk and Return – Computation of return – Meaning and definition of risk – Types: (Systematic risk- Market risk, Purchasing power risk, Interest rate risk, Unsystematic risk- Business risk (Internal, External), Financial risk) – Minimising risk exposure – Risk measurement – Standard deviation – Meaning of Beta – Computation and interpretation – Use of beta in estimating returns. (Including simple problems).

2. Fundamental Analysis

(a). Economic analysis: Factors in Domestic and International economy – Economic forecasting and stock-investment decisions – Types of economic forecasts – Forecasting techniques – Anticipatory surveys – Barometric or Indicator approach (Delhi School of Economics- ECRI methodology) – Money supply approach – Econometric model building – Opportunistic model building.

(b). Industry analysis: Industry classification schemes –Classification by product and according to business cycle – Key characteristics in industry analysis – Industry life cycle – Sources of information for industry analysis.

(c). Company analysis: Sources of information for company analysis (Internal, External) – Factors in company analysis – Operating analysis – Management analysis – Financial analysis – Earnings quality.

3. Technical Analysis

Meaning and Assumptions of technical analysis – Trend lines and their significance – Market indicators – The Dow theory – Market indices – Mutual fund activity – Confidence level – Price indicators – Support and Resistance levels – Gap analysis - New high-low – The most active list – Moving averages of stock prices – Volume indicators- Price-volume relationship – Short selling – Breadth of market (Advance/Decline) – Odd lot trading – Oscillators – Relative Strength Index (RSI) – Rate of Change (ROC) –Charting – Types of price charts – Price patterns.

4. Securities Return and Valuation Analysis

(a). Fixed-Income Securities – Overview of fixed-income securities – Risk factors in fixed-income securities (Systematic and unsystematic) – Bond analysis – Types of bonds – Major factors in bond rating process – Bond returns – Holding period return - Concept of yield – Current yield – Yield-to-Maturity – Price-yield relationship – Convexity - Term structure of interest rates and yield curve – Duration - Valuation of preference shares.

(b). Stock Return and Valuation – Anticipated returns, Present value of returns, Constant Growth model, Two-Stage Growth model, The Three-Phase Model, Valuation through P/E ratio.

5. **Portfolio Management, Capital Market Theory, and Derivatives Market**

(a). Efficient Market Hypothesis (EMH) – Random Walk theory – Forms of EMH – EMH and empirical findings – Implication of EMH on fundamental and technical analysis – Market inefficiencies.

(b). Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz's Model – Assumptions – Specific model – Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe's Single Index model – Portfolio evaluation measures – Sharpe's Performance Index – Treynor's Performance Index – Jensen's Performance Index.

(c). Capital Market Theory – CAPM theory: Assumptions – CAPM Model – Capital Market Line (CML) – Security Market Line (SML) – Evaluation of securities – Present validity of CAPM – Arbitrage Pricing Theory (APT) – Assumptions – APT model – AP equation – Factors affecting return – APT and CAPM.

(d). Derivatives: (i) Financial Derivatives – Meaning – Definition – Futures and Options – Pay-off in future and options – Stock and Index futures and options – Trading strategies – (ii) Commodity Derivatives – Structure of commodity exchanges – Commodity futures and options – Hedging using commodity futures.

Suggested readings:

1. Fischer & Jordan, *Security Analysis and Portfolio Management*, Prentice Hall India.
2. Punithavathy Pandian, *Security Analysis and Portfolio Management*, Vikas Publishing House Pvt. Ltd.
1. I. M. Pandey, *Financial Management*, Vikas Publishing House Pvt. Ltd.
2. Martin Pring, *Technical Analysis Explained*, McGraw Hill.
3. V. A. Avadhani, *Investment and Securities Market in India*, Himalaya Publishing House.
4. D. C. Patwari, *Options and Futures: Indian Perspective*, Jaico Publishing House.
5. Hull, *Introduction to Futures and Options*, Prentice Hall.
6. Richard Waldron, *An Introduction to Commodity Trading*, Quantum Publishing.
7. Nick Battley, *Introduction to Commodity Futures and Options*, Irwin
8. French, Don, *Security and Portfolio Analysis*, Merrill Publishing Co.
9. Preeti Singh, *Investment Management*, Himalaya Publishing.
10. Devin S., *Portfolio Management*, Prentice Hall.
11. Cheney, Muses, *Fundamentals of Investments*
12. V. K. Bhalla, *Portfolio Analysis and Management*, Sultan Chand & Sons
13. Agarwal, *A Guide to Indian Capital Markets*, New Delhi.
14. Jack Clark Francis and Richard W. Taylor, *Investment*, Schaum's outline series, Tata McGraw Hill.

C0205 Entrepreneurial management

Objective:

To make the student understand the role and importance of an entrepreneur in starting up of a new business venture and various steps associated with it. The student also understands about the importance of entrepreneurship in promoting economic development.

1. **The Entrepreneurial Perspective**

The Nature and Importance of Entrepreneurs – The Entrepreneurial and Entrepreneurial Mind – The Individual Entrepreneur – International Entrepreneurship Opportunities – Development of Women Entrepreneurs – The Process of Entrepreneurial Development – Entrepreneurial Development Training – Institutions in Aid of Entrepreneurs.

2. **Project Management**
Search for a Business Idea – Concept of Projects and Classification – Project Identification – Project Formulation – Project Design and Network Analysis – Project Report – Project Appraisal – Factory Design and Layout
3. **Creating and Starting the Venture**
Creativity and the Business Idea – Legal Issues for the Entrepreneur – The Business Plan: Creating and Starting the Venture – The Marketing Plan – The Financial Plan – The Organisational Plan
4. **Financing the New Venture**
Sources of Development Finance – Project Financing – Institutional Finance to Entrepreneurs – Financial Institutions – Role of Consultancy Organisations – Informal Risk Capital and Venture Capital – Relationship between Entrepreneurship and Venture Capital – Economic Impact of Venture Capital – Global Venture Capital Scenario – Indian Venture Capital Scenario – Role of Venture Capital Associations
5. **Managing, Growing, and Ending the New Venture**
Preparing for the New Venture Launch: Early Management Decisions – Managing Early Growth of the New Venture – New Venture Expansion Strategies and Issues – Going Public – Ending the Venture

Suggested Readings:

1. Robert D. Hisrich & Micheal P. Peters, *Entrepreneurship (5/e)*, Tata McGraw Hill
2. C. B. Gupta & N. P. Srinivasan, *Entrepreneurial Development*, Sultan Chand & Sons
3. C. B. Gupta & N. P. Srinivasan, *Entrepreneurship Development in India*, Sultan Chand & Sons
4. Desai, Vasant, *Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing house
5. Desai, Vasant, *Project Management and Entrepreneurship*, Himalaya Publishing House
6. Sue Birley & Daniel F. Muzyka, *Mastering Enterprise*, Financial Times Pitman Publishing
7. Drucker, Peter, *Innovation and Entrepreneurship: Practice and Principles*, Heinemann
8. Holt, David. H, *Entrepreneurship: New Venture Creation*, Prentice Hall India
9. Bhavesh M. Patel, *Project Management*, Vikas Publishing House Private Limited
10. Prasanna Chandra, *Project Management Appraisal*, Tata McGraw Hill
11. Pandey, G. N, *A Complete Guide to Successful Entrepreneurship*, Vikas Publishing House
12. C.B. Gupta & N.P. Srinivasan, Sultan Chand & Sons

Suggested Journals:

1. Entrepreneurship: Theory and Practice [Blackwell Synergy]
2. Creativity & Innovation Management [Blackwell Synergy]
3. Journal of Product Innovation Management [Blackwell Synergy]
4. Journal of Change Management [Taylor Francis]
5. Entrepreneurship and Regional Development [Taylor Francis]
6. Venture Capital: an International Journal of Entrepreneurial Finance [Taylor Francis]
7. Small Business Economics [Springer]
8. Journal of Private Equity [Institutional Investor]
9. Journal of alternative Investment [Institutional Investor]
10. Journal of Wealth Management [Institutional Investor]
11. European Journal of Innovation Management [Emerald]
12. International Journal of Entrepreneurial Behaviour and Research [Emerald]

SPECIALIZATION - ACCOUNTING & FINANCE

SEMESTER III

C03A1 STRATEGIC Materials Management

Objective

To make the student aware about the role and importance of purchasing function and how this function helps in improving the profitability of the business unit. Emphasis is also given to understand the significance of strategic management in present business world.

1. An Introduction to Strategic Management:

Strategic Analysis: Functional and Environmental Analysis – Hierarchy of Strategic Intent: Vision, Mission, Goals, and Objectives – Strategic Choice: Organisational and Business level strategies – Strategic Implementation: Issues, Strategic Change, Organisational structure and Culture, Implementation approaches – Evaluation and Control: Role of Information, Information systems, Quantitative and qualitative control techniques

2. Corporate Social Responsibility & Business Ethics

Meaning and Importance of CSR – Evolution of CSR – Arguments for and against CSR – Model of CSR – Limits of CSR – Nature of Ethics – Sources of Business Ethics – Importance of Ethics – Managing Ethics – Corporate Culture and Ethical Climate – Improving Ethical Decision-Making – CSR and Indian corporate sector – CSR and Ethics in International Business.

3. Fundamentals of Purchasing:

Role and Importance of Purchasing – Evolution and Development of Purchasing – Purchasing as a Boundary-Spanning Function – Purchasing's Position within the Organisational Structure – Factors Affecting Purchasing's Position – Organising the Purchasing Function – Placement of Purchasing Authority – The Purchasing Process – Role of Negotiation in Purchasing – Supplier Development and Strategic Sourcing– Strategic Cost Management – Relationship Management.

4. Fundamentals of Stores Keeping:

Inventory Fundamentals – Accounting Aspects of Inventory (Finalising the purchase price of materials, and Preparation of Stores Ledger) – Importance of Stock Levels and Order Quantities (Maximum, Minimum, Re Order Level, and also EOQ) – Selective Inventory Control Techniques (ABC, FSN, VED, XYZ, etc) – Physical Inventory and Warehouse Management – Physical Distribution and Control (Practical problems)

5. Special Areas in Materials Management:

Just-in-Time Manufacturing – Purchasing Research – Value Analysis – Importance of IT in Materials Management – Import Purchasing – Performance Measurement and Evaluation – Importance of Quality – TQM – Quality Cost Concepts – Variation as a way of Life – Process Capability & Control – Sample Inspection – ISO 9000 – Benchmarking – JIT, TQM and Manufacturing Resource Planning (MRP II).

Suggested Readings:

1. Monczka, Robert, Trent, Robert, & Handfield, Robert, *Purchasing and Supply Chain Management*, (2/e), Thomson South-Western
2. David N. Burt, Donald W. Dobler, & Stephen L. Starling, *World Class Supply Management – The Key to Supply Chain Management*, (7/e), Tata McGraw Hill
3. Azhar Kazmi, *Business Policy and Strategic Management* (2/e), Tata McGraw Hill.

4. Thompson, Arthur. C & Strickland, A. J, *Strategic Management (13/e)*, Tata McGraw Hill.
5. Arnold, J. R. Tony & Chapman, Stephen. N, *Introduction to Materials Management, (4/e)*, Pearson Education Asia.
6. Samuel C. Certo & J. Paul Peter, *Strategic Management*, McGraw Hill, USA.

Suggested Journals:

1. Journal of Supply Chain Management [Blackwell Synergy]
2. Negotiation Journal [Blackwell Synergy]
3. Business Strategy Review [Blackwell Synergy]
4. Corporate Governance: An International Review [Blackwell Synergy]
5. Business Ethics: An European Review [Blackwell Synergy]
6. Journal of Economics and Management Strategy [Blackwell Synergy]
7. Journal of Small Business Management [Blackwell Synergy]
8. International Journal of Logistics [Taylor Francis]
9. Asia Pacific Journal of Marketing and Logistics [Emerald]
10. International Journal of Physical Distribution and Logistics Management [Emerald]
11. International Journal of Production and Operations Management [Emerald]
12. Logistics Information Management [Emerald]

C03A2 FINANCIAL SERVICES

1. Introduction (5 Marks)

Overview of Financial Services in India, Growth, Structure and Types

2. Leasing and Hire Purchase (10 Marks)

(a). Leasing - Introduction - Concept and Classification of Leasing, essential elements of Leasing- Types of Leasing(finance lease & operating lease- Forms of Leasing, Procedure of a Lease (Modus Operandi) Advantages and Limitations of Leasing- Financial evaluation of Leasing

(b). Hire Purchase- Introduction, Meaning, Definition- Characteristics- Nature of Hire Purchase- Modus Operandi of Hire Purchase transaction, Hire Purchases v/s Installment Payment System, and Lease Financing .

3. Factoring and Credit Rating (10 Marks)

(a). Factoring : Introduction, Meaning of Factoring, How does Factoring work, Types of Factoring, Functions of factoring, Cost of Factoring, Factoring v/s Forfeiting, Advantages & Disadvantages of Factoring.

(b). Credit Rating: Introduction, Concept of Credit rating, Definition, Scope, need, Types of credit rating, Credit rating agencies in India and International, process of Credit Rating, advantages & Disadvantages of Credit rating, Rating of Debt obligations, Rating services, Equity rating, Rating process and methodology, Rating symbols .

4. Venture Capital and Securitization : (15 Marks)

(a). Venture Capital: Meaning and Definition of venture Capital, Characteristics of Venture Capital, Forms/Types of Venture Capital Assistances, Venture Capital process, Modes of Venture Capital Assistance.

(b). Securitisation: Introduction, Definition, Concept, Need, Players involved in Securitisation, Securitisation structure, Instruments of Securitisation, Differentiate between Pass Through Certificate and Pay through Securities, Instruments of Securitisation, Process of Securitisation.

5. Depository:

Meaning of Depository: Depository services in India, Functions of depository- Overview and benefits of depository system- Account opening- procedure of Account opening- Prerequisites for demat request, Demat process. Rematerialisation, prerequisites to a remat request and services provided by depository.

Suggested Readings

1. Khan M.Y, *Financial Services*, Tata McGraw Hill
2. Ravi M. Kishore, *Financial Management*, Taxman Publishers Pvt. Ltd
1. Kohak M.A., *Financial Services in India*, Digvijay Publication
2. Sanjiv Agrawal, *Manual of Indian Capital Market*
3. Ramesh S. & Arun Gupta, *Venture Capital and the Indian Financial Sector*, Oxford University Press.
4. I.M. Pandey, *Venture Capital - The Indian Experience*, Prentice Hall India
5. J.C. Verma., *Venture Capital Financing in India*, Response Books
6. J.K. Dietrich, *Financial Services and Financial Institutions*, Prentice Hall India
7. *Stationary Guide for Non-Banking Financial Companies*, Taxman Publishers Pvt. Ltd.
8. V.A. Avadhani, *Financial Services and Markets*, Himalaya Publishing House
9. P.K. Sahoo, *Financial Services and Markets*, Himalaya Publishing House
10. B. L. Mathur, *Changing Profile of Financial Services*, Bookman Associates
11. Bohale, *Financial Services & Merchant Banking*, Tata McGraw Hill

C03A3 - DIRECT TAXES

Objective:

The course aims at providing the students a comprehensive introduction to Income Tax so as to enable them in computing income from different sources and also helps them in understanding the concept and importance of corporate tax planning.

1. Direct Tax Laws

Introduction – Tax implications of Income from different heads (Salary, House Property, Business or Profession, Capital Gains, and Other Sources) – Clubbing of Income – Gross Total Income – Set-off and Carry forward of losses.

2. Corporate Tax Planning and Taxation of Companies

- (a). Corporate Tax Planning: Meaning and objectives – Scope of corporate tax planning – Tax Planning, Tax Avoidance and Tax Evasion - Types of companies – residential status of a company and tax incidence – Areas for corporate tax planning – Tax management – Assessment of income – Filing of returns.
- (b). Taxation of Companies: Computation of income under the heads of income applicable to corporate assesseees – Set off and carry forward of losses – Deductions available in respect of gross total income – Computation of taxable income – Tax liability of a company.

3. **Tax planning and promotion of a company**
Tax planning with reference to setting up a new business – Location of new business – Nature of business – Forms of organization – Tax planning in respect of newly established industrial undertakings in free trade zones – Newly established 100% export oriented undertakings – Tax planning in respect of industrial undertakings engaged in infrastructural development or other activities.
4. **Tax planning and corporate financial decisions**
Tax planning vis-a-vis corporate capital structure – Investment decision – Dividend decision – Issue of bonus shares – Tax planning and merger or de-merger decisions - Tax planning with reference to other managerial decisions - Purchase of assets out of owned funds or out of borrowed funds - Own or lease – Purchase by installments or hire – Sale of assets used for scientific research work – Make or buy – Shutdown or continue.
5. **Tax planning and employees remuneration**
Formulation of an ideal wage policy or salary package for employees – Provision for various perquisites and facilities – Tax incidence of a wage policy in the hands of employees – Deduction of tax at source

Suggested Readings

1. Singhania, V.K., *Direct Taxes: Laws and Practices*, Taxman Publications, New Delhi.
2. Singhania et al, *Direct Taxes: Planning and Management*, Taxman Publication, New Delhi.
3. Bhagwati Prasad, *Direct Taxes*, New Age, New Delhi.
4. Mehrotra and Goyal, *Direct Taxes – Tax Planning and Management*, Sahitya Bhaavan, Agra.
5. Srinivas, *Corporate Tax Planning*, TMH, New Delhi.
6. Lakhotia, *Corporate Tax Planning*, Lakhotia, New Delhi.

C03A4 - ADVANCED COST ACCOUNTING

Objective: To make the student understand cost accounting methods and techniques and their application in business.

1. **Introduction:** Meaning, Objectives, Cost Accounting v/s Financial Accounting, Cost Accounting v/s Management Accounting, Installation of Costing System, Advantages, Objections against Cost Accounting. Cost concepts, Cost classification, Costs for Managerial Decisions, Elements of Cost. (Theory Only)
2. **Job and Process Costing:** Job costing, Meaning, Procedure, Cost Estimation, Process Costing, Features, Process Costing v/s Job Costing, Procedure, Process Losses, Valuation of WIP, Inter-process profits (including problems)
3. **Marginal Costing:** Meaning, Marginal Costing v/s Absorbtion Costing, CVP Analysis, Marginal Costing and Decision making, Differential cost analysis (Including problems)
4. **Budgetary Control:** Meaning, Objectives, Advantages, Limitations, Essentials, Functional Budgets, Flexible Budgets, Zero based budgeting. (Including problems).

5. **Standard Costing:** Meaning., Advantages, Preliminaries, Types of Standards, Variance Analysis, Material Variances, Labour Variances, Overhead Variances, Sales Variances, Control Ratios, Reporting of Variances (Including problems), Cost reduction and Cost Control, Uniform Costing, Inter-firm Comparisons, Cost Audit and Management Audit (Theory Only)

Suggested Readings

1. Jawahar Lal , Cost Accounting, TMH, 3rd Edition
2. Ravi M. Kishore, Cost Accounting, Taxmann, 3rd Edition
3. Jain and Narang, Advanced Cost Accounting, Kalyani Publishers
4. Horngreu, Foster & Datar, Cost Accounting: A Managerial Emphasis, Prentice Hall
5. M.N. Arora, A Text Book of Cost Accountancy, Vikas Publishers, New Delhi

Journals

1. Management Accounting
2. Chartered Accountant

C03A5 CORPORATE ACCOUNTING

Objective

The objective of this course is to expose students to advanced accounting issues and practices such as maintenance of company accounts, valuation of goodwill and shares and handling accounting adjustments.

1. Final Accounts and financial statements of companies - financial statements and their nature, general guidelines on preparation and presentation of final accounts, form and contents of profit and loss account, form and contents of balance sheets, Advanced adjustment entries, valuation of inventories, limitations of financial statements, practical problems, recent trends in published accounts.

2. Valuation of Goodwill and shares

- (a) Valuation of Goodwill : Introduction, Need, components of goodwill, general factors affecting value of goodwill, Methods of valuing goodwill Arbitrary statement, Capitalization method, purchase of past profits, purchase of super profits, Annuity method.
- (b) Valuation of shares : Introduction, Need, Factors affecting valuation of shares, Method of valuation shares– Net assets basis (Intrinsic value method), yield Basis (Market values method), Fair value (Dual) method, value based on earnings – of the company.

3. Accounting issues relative to amalgamation, absorption & reconstruction of companies :

Meaning of Amalgamation, Absorption, Reconstruction purchase consideration –Meaning, Methods (lump sum payment, Net payment method, Net Assets method, Intrinsic value of shares basis), Accounting entries for amalgamation absorption, external reconstruction– Internal reconstruction – Meaning, procedure, Accounting entries, steps of reconstruction, inter company holding, Practical problems.

4. Accounting for holding and subsidiary companies: Introduction, Advantages of holding companies, Disadvantages of holding companies, Legal definition and requirements of accounts, preparation of consolidated balance sheet, Minority interest, Inter company transactions and profits, consolidation of P/L Accounts, inter–company holdings, Foreign subsidiaries, Associated companies, Practical problems.

5. Accounts relating to liquidation of companies:

Meaning of liquidation, preferential payments, Role of liquidation and their duties, preparation of statement of affairs, Liquidation final statement of account, Modes of winding up, Liquidators remuneration, receiver for debentures holders

Suggested readings

1. Beams, F.A: Advances Accounting, prentice Hall, New Jersey.
2. Dearden, J. and S.K. Battacharya: Accounting for Management , Vikas Publishing House, New Delhi.
3. Engler, C. L. A. Bernstein and K.R. Lambert: Advanced Accounting, Irwin, Chicago.
4. Fischer, P.M., W.J. Taylor and J.A Leer: Advanced Accounting, South- Western, Ohio.
5. Gupta, R.L: Advanced Financial Accounting, S. Chand & Co., New Delhi.
6. Keiso D.E. and J.J. Weygandt: Intermediate Accounting, John Wiley and Sons, NY,
7. Maheshwaari, S.N: Advanced Accounting –Vol. II, Vikas Publishing House, New Delhi.
8. Mooga, J.R: Advanced Financial Accounting, Mayoor Paperbooks, Noida.
9. Narayanaswamy, R: Financial Accounting: A Managerial Perspective, prentice Hall of India, Delhi.
10. Neigs R.F.: Financial Accounting, Tata McGraw Hill, New Delhi
11. Shukla, M.C. and T.S. Grewal: Advanced Accounting, Sultan Chand & Co , New Delhi.
12. Warren, C.S. and P.E. Fees: Principles of Financial and Managerial Accounting, South –Western, Ohio.

SEMESTER IV

CO4A1 - INTERNATIONAL FINANCIAL MANAGEMENT

Objective:

To acquaint the students with International Finance environment and the channels of International financial flows, and expose them with different sources of international financing

1. International Monetary and Financial Management

- i. International Financial Management – An Overview
- ii. International Flow of Funds: Balance of Payments
- iii. Developments in International Monetary System
- iv. Exchange Rate Mechanism

2. Markets for Foreign Exchange and Derivatives

- i. Foreign Exchange Market
- ii. Market for Currency Futures
- iii. Market for Currency Options
- iv. Foreign Exchange Exposure Rates

3. International Investment Decision

- i. Foreign Direct Investment
- ii. International Capital Budgeting
- iii. Evaluation and Management of Political Risk
- iv. International Portfolio Investment

4. International Financing Decisions

- i. Overview of the International Financial Market
- ii. Multilateral Development Banks
- iii. International Financial Market Instruments
- iv. Financial Swaps

Suggested Readings :

1. Maurice, D. Levy (1996), International Finance McGraw Hill International Editions, New Delhi.
2. Shapiro Alan, C (1996), Multinational Financial Management, Prentice Hall International , New Delhi.
3. Apte, P.G. (1998), International Financial Management, Tata McGraw Hill Publishing Company, New Delhi.
4. Sharan, V. (2001), international Financial Management, prentice Hall of India Pvt. Ltd., New Delhi.
5. Bharati, V. Pathak (2003), Indian Financial System, Pearson Educational Publications Pvt. Ltd., New Delhi.
6. Madhu Vij (2001), Multinational Financial Management , Excel Books, New Delhi.
7. Jeevanandam,C (2001), Foreign Trade Finance & Risk Management,Sultan Chand & Sons, New Delhi.
8. Khurana, P.K. (2001, Export Management, Glagotia Publishing Company, New Delhi.

C04A2 DERIVATIVES MARKET

Objective:

This course aims at providing an in-depth understanding of derivatives markets in terms of concepts, structure, instruments and trading strategies for profit and risk management.

1. Introduction to Derivatives

Definition – Types – Participants and functions – Development of exchange traded derivatives – Global derivatives markets – Exchange traded vs. OTC derivatives markets – Developments in India – Requirements for a successful derivatives markets

2. Futures and Options on Stocks and Indices

(a). Futures: Introduction – Futures terminology – Key features of futures contracts – Futures vs. Forwards – Pay off for futures – Equity futures in India – Index futures – Stock futures – Futures trading strategies – Hedging – Speculation – Arbitrage – Spread trading.

(b). Options: Introduction – Options terminology – Types – Options pay off – Equity options contracts in India – Index options – Stock options – Options trading strategies – Hedging – Speculation – Arbitrage – Straddle – Strangles – Strips and straps – Spread trading.

3. Trading, Clearing, and Settlement in Futures and Options

Futures and options trading system – Trader workstations – Charges – Clearing entities and their role – Open position calculation – Margining and settlement – Price quotations.

4. Pricing of Futures and Options

The cost of carry models for stock index futures – Cash price and futures price – Factors affecting options pricing – Option pricing models – Binomial pricing model – The Black and Scholes Model – Pricing of index options – Sensitivity of option premia (Delta, Gamma, Lambda, Theta, Rho)

5. Commodity Derivatives

(a). Market structure: Structure of commodity exchanges – Trading systems – Role and functions of committees – Trading floor management – Delivery mechanism – Clearing operations – Warehouse Receipt System – Role of banks.

(b). Risk Management Using Commodity Derivatives: Risk analysis in commodities – Commodity futures and options – Management of trading risks – Basis risk – Spread risk – Interest rate risk – Hedging strategies using commodity futures.

6. Regulatory Framework for Derivatives Markets

Securities Contract Regulations Act, 1956 – SEBI (Derivatives) Regulations – Forward Market Commission – Accounting and taxation issues in derivatives.

Suggested Readings:

1. D. C. Patwari, *Options and Futures- An Indian Perspective*, Jaico Publishing House.
2. John Hull, *Introduction to Futures and Options Markets*, Prentice Hall.
3. Punithavati Pandian, *Security Analysis and Portfolio Management*, Vikas Publishing House.
4. Prasanna Chandra, *Security Analysis and Portfolio Management*, Tata McGraw Hill.
5. Nick Battley, *Introduction to Commodity Futures and Options*, Irwin
6. Donald Spence, *Introduction to Futures and Options- An International Guide to Options Trading and Practice*
7. Richard Waldron, *An Introduction to Commodity Trading*, Quantum Publishing Company.
8. Russell Wasendorf, *All About Commodities From the Inside Out*, Probus Publishing.
9. J. D. Hamon, *Advanced Commodity Trading Techniques*, Windsor Books.
10. Sanjeev Aggarwal, *A Guide to Indian Capital Markets*, Bharat Publishing.

C04A3 – Cost Management

Objective

This course aims at equipping the students with advanced concepts and tools of management accounting to enable them to take key business decisions in competitive environment.

1. **Introduction** - Meaning – uses of Cost Management – contemporary business environment – the strategic focus of Cost Management – developing competitive strategy – Cost drivers – cost pools and Cost objects. [Theory only]
2. **Divisional Performance Measurement Techniques**
Responsibility Accounting – Process of implementation – Responsibility reporting - Centers of control – Benefits and problems of Responsibility accounting – Responsibility center performance measurement - ROI method – Residual Income or Economic Value Added (EVA) method – Comparative evaluation of ROI and EVA. Transfer Pricing – Benefits – Methods – Transfer pricing in multinational companies - The Balanced Scorecard – Balanced scorecard perspectives - Characteristics of good balanced scorecard – Case studies in implementation of balanced scorecard - Performance Measurement of Human Organisation – Labour turnover – Causes – Measurement – Cost of labour turnover - Cost-benefit analysis of training and development. [Theory only]
3. **Cost Based Decision making**
Activity Based Costing - ABC and conventional costing system – Merits and demerits – Cost drivers and cost pools – Developing and implementing ABC – Key issues in ABC – ABC in service organization - Learning Curve Model- Phases – Learning curve applications – factors affecting learning curve – Target Costing - Target costing process – Advantages – Cost reduction methods in target costing – Tear-down analysis – Quality function development – Value engineering – Reengineering Life-Cycle Costing – Product life-cycle and cost control – Experience Curve in Product life-cycle – Project life-cycle costing – Categories of project life-cycle costs – Optimisation of project life-cycle - Techniques to control current costs – Kaizen Costing. [Theory only]

4. Linear Programming

Meaning – assumptions – application of LP techniques – Constraints - Limitations (including problems)

Network Analysis - Introduction – objectives – stages – drawing net – work diagram – PERT – CPM [Including practical problems]

1. Transportation Problems

Introduction - applications – conditions – stages [Including practical problems]

Assignment Problems - Introduction – stages – unbalance & assignment problems – maximize the objective function [Including practical problems]

Suggested Readings:

1. Ravi M. Kishore, *Advanced Management Accounting*, Taxmann Publications
2. Kaplan & Atkinson, *Advanced Management Accounting*, Pearson Education Asia
3. Ingram, Albright & Hill, *Managerial Accounting*, South-Western: Thomson Learning
4. Jawahar Lal, *Cost Management*, Tata McGraw-Hill Publishing Co.
5. Ronald W. Hilton, *Managerial Accounting*, Tata McGraw-Hill Publishing Co.
6. Hilton, Maher, & Selto, *Cost Management*, Tata McGraw-Hill Publishing Co.
7. Hanson & Mowen, *Cost Management: Accounting and Control*, Thomson Southwestern, (4/e), 2003.
8. Horngreen, Foster, & Datar, *Cost Accounting: A Managerial Emphasis*, Prentice Hall.
9. Edward Blocher, *Cost Management: A Strategic Emphasis*, Tata McGraw Hill.

Suggested Journals :

- 1 . Management Accountant
2. Chartered Accountant

C04A4 INDIRECT TAXES

1. The Central Excise Act, 1944 (Including CENVAT)

Introduction to Central Excise, Classification of goods and valuation under central excise Act, 1944., Routine and other excise procedures , Provisions relating to CENVAT , Penalties and punishment, Appeals and revisions.

2. Custom Duty

Introduction to Customs Duty, Classification of goods and Valuation under customs, Procedures for imports and exports, Various provisions in customs duty, Penalties and offences.

3. Value Added Tax and Central Sales Tax

Introduction to Value Added Tax and central sales tax, Incidence of Tax, Input Tax Credit and Tax Invoices, VAT and central sales tax Procedures, Penalties and prosecution

Suggested Readings:

1. V. S. Datey. "Indirect Taxes – Law and practice" (TAXMANN)
2. Bare acts of all relevant Acts

C04A5 MANAGEMENT OF MUTUAL FUNDS

1. **The Concept and Role of Mutual Funds** - The concept of a Mutual Fund, Meaning & Definition ; Advantages of Mutual Fund investing- Portfolio Diversification, Professional Management, Reduction of Risk, Transaction Costs and Taxes, Liquidity and Convenience History in India - Size of Industry, Growth Trends, UTI (its role in the MF sector, unique structure); MFs' Place in Financial Markets - Types of Funds - Open-end Funds/Closed-end Funds/Fixed Term Plans, Load Funds/No Load Funds, Tax Exempt/Non Tax Exempt Funds - Money Market Funds, Equity Funds, Debt Funds, Commodity Funds, Real Estate Funds (10 mks)
 2. **Organisation, Management and Procedure of setting up Mutual Funds**
Existing structural pattern of Mutual Funds _ Organisation and management pattern of Mutual Funds established by banks and insurance corporations – Parties to Mutual Funds – Sponsor of Trust, Trustees, Investor or beneficiary – AMC – Custodian (10 mks)
 3. **Legal and Regulatory Environment of Mutual Funds in India** – Legal status of Fund Sponsors – Rights and Responsibilities of the AMC Directors, Trustees (SEBI, Cos Act) Role of regulators in India- SEBI
 4. Formulation and marketing of mutual fund schemes: The Challenge of Distributing Mutual Funds - Who can Invest in MFs in India - Distribution channels - Role of Direct Marketing by Mutual Funds in India - Broker/Sub Broker Arrangements - Individual Agents, Brokers, Sub-Brokers, Banks, NBFCs - Sales Practices
- The Offer Document -The Offer Document – What it is, Importance, Contents, Regulation and Investors Rights - Contents of the Offer Document - Standard Offer Document for Mutual Funds (SEBI format) - Summary Information - Glossary of Defined Terms - Risk Disclosures - Legal and Regulatory Compliance – Expenses - Condensed Financial Information of Schemes - Constitution of the Mutual Fund - Investment Objectives and Policies - Management of the Fund - Offer Related Information (10 mks)
5. **Investor Services** - Applying for or account opening with Mutual Fund - Application/Agreement, Provisions of the Agreement, Point of Receipt, Form of Payment, First Time versus Continuing Payments, Certificate vs. No Certificate - Registering a Mutual Fund Account- Individual, Joint, Corporate, Trusts, etc. - Repurchase and redemption options - Cut-off times for submissions of Requests, Historical vs. Prospective NAVs - Different investment plans and services by Mutual Funds- Accumulation Plans, Systematic Investment Plans, Automatic Reinvestment Plans, Retirement Plans, Switching Within Family of Funds, Voluntary Withdrawal Plans, Redeeming Shares - Services Performed by Mutual Funds- Nomination Facilities, Phone Transactions/Information, Check Writing, Pass Books, Periodic Statements and Tax Information - Statutory, Others - Loans Against Units

Suggested Reading :

1. AMFI Workbook
2. Manual of Indian Capital Market by Sanjeev Agarwal
3. Mutual fund operation in India – Seema Vaid
4. Mutual Funds by Lalit Bansal
5. Mutual fund & Indian Capital Market by H.R. Singh & Dr. Meera Singh
6. Management Accounting & Financial Analysis with problems & solution by Ravi M. Kishore
7. Financial Institutions & Markets by L.M. Bhole

Suggested Journals :

1. Mutual Funds in India, Marketing strategies & Investment Practices by H. Sadhak
2. Mutual Funds Data, Interpretation & analysis by K.G. Sahadevan & M. Thiripalraju.

SPECIALIZATION - BUSINESS MANAGEMENT

SEMESTER III

C03B1 - HUMAN RESOURCE MANAGEMENT

Objective:

To make the student aware about the role and importance of human resource management and help them to develop the skill in managing the potentiality for the success of the organisation

1. Human Resource Planning

Meaning, Definition, Objective, Need, Scope and benefit of Human Resource Planning – Process of human resource Planning – Human Resource Management Vis-à-vis Personnel Management

2. Recruitment and Selection

Meaning – Definition – Need – Sources of recruitment: External & Internal – Factors governing recruitment – Recruitment process of Internal v/s external recruitment – Advantages and disadvantages – Selection process – Types of interview and common Interview problems. Job Analysis – Job description and Job Specification- Job Enlargement and Job enrichment-

3. Training & Performance Appraisal

(a). Training: Meaning, Definition, and Importance of training – Training process – Methods and techniques of training.

(b). Performance Appraisal: Meaning, Definition, and Objective of performance appraisal – Appraisal Process and Methods of Performance Appraisal – Problems encountered in Performance Appraisal.

1. **Communication and Time Management**

(a). Meaning and nature of communication – Elements of communication process – Principles of effective communication – Barriers to communication – Formal and informal channels of communication – Verbal communication – Non-verbal communication – Effective business presentations – Interpersonal skills.

(b). Time Management: Meaning – Nature of tasks and time management effective time management techniques – 80/20 principle – Managing oneself and outside influences – Timetabling – Planning and control.

5. **Career and Succession Planning**

Succession and Career planning – Career development cycle and Career opportunities.

6. **Counselling**

Meaning, Definition, Nature, Objective and Need for counseling – Types of counseling – What counselling can do? – Function and steps in counselling.

Suggested Readings:

1. Management :Toward accountability for performance Home wood, Richard D. Irwin.
1. Personnel Management and Industrial relations R.S.Dawar.
2. "Some thoughts on HRD in Education " T.V. Rao
3. Human Resources Management and Human Relations V.P. Michael
4. Organisational Behaviour Dr. K. Aswathappa.
5. William Hendricks, *Coaching, Mentoring and Managing*, Jaico Publishing House
6. S.K. Bhatia and Nirmal Singh, *Principles and techniques of personnel Management/Human Resource Management*, Deep and Deep publication Pvt. Ltd
7. S.K. Kapur and B.K. Punia, *Organisational Behaviour and Management*, S.K. Publishers
8. Hellriefel, Slocum and Woodman, *Organsational Behaviour*, (9/e) Thomson Learning, South-western
9. Minza S. Saiyadain, *Organisational Behaviour*, Tata McGraw Hill
10. Frad Luthans, *Organsational Behaviour*, Mc Graw Hill, New York.
11. Stephen P. Robbins, *Organisational Behaviour*, Prentice Hall India
12. Keith Devis, *Human Behaviour at work*, Tata McGraw Hill
13. Uday Pareek, *Behavioural Process in Organsation*, Oxfordand and India Book House.
14. Edger Scheier, *Organsational Psychology*, Prentice Hall India
15. K. Ashwathappa, *Organsational Behaviour*, Himalaya, Bombay
16. Uday Pareek, *Beyond Management*, Oxfordand and India Book House
17. W.L. French and Bell, *Organsational Development*, Prentice Hall India
18. Warner G. Bennis, *Changing Organsations*, Tata McGraw Hill
19. Uma Sekharan, *Organisational Behaviour*, Tata McGraw Hill.

C03B2 ADVANCED MARKETING MANAGEMENT

Objective

To make the student aware about the role and importance of marketing management functions and how this function helps in improving the profitability of the business unit.

1. **Introduction to Marketing**

(a). Market: Meaning of Market - Marketing – The Components of Marketing – Distinction between Market and Marketing – Benefits and costs of Marketing – The Marketing Concept – Evolution of Marketing Concept – Features of integrated marketing concept – Benefits of marketing concept – The essence of modern marketing - The new concepts in marketing – Marketing management - Functions of marketing management

(b). Market Segmentation: What is market segmentation ? – Market segmentation versus product differentiation – Benefits of market segmentation – The bases for market segmentation – Requisites of sound market segmentation – Market segments and marketing mix – Alternative market targeting strategies – Selecting a viable marketing strategy – Market integration and market.

2. **Product Planning and Development**

(a). Planning: Product Planning – meaning – Points to ponder – The objectives of product planning – Components of product planning - Product and other related concepts – Product – Product characteristics – Product classification – Product port-folio – Product line – Product positioning – Product life cycle.

(b). Development: What is new Product ? – Why new product ? – Product innovation – How to manage innovation successfully ? – Steps in new product development - idea generation – Screening new product ideas – Business analysis – Product development – Test marketing – Commercialisation – Why new product fail ? - How to achieve success in new product development ? – Organisation for new product development – The consumer adoption process – Meaning – Stages in adoption process – the categories.

3. **The Product Decisions**

Product branding – Brand and branding – role and limitations of branding – Requisites of good brand name – Brand classification – Brand strategies – Product packaging – Objectives – role of functions of packaging – Essentials of good packaging – Packing decisions – Product labeling – The product related services - After sale Services.

4. **The Product Market Integration**

(a). Positioning and Diversification: Meaning – Optimum matching Strategy – product positioning – Product positioning alternatives – Determinants of successful product positioning - The steps in product positioning - Product modification – The ways of product modification - Product diversification - objectives of product diversification – Types of diversification – Patterns of diversification – Methods of product diversification – Plus and minus points of diversification – Product simplification – Meaning – Criteria for product simplification – product simplification procedure – Resistance to product simplification – Product Simplification strategies - the product simplification programme – Planned product obsolescence meaning - forms – methods of product and obsolescence- Plus and minus points of planned obsolescence.

(b). Product Pricing: Meaning – Price and pricing – role of pricing – The pricing objectives – factors influencing the product pricing decisions – Appropriate approach to pricing – The methods of price determinations – Cost based – Competition based – Demand based - Pricing policies and strategies – Resale price maintenance.

5. **Marketing Research and International Marketing**

(a). Marketing Research : Nature- need-objective- scope- of marketing research, defining the problem -developing the plan- collecting the information- analysing the information- presenting the finding- characteristics of good marketing research.

(b). International Marketing : International market selection -introduction-factors influencing international market -selection and segmentation- country marketing factors - product factors- the process of market selection - market definition- market segmentation- measurability - accessibility -profitability- actionability- invest/grow countries- some strategies- customer segmentation.

Suggested Readings

1. R.L. Varshney & S.L. Gupta: *Marketing Management: An Indian Perspective*, Sultanchand Publishers, New Delhi
2. Kotler, Philip, *Marketing Management : Analysis , planning and control*
3. Staton , William J. *Fundamentals of Marketing*
4. Philips and W esting, *Marketing Management*
5. EugeneM. Johnson , David L. Kurtz, *Sales Management*
6. Leonard Mogel, *Making it in advertising*
7. Kotler, Phillip and Gary Armstrong, *Principles of Marketing*, Prentice Hall India
8. Majumdar, Ramanuj, *Product Management in India*, Prentice Hall India,
9. Mc Carthy, E. Jenome and William D., Perreault Jr: *Basic Marketing: Managerial Approach*, Richard D. Irwin
10. Ramaswamy, V.S. and Namakumari, S, *Marketing Management*, MacMillan India
11. Srinivasan, R, *Case Studies in Marketing: The Indian Context*, prentice hall, New Delhi
12. Stanton, William J., and Charles Futrell: *Fundamentals of Marketing*; McGraw Hill Publishing Co
13. Still, Richard R, Edward W. Cindiff and Norman A. P. Govoni: *Sales Management: Decisions, Strategies and Cases* Prentice Hall India.

C03B3 INTERNATIONAL BUSINESS ENVIRONMENT

Objective:

To make the student understand the impact of liberalization, privatization, and globalisation in the present business environment and make use of the information in analysing business problems in an effective manner.

1. **An Introduction to international Business:**
Globalisation – Drivers of Globalisation – The Globalisation Debate – Managing in the Global Marketplace – National Differences in Political Economy – differences in culture.
2. **The Global Trade and Investment Environment:**
International Trade Theory – The Political Economy of International Trade – Foreign Direct Investment – The Political Economy of Foreign Direct Investment – Regional Economic Integration.
3. **The Global Monetary System:**
The Foreign Exchange Market – The International Monetary System – The Global Capital Market.
4. **The Strategy and Structure of International Business:**
The Strategy of International business – The Organisation of International Business – Entry Strategy and Strategic Alliances.
5. **Business Operations:**
Exporting, Importing, and Counter trade – Global Manufacturing and Materials Management – Global Marketing and R & D – Global Human Resource Management – Accounting in the International Business – Financial Management in the International Business.

Suggested Readings

1. Charles W. L. Hill, *International Business: Competing in the Global Marketplace (4/e)*, TMH, Delhi, 2003.

2. Rao, P. Subba, *International Business: Text and Cases*, Himalaya Publishing House, Mumbai, 2003.
3. Aswathappa, K, *International Business*, TMH, Delhi, 2003.
4. Czinkota, Michael. R; Ronkainen, Iikka. A; & Michael, H. Moffett, *International Business* (6/e), Thompson Learning, Delhi, 2003.

C03B4 MARKETING RESEARCH

Objective:

1. Marketing Research Information and Technology

The Role of Marketing Research in Strategic Planning - Value of Marketing Research Information - Customer Relationship Management and the Marketing Research Process - Customer Relationship Management - Strategic Marketing Planning - Marketing Situation Analysis - Marketing Strategy Design - Marketing Program Development - Strategy Implementation and Control - The Marketing Research Industry - Emerging Trends

The Research Process - Value of the Research Process - Changing View of the Marketing Research Process - Development of an Information - Research Proposal

Problem Definition, Research Objectives, and Marketing Research Ethics - Value of Determining the Research Problem - Importance of Determining the Information Research Problem - Procedural Considerations in Evaluating a Marketing Research Project - Assessing the Quality of a Contracted Research Firm - Ethics in Marketing Research Practices

Strategic Information Management: Secondary Data Sources - The Value of Secondary Data - The Nature and Scope of Secondary Data - The Role of Secondary Data in Marketing Research - Use and Evaluation of Secondary Data Sources - Using and Extracting External Sources of Secondary Data - Key Sources of External Secondary Data - Syndicated Sources of Secondary Data - The Future of Secondary Data Sources

Customer Relationship Management and the Marketing Research Process - Value of Customer Relationship Management - Essentials of Customer Relationship Management - Marketing Research and Customer Relationship Management - Transforming Marketing Research into Market Intelligence -Data Collection in a CRM Environment - Customer Relationship Management in Operation

2. Designing the Market Research Project

Marketing Research and Database Development - Value of Database Information -CRM and the Database Process - Marketing Research and Data Enhancement - The Dynamics of Database Development - Technology: Turning Data into Information - What is Data Warehousing? - Data Mining: Transforming Data into Information - Database Modeling - Summary on Marketing Research Databases and the New Millennium

Marketing Decision Support Systems and Business Intelligence - Value of the Marketing Decision Support System - CRM and the Marketing Decision Support System - The Marketing Decision Support System - Information Requirements - Information Processing and the MDSS - Types of MDSS Modules - Business Intelligence Programs

Exploratory Designs: In-Depth Interviews and Focus Groups - Value of Qualitative Research Information - An Overview of Qualitative and Quantitative Research Methods - Questioning Techniques in Qualitative Research - Conducting Focus Group Interviews

Descriptive Research Designs: Survey Methods and Errors - Value of Descriptive Survey Research Designs - Interrelatedness of Descriptive Research Designs and Survey Research Methods - Overview of Survey Research Methods - Types of Survey Methods - Factors for Selecting the Appropriate Survey Method - Overview of the Types of Errors in Survey Research Methods

Observation Techniques, Experiments, and Test Markets - Value of Experimentation and Test Marketing - The Nature of Experimentation - Types of Experimental Research Designs - Field Experiments - Test Marketing

3. Gathering and collecting accurate Data

Sampling: Theory, Designs, and Issues in Marketing Research - Value of Sampling in Information Research - Overview: The Basics of Sampling Theory - Determining Appropriate Sample Sizes - Overview: Probability and Non-probability - Sampling - Steps in Developing a Sampling Plan

Overview of Measurement: Construct Development and Scale Measurement - Value of Measurement within Information Research - Overview of the Measurement Process - Basic Concept of Scale Measurement - Four Basic levels of Scales - Development and Refinement of Scaling Measurements

Attitude Scale Measurements used in Survey Research -Value of Attitude Measurement in Information Research - The Nature of Attitudes and Marketplace Behaviors- Special Types of Attitude and Behavior Scales

Questionnaire Design and Issues - Value of Questionnaires in Information Research - Theoretical Principles of Questionnaire Design - The Flowerpot Approach to Questionnaire Designs - Development of Cover Letters - Supplement Documents Associated with Survey Instruments Designs

4. Data preparation, analysis, and reporting the result

Coding, Editing, and Preparing Data for Analysis - Value of Preparing Data for Analysis- Data Validation - Data Editing and Coding - The Coding Process -

Data Analysis: Testing for Significant Differences - Value of Testing for Difference in Data - SPSS Applications Database - Guidelines for Graphics - Measures of Central Tendency - Measures for Dispersion - Hypothesis Testing - Analyzing Relationships of Sample Data

Data Analysis: Testing for Association - Relationships between Variables Using Covariation to Describe Variable Relationships - What is Regression Analysis? - Multiple Regression Analysis - The Use of Dummy Variables in Multiple Regression - Examining Residuals

Data Analysis: Multivariate Techniques for the Research Process - The Value of Multivariate Techniques in Data Analysis - Classification of Multivariate Methods - Interdependence Techniques - Analysis of Dependence - Perpetual Mapping

Preparing the Marketing Research Report and Presentation - Value of Preparing the Marketing Research Report - The Written Marketing Research Report - Common Problems Encountered When Preparing the Marketing Research Report - The Critical Nature of Presentations

Suggested Readings

1. Hair Bush, Ortinau "Marketing Research" Second Edition, Tata Mc Graw Hill
2. Beri G.C. , Marketing Research, tata McGraw Hill, New York.
3. Rajendra Nargundkar "Marketing Research – text and Cases, Second Edition, Tata McGraw Hill
4. Boyd H.W., Ralph Westfall and S.F. Starsh Marketing Research – text and cases, Richard D. Irwin, Doston.
5. Chisnall Peter M., The Essence of Marketing Research , prentice Hall, New Delhi.
6. Churchill, Gilbert A., Basic Marketing Research, Dryden Press, Boston.
7. Davis J.J., advertising Research, Prentice Hall, New Delhi.
8. Anitha H.S., Marketing in 21st Century, Mangal Deep Publishing , Jaipur, 1999.
9. David A.J., Luck, Ronald S. Rubin, Marketing Research (7th Edition).
10. Paul E. Green, D.T. Tull & Gerald Albaum, Research for Marketing Decisions (5th Edition).
11. Oada R.P., Statistics for Business and Economics, Mcmillan Indian, New Delhi.
12. Luck D.J., Marketing research, Prentice Hall , New Delhi.
13. Tull , Donald and Hawkin, Dell, Marketing Research, Measurement and Method, Prentice Hall, New Delhi.
14. Zaltman and Burger, Marketing Research, Dryden Press, Illinois.

C03B5 - Marketing of Services

Objective:

To make the student understand the role and importance of marketing of services.

1. **Introduction to Services Marketing:**

Meaning, Importance, and Significance of Services – Why Services Marketing ? – Service and Technology – Distinctive Aspects of Service Management – Customer Involvement in Service Process – Managing Service Encounters

2. **Focus on Customers and Managing Relationships**

Customer Expectations and Perceptions of Service – Customer Behaviour in Service Setting – Targeting Customers, Managing Relationships, and Building Loyalty – Complaint Handling and Service Recovery.

3. **Creating Value in a Competitive Market**

Positioning a Service in Marketplace – Creating the Service Product and Adding Value – Pricing Strategies for Services – Customer Education and Service Promotion – Customer-Defined Service Standards

4. **Planning and Managing Service Delivery**

Employee's Roles in Service Delivery – Customer's Role in Service delivery – Delivering Service through Intermediaries and Electronic Channels – Managing Demand and Capacity – Integrated Service Marketing Communications – The Financial and Economic Effect of Services

5. **Service Marketing in Selected Industries**

Bank Marketing – Insurance Marketing – Transport Marketing – Tourism Marketing – Hotel Marketing – Consultancy Marketing – Personal Care Marketing – Education Marketing – Hospital Marketing – Marketing Mix of Select Services (Courier Services, Entertainment Services, Electricity Services, Telecommunications Services, Automobile Services).

Suggested Readings

1. Zeithaml, Valarie A and Bitner, Mary Jo; *Services Marketing: Integrating Customer Focus Across the Firm*; TMH
2. Lovelock, Christopher; *Services Marketing: People, Technology, Strategy*; Pearson Education Asia.
3. Jha, S.M; *Services Marketing*; Himalaya Publishing House.

Suggested Journals:

1. International Journal of Service Industry Management [Emerald]
2. Managing Service Quality [Emerald]
3. Journal of Services marketing [Emerald]
4. International Journal of Bank Marketing [Emerald]
5. Journal of Health Organisation and Management [Emerald]

SEMESTER IV

C04B1 INTERNATIONAL MARKETING

Objective:

To make the student understand the impact of liberalization, privatization, and globalisation in the present business environment and make use of the information in analysing business problems in an effective manner

1. An Introduction to International Business:

Globalisation – Drivers of Globalisation – The Globalisation Debate – Managing in the Global Marketplace – National Differences in Political Economy – differences in culture.

2. The Global Trade and Investment Environment:

International Trade Theory – The Political Economy of International Trade – Foreign Direct Investment – The Political Economy of Foreign Direct Investment – Regional Economic Integration.

3. The Global Monetary System:

The Foreign Exchange Market – The International Monetary System – The Global Capital Market.

4. The Strategy and Structure of International Business:

The Strategy of International business – The Organisation of International Business – Entry Strategy and Strategic Alliances.

5. Business Operations:

Exporting, Importing, and Counter trade – Global Manufacturing and Materials Management – Global Marketing and R & D – Global Human Resource Management – Accounting in the International Business – Financial Management in the International Business.

Suggested Readings

1. Charles W. L. Hill, *International Business: Competing in the Global Marketplace* (4/e), TMH, Delhi, 2003.
2. Rao, P. Subba, *International Business: Text and Cases*, Himalaya Publishing House, Mumbai, 2003.
3. Aswathappa, K, *International Business*, TMH, Delhi, 2003.
4. Czinkota, Michael. R; Ronkainen, Iikka. A; & Michael, H. Moffett, *International Business* (6/e), Thompson Learning, Delhi, 2003.

C04B2 ADVERTISING AND SALES MANAGEMENT

Objective

To make the student understand the role and importance of advertising and sales management so as to make them aware about how effectively perform the task of advertising and sales management

1. Introduction

Meaning and distribution – role and limitations of advertising – Advertisability – The Indian Advertising Industry – Low Indian profile and its causes – Management of advertising organization – Types – Advertising department – Functions – Advertising agencies – meaning – Functions – Selection of advertising agencies – Agency relations – Agency compensation

2. **Media Planning and Selection**

Media planning and selection - Different media – Choice of advertising media and media vehicle – Developing a media mix – media scheduling - the advertising message – product positioning - The unique selling proposition – The advertising copy – Attributes – types – Advertising layout – Essentials – Advertising evaluation – methods – Advertising coordination.

3. **Advertising**

What is advertising ? -setting the advertising objectives- informative - persuasive-reminder-deciding on advertising message- message generation - evaluation and selection - message execution -deciding the advertising budget- stage in product- life cycle- market share - competition -advertising frequency –substitutability of the product- deciding on the media- evaluating advertising effectiveness -communication effect research -sales effect research.

4. **Sales management**

What is personal selling ? – Merits and limitations of personal selling - Relevance of personal selling – The process of personal selling – Essentials of successful selling – Sales management – Sales manager – types of sales manager – Essential qualities of an efficient sales manager – Functions of sales administration – Management of sales force – Setting the sales objectives – Selling objectives – Recruitment and selection – The selection process – Training sales force – Significance of sound sales training - Contents of good training programme - Methods of training – Placement sales force – Sales force compensation – Compensation level – Methods of Compensation – Sales force motivation – Methods of motivation – Sales force control – Methods of performance appraisal.

5. **Sales Promotion**

What is sales-promotion? – Objectives – Role and limitations of sales promotion – Sales promotion tools – Selection of appropriate sales promotion tools for company's product – Implementing the sales promotion programme – the choice of promotion mix.

Suggested Readings

1. Aaker, David, et. Al.: *Advertising Management*, Prentice Hall India
2. Batra, Rajeev, John G. Myers and David A. Aaker: *Advertising Management*, Prentice Hall India
3. Book, A.C: *Fundamentals of Copy and Layout*, Macmillan
4. Davis, J.J: *Advertising Research*, Prentice Hall India
5. Gunter, Barrie: *Media Research Methods*, Sage Publications
6. Norris, James S.: *Advertising*, Prentice Hall India.
7. Sandage C.H. and Fry Burger: *Advertising Theory and Practice*, Richard D Irwin
8. Sengupta, Subroto: *Brand Positioning*, Tata McGraw Hill
9. Sissors, Jack, Z and Lincoln Bimba: *Advertising Media Planning*, NTC Business Books
10. Allen, R.Y., *Selling Dynamics*, Tata McGraw Hill
11. Anderson, Hair, Bush: *Professional Sales Management*, McGraw Hill
12. Dalrymple D.J and W.J. Cron: *Sales Management-Concepts and Cases*, John Wiley
13. Ford, Churchill, Walker: *Management of Sales force*, McGraw Hill
14. Forsyth, Patrick: *Sales Management Handbook*, Jaico Publishing
15. Gupta, Vaswar Das: *Sales Management – the Indian Perspective*, Prentice Hall India.

16. Johnson, Kurtz, Schewing: *Sales Management* , McGraw Hill
17. Krik C.A.: *Salesmanship*, Tarapore wala
18. Lancaster G: *Selling and Sales Management*, Macmillan
19. Stanton, W.J. and R Spiro: *Management*, Macmillan
20. Still, Richard R., Edward W. Cundiff, and Norman A. P. Govoni: *Sales Management*, Prentice Hall India

C04B3 - ORGANISATIONAL BEHAVIOUR

1. Introduction to Organizational Behaviour

- (a). Meaning and Definition of Management- Definition and scope of OB – Disciplines Contributing to OB – Approaches to OB – Models of OB - Challenges for OB- Nature of Organizational Behaviour – What are Organisations ? Why do Organisations exist ? Organizational Effectiveness – The Role of Organisational Behaviour
- (b). Early Contributions to the Field of Management – Foundation of Organisational Behaviour – Behavioural Sciences Foundation of Organisational Behaviour- organisations and the Indian Scenario.

2. Individual Determinants of Organisational Behaviour

- (a). Understanding of Individual Behaviour – Necessity to understand Individual Human Behaviour – S – R Model of Human Behaviour – Role of The Biographical Profile in Understanding Individual Behaviour – Role of physical and Intellectual Abilities in Identifying suitable Ability Job Fit – How to Combat Individual Differences and Nurture Talented Employees ? – Models of Individual Behaviour
- (b). Values, Attitudes and Job Satisfaction – Meanings, Importance and relevance of “Values” to Organizational Behaviour – Types of values – Attitude – Types, Components and Functions of Attitudes Link between Attitudes and Organisational Behaviour – Overcoming Barriers to change Attitudes – Behavioural Intentions Model – Concept of Job Satisfaction – factors affecting Job Satisfaction – Impact of Job satisfaction on work performance
- (c). Stress Management – Preview case – Meaning of Stress – Factors causing Stress – Effects of stress – Management of stress – Meaning and definition – What is not Stress ? – the Stress Experience – Work stress Model – Stressors – Sources of stress – Individual level Stressors – Group Level Stressors – Organizational Stressors – Extra Organisational Stressors Outcomes – burnout – Stress Management – Individual Strategies – Organisational Strategies – Stress and Performance – foundation of Group Behaviour.
- (d). Perception and Attribution -Meaning and Definition – Perception and Semantics – Factors Influencing Perception – Perceptual Process – Receiving Stimuli – Selecting Stimuli – Perceptual Organisation. The Process of Interpreting : The Process of checking – The Process of Reacting – Attribution Theory – When Perception fails – perception and OB – Managing the perception Process – Social Perception – Summary – Key Terms .

3. Group Dynamics

- (a). Meaning of Group – Theories and Five stage Model of group formation – Types of groups and groups relevant in Organisations – Importance of Group – Implications of Sociometry for Organisations – Understanding of Group Versus Work Team – Issues and Problems with Team Work – Components - Components for creating effective work teams

(b). Power , Realpolitik and Ethics – Meaning of Power – Sources of Power in organizations – Power Tactics – What are Organisational Politics ? Factors causing Organisational Politics – Meaning of Realpolitik – Concept of Ethics – Organisational Ethics Issues

(c). Conflict and Negotiation - Nature of Conflict – Semantic problem – Changing Views of Conflicts – Functional and Dysfunctional Conflict – The process of Conflict – Levels of Conflicts – Intra – individual Conflict – Inter – Personal Conflict - Intra – group Conflict – Inter – group Conflict : Conflict Resolution – Strategies for Resolving Intra- personal Conflict, Resolving Inter – personal Conflict Resolving Intra-group Conflict - resolving Inter – Group Conflict – Conflict Management Styles – Managerial Implication – Negotiation – Guidelines for Effective Negotiation – Beyond Conflict Resolution

4. Organizational Change and Development

(a). The 'Change' Challenges – Organizational Diagnosis for change – Kurt Lewin's Phase of change – Resistance to change - organizational Development

(b). Nature of Change – Levels of change – Importance of change – Types of change – The integration of TQM and Re –engineering – forces for change in organizations – External Forces – Internal Forces – Resistance to change – Group – Level Obstacles to Change – Individual – Level resistance to change, force Field Theory of change – The change Process – organizational; Development – pre-requisites for OD – Situation Appropriate for OD, Action research – OD Interventions – Effectiveness of OD programming – Managerial Implications

Suggested Reading:

1. K. Aswathappa “ Organisational Behaviour “ Himalaya Publishing House
2. Rosemary Thomson & Christopher Mabey – Developing Human Resources
3. Grefory Moorhead & Richy W. Griffin – Organisational behaviour
4. L.M. Prasad – organizational Behaviour
5. R.A. Sharma – Organisational Behaviour
6. Fisher, Lyle & James - HRM
7. M.G. Rao – Human Behaviour at work
8. R.C. Sastry – Dharmic Values & HRM
9. Organisational Behaviour Dr. K. Aswathappa.
10. .K. Kapur and B.K. Punia, Organisational Behaviour and Management, S.K. Publishers
11. Hellriegel, Slocum and Woodman, Organisational Behaviour, (9/e) Thomson Learning, South-western
12. Minza S. Saiyadain, Organisational Behaviour, Tata McGraw Hill
13. Fred Luthans, Organisational Behaviour, Mc Graw Hill, New York.
14. Stephen P. Robbins, Organisational Behaviour, Prentice Hall India
15. W.L. French and Bell, Organisational Development, Prentice Hall India
16. Warner G. Bennis, Changing Organisations, Tata McGraw Hill
17. Uma Sekharan, Organisational Behaviour, Tata McGraw Hill.

C04B4 TRAVEL AND Tourism Management

Objective:

To make the student understand the role and importance of tourism industry and how this industry promotes economic development.

1. **An Introduction to travel and Tourism Management**

The Travel and Tourism Industry in Perspective – Why People Travel – Where People Travel – Structure and Components of the Tourism Industry – Eco-tourism / Adventure Travel / Health Tourism / Spiritual Tourism.

2. **Demand for Tourism and Tourist Destination**

(a). Demand: Concepts and Definitions of Demand for Tourism – Consumer Behaviour and Tourism Demand – Determinants of Tourism Demand – Measuring the Demand for Tourism – Patterns of Demand – Different Types of Tourism (Eco-tourism / Health Tourism / Adventure Tourism / Spiritual Tourism).

(b). Tourist Destination: The Geography of Tourism – Patterns and Characteristics of the Supply of Tourism – The Socio-cultural and Environmental Impacts of Tourism – Tourist Motivation – Skills for the Key Sectors of the Travel and Tourism Industry – The Economic Impact of Tourism – Tourism and Development Planning.

3. **Government Organisations and Marketing of Tourism**

Government Organisations – Accommodation – Transportation – Intermediaries – Attractions – Marketing for Tourism (The Historical Roots) – Marketing Management – Marketing Planning – Marketing Mix – The Future of Tourism.

4. **Economic and Other Impacts of Tourism**

Economics of Tourism – Tourism Investments – Tourism Returns – Tourism and Balance of Payment – Tourism and Employment – Tourism and Socio-Economic Trade off – Social Evils of Tourism Industry.

5. **The Future of Travel and Tourism Around the World:**

Travel and Tourism industry in the twenty-first century – What to Look for in the Next Century.

Suggested Readings

1. Pran Nath Seth & Sushama Seth Bhat, *An Introduction to Travel and Tourism*, Sterling Publishers Private Limited.
2. A. K. Bhatia, *An Introductiuon to Travel and Tourism*, Sterling Publishers Private Limited.
3. A. K. Bhatia, *International Tourism*, Sterling Publishers Private Limited.
4. Chris Cooper / John Fletcher / David Gilbert / Stephen Wanhill, *Tourism : Principles and Practice*, Pitman Publishing.
5. Rob Davison, *Tourism*, Pitman Publishing.

Suggested Journals: Tourism Management [Elsevier / Scirncedirect]

C04B5 - HOSPITALITY Management

Objective:

To make the student understand the role and importance of hospitality industry and how this industry promotes economic development. Since there exists direct relation between Travel & Tourism Industry and Hospitality Industry, students will be exposed to a various potential avenues in these industries in terms of employment opportunities.

1. Introduction to Hospitality Management

The Nature, Role and importance Hospitality – Inter-relation between Tourism and Hospitality Industry – Hospitality Industry Around the World – Career Opportunities in the Lodging Industry – Career Opportunities in Food Service Industry – Education for Hospitality Management Careers.

2. Lodging Industry – A Special Focus:

The Early History of Lodging – The Globalisation of the Lodging Industry – The Organisation and Structure of Lodging Operations – The Room Division.

3. Role of Food & Service Industry:

The Growth and Development of Food Service – Franchising Development in Food Service – The Organisation Structure of the Food Service Industry – The Management and Operation of Food Service.

4. Functional Areas in Hospitality Operations:

The Engineering and Maintenance Division – The Marketing and Sales Division – The Accounting Division – The Human Resource Division – The Security Division.

5. Hospitality Marketing and The Future of Hospitality Industry:

Economics of Hospitality Marketing – Marketing of Hotels – Tie-ups – Networks – Chain Hotels – Internal Marketing – Menu Merchandising – Convention Marketing – Hospitality Marketing Fairs in India & Abroad – Comparative Study of Hospitality Marketing with other Commercial Establishments – Marketing through Charter Flights – The Future of Hospitality Industry.

Suggested Readings

1. Teare, Richard, *Managing Projects in Hospitality Organisations*, Cassel, London, 1993.
2. Gerald W. Lattin, *The Lodging and Food Service Industry*, The Educational Institute, USA.
3. Anthony M. Rey & Ferdinand Wieland, *Managing Services in Food and Beverage Operations*, The Educational Institute, USA.
4. Micheal L. Kasavana & Richard M. Brooks, *Managing Front Office Operations*, The Educational Institute, USA.
5. Chon, Kye-Sung & sparrowe, Raymond. T, *Welcome to Hospitality (2/e)*, Thompson Learning, Delhi, 2003.
6. Cullen, Peter, *Economics for Hospitality Management*, International Thomson Business Press, London, 1997.
7. Knowles, Tim; Diamantis, Dimitrios; & El-Mourhabi, Joudallah. Bey, *The Globalisation of Tourism and Hospitality: A Strategic Perspective*, Continuum, London, 2001.

Suggested Journals:

1. Journal of Service marketing [Emerald]
2. British Food Journal [Emerald]
3. International Journal of Contemporary Hospitality Management [Emerald]
4. Nutrition and Food Science [Emerald]

MODE OF ASSESSMENT:

A. The student's performance at each paper will be evaluated as below

In-Semester Assessment (ISA)	50 marks
2 tests of 15 marks each	30 marks
Tutor Marked Assignment	10 marks
Seminar Presentation	10 marks
Semester-End Assessment (SEA)	50 marks

STANDARD OF PASSING & GRADING

1. A student shall obtain a total of at least 40 out of 100 marks in the ISA & SEA components taken together in each paper to be declared as passed.
2. A student shall obtain a minimum of 20 out of 50 marks at the ISA for each paper to be declared as passed.
3. A student shall obtain a minimum of 20 out of 50 marks at the SEA for each paper to be declared as passed.
4. Grace marks shall be awarded as per Goa University Ordinance as applicable to other post graduate programmes of the University

Grading

To be declared successful, a candidate has to secure at least 40 percent of the marks assigned to a particular course. The grade obtained by a student at the end of the M.Com programme shall be determined by the percentage of aggregate marks obtained by him in all the courses. The grades to be so awarded are as follows:

70% and above - Grade O (Outstanding)

65% to Less than 70% - Grade A+

60% to Less than 65% - Grade A

55% to Less than 60% - Grade B+

50% to Less than 55% - Grade B

40% to Less than 50% - Grade C

Below 40% - Grade F (Fail)

**Admissions
2011-2013**

Vidya Vikas Mandal's
**Shree Damodar College
of Commerce & Economics**

Offers an Inter-Disciplinary **2** years

POST GRADUATE DIPLOMA IN **BUSINESS JOURNALISM** (PGDBJ)



HIGHLIGHTS

PGDBJ Programme started under the Innovative & Interdisciplinary Courses Scheme of the University Grants Commission (UGC)
Affiliated to the Goa University
Interactive method of training
Internships & Media linkage as part of the PGDBJ Programme
Dedicated, well-qualified Staff
Fully -Equipped Audio-Visual Studio
Computer & Editing Laboratories
Language Laboratory
Latest Photography and Filming Equipment
Well equipped Library with thousands of books and access to Online Journals
Tremendous Scope and Job Opportunities

JOB OPPORTUNITIES & SCOPE

Regular Reporters for TV, Radio, Print & Web Media
Freelancers & Feature Writers
Newscasters & Anchors for Radio & TV
Editors
Webpage Designers & Researchers
Public Relations & Advertising Executives in the Corporate Sector

ELIGIBILITY for PGDBJ

Graduate in any discipline with minimum 40%
Interest in meeting people
Interest in Money Matters

COURSE CONTENT

Papers in Print & Electronic Journalism
Papers in Economics & Finance
Papers in Management
Papers in Advertising & PR
Reporting for the local Media
Projects & Fieldwork

WORK-RELATED TRAINING

▣ The College involves Media Personalities in hands-on Media Training
▣ Learn Stock Market trading
▣ Video-filming & Photography
▣ Recording and Editing Videos, Music, Radio Programmes etc.
▣ Computer Training in Software used by the Media



Interested students may contact the College office for Prospectus & Admission forms.

For details please contact Principal
Dr. I. Bhanu Murthy
on Phone no. 2732084 or

Coordinator
Assistant Professor
Edwin Barreto
on Mob: 9850456234



Email: businessjournalism@gmail.com

POST GRADUATE DIPLOMA IN BUSINESS JOURNALISM (PGDBJ)

The PGDBJ programme is a 2-year Post-Graduate Programme covering four semesters. Affiliated to the Goa University, the PGDBJ programme was started in Shree Damodar College of Commerce and Economics in July 2010 under the Innovative & Interdisciplinary Courses Scheme of the University Grants Commission (UGC), New Delhi. It is under UGC grant until 2013.

The PGDBJ programme aims to produce Journalism professionals who will have knowledge as well as practical skills in General Reporting and special skills in Business, Economic & Financial Reporting which is one of the most rapidly growing sectors of Journalism in India and in the world. Students will specialize in Economic Reporting by taking a combination of Journalism and Economics courses. This course is designed to develop a professional-level understanding and the writing skills expected of business and financial journalists. It will cover information gathering, the relationship of business and community, interviewing and reporting techniques and the use of online resources for research.

Business Journalism covers businesses as well as local and national economies. It involves coverage of Dalal Street and the economy, focusing on how stocks, bonds and economic indicators interact and how this information is reported in the media. Business Journalism involves understanding how and why companies operate, finding public records and information from Securities and Exchange Board of India and other sources. Students will research and write articles on consumer behaviour, manufacturing, inflation, and other areas of topical interest

Our objective is to help the student master basic reporting tools and techniques, as well as teach them how to apply these tools to everyday reporting and business enterprise pieces. Internships & Media linkage form part of the Programme as the course involves Media personalities in hands-on Media training.

Reporting for the Local Media, practical training, projects and work experience is part of the course work. The programme is designed to prepare graduates for positions as business reporters, editors, researchers, and freelancers for print publications, radio and TV networks, as well as for work in a variety of capacities with Web-based media. They could also find employment as Public Relations executives in the corporate sector.

FACILITIES

The College has a Language Laboratory, a fully -equipped Audio-Visual Studio with the latest Photography and Filming equipment for practical training in Filming, Recording and Editing. A Computer Laboratory, an Editing Room and a well-stocked library along with access to several Online Journals are other important facilities available to students of the programme.

ADDITIONAL TRAINING

Students of the programme can also take advantage of Professional Photography classes, computer classes where students are trained in software programmes used by the Media, Stock market trading sessions, and other such add-ons.

ELIGIBILITY FOR ADMISSION

Any candidate who has passed the Bachelor's Degree examination of this University in any stream or equivalent examination of any recognized University securing a minimum of 40% of marks on aggregate or equivalent grade/or as specified for a specific course/programme is eligible for admission to the programme

NO. OF SEATS: 30

FEES⁴:

PGDBJ Annual fee structure for Part I for the academic year 2011-12 is as follows:

Tuition fee	: Rs. 10000.00
Development Fees	: Rs. 1000.00
Library Fees	: Rs. 1500.00
Computer Lab Fees	: Rs. 1000.00
Gymkhana Fees	: Rs. 174.00
Student Activity Fees	: Rs. 174.00
General Deposit	: Rs. 50.00
Student Aid Fees	: Rs. 58.00
TOTAL	: Rs. 13956.00

⁴ Fees are subject to receipt of further notification from Goa University.

Goa University Registration fees and Semester examination fees will be collected separately as per the dates given by Goa University.

PROGRAMME STRUCTURE

SEMESTER I (4 papers, 100 marks each)

- BJ-101 Microeconomics
- BJ-102 Essentials of Management
- BJ-103 Fundamentals of Mass Communication
- BJ-104 Introduction to Journalism

SEMESTER II (4 papers, 100 marks each)

- BJ-201 Macroeconomics
- BJ-202 Fundamentals of Accounting
- BJ-203 Quantitative Techniques for Business
- BJ-204 Print Media

SEMESTER III (4 papers, 100 marks each)

- BJ-301 Indian Economy
- BJ-302 Indian Financial & Fiscal System
- BJ-303 Media Management, Media Law & Ethics
- BJ-304 Advertising & Public Relations

SEMESTER IV (4 papers, 100 marks each)

- BJ-401 International Trade, Business & Finance
- BJ-402 Business & Financial Sector Legislation
- BJ-403 Electronic Media
- BJ-404 Project

SYLLABUS

SEMESTER I

BJ-101 - MICROECONOMICS

Objectives:

- 1) To provide students with an understanding of the basic tools of microeconomics and their application in business
- 2) To develop students' analytical abilities in the area of microeconomics and facilitate their understanding of the interplay of economic factors and their influence on business decisions

Unit I – Introduction to Economics

Scope and subject matter; Microeconomics & Macroeconomics; basic concepts; the economic problem and brief idea of economic systems (command economy, market economy & mixed economy)

Unit II – Demand & Supply Analysis

a) Demand: Concept; Determinants and demand function; Law of Demand –statement, demand schedule and demand curve, rationale (brief explanation of price effect, income effect and substitution effect), exceptions; Individual and market demand, Variation and change in demand; Elasticity of demand – types, measurement, determinants and uses; Demand distinctions; Demand estimation and demand forecasting

b) Supply: Concept; Determinants and supply function; Law of supply – statement, supply schedule and supply curve; Variation and change in supply; Elasticity of supply; Time period and supply.

Unit III- Production & Cost Analysis

a) Production – concept; Production function – short-run and long-run; concepts – total, marginal and average product and their inter-relationships; Law of Variable Proportions; Returns to scale – increasing, decreasing and constant returns to scale; Economies and diseconomies of scale; Empirical Production functions – Cobb-Douglas and CES production functions; economies of scope

b) Cost: Concepts – private and social cost, opportunity cost, money cost, economic and accounting costs; short run costs and long run costs; fixed and variable costs, total, average and marginal costs; cost schedules and cost curves

Unit IV – Market Structures and Theories of the Firm

a) Types of market structures – perfect competition, monopoly, monopolistic competition & oligopoly – features, short-run and long-run price-output decisions of the firm under each market structure; Price Discrimination under Monopoly; Collusive and Non-Collusive Oligopoly; Introduction to game theory

b) Modern theories of the firm – Managerial and Behavioural theories of the firm

Unit V – Pricing and Profit Analysis

a) Pricing: Pricing practices – cost-oriented, competition-oriented and other pricing practices; Pricing strategies

b) Profit: Concepts; Theories of Profit - Risk & Uncertainty-Bearing Theory, Dynamic Surplus Theory, Innovation Theory; Profit Measurement, Break-Even Analysis and its managerial applications.

References:

- Colander D. C. (1994): *Economics*, Boston, Irwin
- Dean J. (1992): *Managerial Economics*, New Delhi, Prentice-Hall of India
- Dwivedi D. N. (2003): *Microeconomics: Theory & Application*, New Delhi, Pearson Education
- Ekelund Jr. R. B. & Tollison R. D. (1994): *Economics*, New York, HarperCollins, 4e
- Koutsoyiannis A. (1979): *Modern Microeconomics*, London, ELBS, Macmillan, 2e
- Lipsey R. G. (1992): *An Introduction to Positive Economics*, London, ELBS
- Lipsey R. G. & Chrystal K. A. (1994): *Principles of Economics*, Oxford, OUP, 9e
- Mehta P. L. (1999): *Managerial Economics – Analysis, Problems & Cases*, New Delhi, Sultan Chand & Sons, 6e
- Salvatore D. (1992): *Microeconomic Theory*, Schaum's Outline Series, London, McGraw-Hill, 3e
- Samuelson P. & Nordhaus W. (2000): *Economics*, New Delhi, Tata McGraw-Hill, 16e
- Taylor J. B. (2000): *Economics*, New Delhi, A.I.T.B.S. 2e

BJ-102 - ESSENTIALS OF MANAGEMENT**Objectives:**

1. To provide students with a basic understanding of management, its importance and role in the working of an organization and society at large
2. To introduce the student to the nature of business management and to familiarize him/her with the functions and roles of a modern manager
3. To acquaint the student with the basic concepts, principles, practices and strategies of business management
4. To emphasize the importance of business ethics and the social responsibility of business

Unit I - Nature of Management

Meaning and Definition; Need and Importance; Scope; Characteristics; Management v/s Administration; Levels of Management, Principles of Management – importance, universality, and emerging principles of management; Managerial Skills – Technical, Human & Conceptual; Excellence in Management; The Manager today – New Challenges; Management for the future

Unit II - Management Functions & Role

Functions: Planning, Organizing, Staffing, Direction, Coordinating and Controlling

Managerial Role: Leadership – Meaning, Need, Functions, Qualities, Styles, Theories; Motivation – Meaning, Importance, Theories; Co-ordination, Direction, Staffing, Budgeting

Unit III – Managing Organizational Change and Innovation

a) Organizational change: Planned change – meaning, reasons for planned change – Kurt Lewin's Field Force analysis, Techniques for managing change.

b) Managing creativity and innovation – Meaning of creativity and innovation; Individual and organizational creativity – creative process, establishing a climate for organizational creativity and innovation.

Unit IV – Communication & Conflict Management

a) Communication: Meaning and importance of communication, Communication in organizations, Factors influencing organizational communication, Communication networks within the organization - Vertical, lateral and informal communication, Overcoming organizational barriers to communication.

b) Conflict Management: Nature of teams – types, reasons, stages; Conflict Management - Definition, Levels of conflict – Intrapersonal, interpersonal & organizational conflicts, Conflict resolution & prevention.

Unit V - Social Responsibility of Business & Business Ethics

Meaning; arguments for and against acceptance of social responsibility by business – responsibility towards various stakeholders; the Indian scenario; Social Audit, Management Audit – its purpose, areas for audit, Business ethics – nature, sources & importance.

References:

Appleby R. (1994): *Modern Business Administration*, London, Pitman, 6e

Burton G. & Thakur M. (1996): *Management Today – Principles & Practices*, New Delhi, Tata McGraw-Hill

Robbins & Coulter (1996): *Management*, New Delhi, Prentice Hall, 5e

Boone & Kurtz (1992): *Management*, McGraw Hill, 4e

Duening & Ivancevich (2003): *Management Principles and Guidelines*, Biztantra

Hasmer, La Rue & Tone (1989): *The Ethics of Management*, New Delhi, Universal

Ramasamy T. (2002): *Principles of Management*, Mumbai, Himalaya, 4e

Sherlekar S. A., Appannaiah H. R. & Reddy P. N. (2003): *Business Management*, Mumbai, Himalaya, 1e

Drucker P. : *Management Challenges for the 21st Century*, New Delhi, Repika

Stoner J. & Freeman E. (1994): *Principles of Management*, New Delhi, Prentice-Hall, 5e

Suri R. K. & Chhabra T. N. (1999): *Management and Organization*, New Delhi, Vanity

Terry G. & Franklin S. : *Principles of Management*, AITBS Books

BJ-103 - FUNDAMENTALS OF MASS COMMUNICATION

Objective:

To introduce students to the fundamental concepts and ideas of Mass Communication

Unit 1 - Introduction to Mass Communication

The fact of communication, Meaning and definition of communication, Need for communication, Process of communication, Elements of communication, Kinds of communication - interpersonal communication, group communication and mass communication, Barriers to communication - physical, psychological and cultural barriers, how to overcome barriers.

Unit 2 – Theories and Functions of Mass Communication

The instruments of Mass Communication, The phenomenon of Mass Culture, The influence of technology on Communication, Theories and Models of Mass Communication. New audio-visual culture, Types of mass media, Functions of Mass Media, advantages and disadvantages of Mass Communication,

Unit 3 - The Psychology & Sociology of Media Audiences – Readers & Viewers

Mass Communication and the social sciences, Media Audience, Characteristics of audiences, Psychology of audiences, Types of groups, The Mass Audience, Nature of a Mass Audience, the public and public opinion, opinion leaders, opinion polls, persuasion and propaganda, Audience Surveys, Readership surveys,

Unit 4 – Effects of Mass Communication

The meaning of 'effects', the general effects of Mass Communication, effects of Media on education, The mass media and the Indian family, children and the media, representations of women in the media, media and consumerism, and effects of mass media on society – crime, sex, violence in the media.

Unit 5 – The Role of Media in Development

Define Development Communication, Priorities and Problems of Development Communication, Functions of Media in development, eradicating ignorance, role of the media in promoting literacy, the role of the media in creating political awareness, role of the media in population control, media in promoting health and protecting the environment, growth and development of the media, Information Communication Technology used for Development (ICT's for Development)

References:

- 1) Mass Communication – Aspi Doctor & Ferzana Chaze
- 2) Mass Communication Theory – Denis Mc Quail.
- 3) Communication Models: For the Study of Mass Communications - Denis McQuail and Sven Windahl .
- 4) Mass Communication in India, 3rd edition – Keval J. Kumar
- 5) Mass Communication – Dipankar Mukherjee
- 6) Handbook of Journalism & Mass Communication – Vir Bala Agarwal & V.S. Gupta

BJ-104 - INTRODUCTION TO JOURNALISM**Objective:**

1. To give students an idea of the nature and evolution of journalism, with special reference to India
2. To familiarise students with the essentials of Journalism

Unit 1 – The Nature of Journalism

What is journalism, the journalist, definitions of Journalism, the Role and Power of the Press. News and news values in mainstream journalism, important characteristics of news writing, Functions of the Press

Unit 2 - The History Of Journalism

The development of the press through the ages, a short history of Indian Journalism, Hicky's Gazette, Indian language Press, Censorship and Mutiny; Statesman, Times of India, Hindustan Times, the Hindu – these newspapers and their editors, the press after Independence,

Unit 3 - Reporting News

Types of reporters, the role of a reporter in a newspaper, duties of a reporter, major reporting departments, the profile of a reporter, the art of writing a newspaper story - headlines, lead, remainder of the story, how to write the report – chronological form, the climax form, the circus makeup, qualities of a good report, the language of news.

Unit 4 – News Gathering Agencies

News Agencies and Development of News Agencies in India - United News of India (UNI), Press Trust of India (PTI), AFB, Reuters, AP.

Unit 5 – The Role of the Editor and Sub-Editor

Sub-editing, the chief sub-editor, the make-up sub-editor, the editor, qualifications and duties of the sub-editor, tools of the sub-editor, the lead writer, the cartoonist, the artists, the photographer, the rewrite man. The editor – duties, types of editors, news editor, the late night news editor.

References:

- 1) Mass Communication – Aspi Doctor & Ferzana Chaze
- 2) Mass Communication in India, 3rd edition – Keval J. Kumar
- 3) Handbook of Journalism & Mass Communication – Vir Bala Agarwal & V.S. Gupta.
- 4) Mass Communication – Dipankar Mukherjee
- 5) Dimensions of Modern Journalism – N. C. Pant & Jitender Kumar
- 6) Theory & Practice of Journalism – B. N. Ahuja
- 7) News Reporting & Editing – K. M. Shrivastava
- 8) Elements of Electronic media – Tools and Techniques – Pramod Kumar Sinha
- 9) Modern Journalism – Principles & Practice
- 10) Modern Journalism – Carl G. Miller
- 11) The Professional Journalist – John Hohenberg
- 12) Journalism – G. K. Puri
- 13) The Journalist's Handbook – M. V. Kamath
- 14) Journalism as a Profession – S. R. Sharma & Anil Chaturvedi

SEMESTER II

BJ-201 - MACROECONOMICS

Objectives:

- 1) To introduce the student to the subject-matter of macroeconomics
- 2) To provide students with an understanding of the basic tools of macroeconomics**
- 3) To develop students' analytical abilities in the area of macroeconomics and facilitate their understanding of the interplay of macroeconomic factors and their influence on business decisions
- 4) To facilitate the student's understanding of economic policy matters and analyze the impact of policy decisions on business and the economy

Unit I: Macroeconomic Concepts and National Income

Introduction to Macroeconomics; major macroeconomic concepts, issues and variables; Modern macroeconomic goals and instruments of macroeconomic policy; Circular Flow of Goods and Income; Measurement of National Income; National Income & related concepts, National Income Accounting

Unit II: Income Determination, Business Cycles and Economic Growth

- a) Income Determination: Aggregate demand and Aggregate supply – meaning and components; effects of changes in the components on National Income; multipliers
- b) Business Cycles: Meaning, phases, theories, indicators
- c) Economic growth: Meaning, stages, determinants, balanced & unbalanced growth

Unit III: Money & Banking

Money – functions, evolution, modern money, deposit money, near money; RBI concepts of money supply

Demand for & Supply of Money; Inflation – meaning, types, causes, effects; Phillips curve

Commercial banks – functions and credit creation; Central Bank - functions

Unit IV: Macroeconomic Stabilisation

Monetary policy – meaning, instruments; Fiscal policy – meaning, instruments; Effectiveness of monetary and fiscal policy

Unit V: Modern Schools of Macroeconomic Thought

Keynesianism; Monetarism; Rational Expectations; Supply-side economics

References:

DeLong J. B. (2002): *Macroeconomics*, New York, McGraw-Hill Irwin

Ekelund Jr. R. B. & Tollison R. D. (1994): *Economics*, New York, HarperCollins, 4e

Farmer R. E. A. (1999): *Macroeconomics*, Cincinnati, SouthWest College Publishing

Froyen R. T. (1995): *Macroeconomics: Theories and Policies*, New Jersey, Prentice-Hall, 5e

Gottheil F. M. (1999): *Principles of Macroeconomics*, Cincinnati, SouthWest College Publishing

Lipsey R. (1992): *An Introduction to Positive Economics*, London, ELBS, 7e

Lipsey R. G. & Chrystal K. A. (1994): *Principles of Economics*, Oxford, OUP, 9e

Mankiw N. G. (2003): *Macroeconomics*, New York, Worth, 5e

Miller R. L. & VanHoose D. (2001): *Macroeconomics: Theories, Policies and International Applications*, Cincinnati, SouthWest College Publishing

BJ-202 - FUNDAMENTALS OF ACCOUNTING

Objectives:

1. To enable the students to understand the basic principles and practices of accounting.
2. To provide students with a basic understanding of capital budgeting and financial management concepts and principles
3. To enable students to read, understand, interpret and analyze the balance sheets of companies

Unit I: Accounting Standards & Corporate Disclosure Practices

Generally Accepted Accounting Principles (GAAP), Accounting Standards – Concept, need & importance, Indian Accounting Standards, International Accounting Standards, Disclosure in Financial Statement, Disclosure of Accounting Policies, Disclosure Requirements as per AS – 1, Changes in Accounting Policies, Contemporary Disclosures in Accounting – Segment Reporting, Corporate Governance, Corporate Social Reporting, Corporate Environmental Reporting, Value Added Statement, Directors Responsibility Statement.

Unit II: Financial Statements

Financial Statements of Joint Stock Companies, Banking Companies & Insurance Companies

Unit III: Financial Statement Analysis

Types of Financial Analysis – External, Internal, Vertical & Horizontal, Techniques of Financial Statement of Analysis – Comparative Financial Statement, Common Size Financial Statement, Trend Analysis, Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis.

Unit IV: Investment Decision & Accounts

Nature of Investment Decision, Investment Evaluation Criteria, Methods of Capital Budgeting - Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index,

Types of Securities, Cum-Interest / Dividend transaction, Ex – Interest / Dividend Transactions, Preparation of Investment Accounts

Unit V: Corporate Restructuring & Accounting Issues

Meaning, Objectives & Forms of Restructuring, Mergers & Acquisitions, Types of Mergers, Legal & Procedural Aspects of Merger, Valuation of Firms , Forms of Financing a Merger, Mergers in India, SEBI takeover code, Accounting for mergers, Buyback of shares – Buyback Sourcing, Buyback Conditions & Limit, Quantum of Buyback, Accounting for Buyback & Disclosure, Buyback in India.

Recommended Readings:

- 1) Hanif M. L. Makherjee A. : Modern Accountancy (Vol I & II) Tata Mac Graw – Hill
- 2) Gupta R. L. : Problems & Solutions in Advanced Accounting, Sultan Chand
- 3) Maheswari S. N. : Advanced Accounting, Vikas
- 4) Shukla M.C. & Grewal T.S. : Advanced Accounting, Sultan Chand.
- 5) T. P. Ghosh, Accounting Standards and Corporate Accounting Practices, Taxman Publication.
- 6) I. M. Pandey, Financial Management, Vikas Publishing House.
- 7) Lele & Jawaharlal, Accounting Theory, Tata McGraw Hill.

BJ-203 - QUANTITATIVE TECHNIQUES FOR BUSINESS

Objective: To provide a basic understanding of important quantitative tools and their application to elementary business problems

Unit I: Basic Commercial Arithmetic

Percentage, Discount, Commission and Brokerage, Profit & Loss, Ratio & Proportion, Simple Interest, compound interest and annuity, Discounting, Present and Future value

Unit II: Overview of Statistics

Meaning and use of Statistics

Data Collection: data types, measurement, time-series vs. cross-sectional data, primary and secondary data, primary data collection techniques, sampling and sampling techniques

Visual and Graphical representation of data

Unit III: Descriptive Statistics

a) Measures of Central Tendency: Meaning, Objectives, Requisites of a good average, Arithmetic mean, median, mode (without grouping) - concept, method of computation, properties, uses and limitations; Geometric mean, Harmonic mean, Weighted average, partition values (quartiles, deciles, percentiles); choice of a suitable measure of central tendency

b) Measures of Dispersion: Meaning, Objectives, Requisites of a good measure of dispersion; Absolute and relative measures of dispersion – range, quartile deviation, mean deviation and standard deviation; Coefficient of variation

c) Index Numbers: Meaning, construction, important index numbers in business and economics – Wholesale and Consumer Price Index, BSE Sensex, NSE Nifty, and any other – their construction, importance and interpretation of changes in the index number

Unit IV - Correlation & Regression Analysis

a) Correlation: Concept, methods of studying correlation between variables with potential applications, Karl Pearson's coefficient of correlation, Spearman's rank correlation coefficient

b) Regression: Fundamentals of linear regression with application and interpretation of statistical computations

Unit V - Applications

Primary data collection and basic analysis using a software package such as SPSS

References:

Anderson D. R., Sweeney D. J. & Williams T. A. (2002): *Essentials of Statistics for Business and Economics*, London, South-Western College Publishing, 2e

Cooper D. R. & Schindler P.S. (2003): *Business Research Methods*, New Delhi, Tata McGraw-Hill

Doane D. P. & Seward L. E. (2007): *Applied Statistics in Business and Economics*, New Delhi, Tata-McGraw Hill

Gupta S. C. (2005): *Fundamentals of Statistics*, Mumbai, Himalaya

Gupta S. P. (2005): *Statistical Methods*, New Delhi, Sultan Chand & Sons

Jhamb L. C. (1987): *Cases and Problems in Quantitative Techniques*, Pune, Everest

Schaum's Outline (1972): *Theory & Problems of Statistics*, New York, McGraw-Hill

Tulsian P. C. (2002): *Quantitative Techniques*, New Delhi, Pearson Education Asia

Vohra N. D. (1990): *Quantitative Techniques in Management*, New Delhi, McGraw-Hill

BJ-204 - PRINT MEDIA

Objective:

To enable students to understand the different aspects of the print media

For this course, half the marks assigned to each unit may be allocated for practical work

Unit 1 – Reporting Methods

Types of reporting - objective, crime, investigative and interpretative reporting; Press releases or handouts – examples of various types of press release; Interviews – importance of interviews in journalism, using interviews in news, fixing an interview, homework and questions; Press conferences – various press conference situations, how to cover a press conference and press briefings

Unit 2 – Journalistic Writing

Characteristics of feature writing, feature changing - meaning, classification of features – news feature, anniversary feature, human interest feature, skills of feature writing, writing of reviews and articles.

Unit 3 – Editing and Proof-Reading Techniques

Definition of editing and its need, how to edit a copy, symbols of copy editing. Definition of Photo-editing, qualities of a good photographer, choosing a picture, creative cropping of pictures, captions, graphic illustrations and computer applications in photo editing. Duties and abilities of a proof reader, proof reading marks and their meaning; Use of Photoshop and CorelDraw for Practical component.

Unit 4 – The Making of a Newspaper - Design, Layout & Typography

Historical perspectives – technological developments, market-readership changes, newspapers today – design principles, design elements and content. Use of Pagemaker

Newspaper sizes and formats, daily newspapers – Front page, newspaper identity, the Mast head, headlines, placement of photographs and cartoons and overall page design, inside pages – the editorial page, advertisements, readability and overall appeal, consistency and change – need for change, challenges and pitfalls, handling last minute changes, typography, classification of typography and using typography to enhance design.

Unit 5 - Magazines – Layout and Coverage

Cover page and its importance, design alternatives, sales promotion and eye-catching strategies, writing for magazines, formats and basic guidelines for magazine layout, different types of magazines, the periodical magazines, technical journalism and in-house journalism, areas, techniques and styles for magazine articles, how to write an article and style for magazine articles. Use of Photoshop and InDesign for the cover page

References:

- 1) Dimensions of Modern Journalism – N. C. Pant & Jitender Kumar
- 2) Handbook of Journalism & Mass Communication – Vir Bala Agarwal & V.S. Gupta.
- 3) Theory & Practice of Journalism – B. N. Ahuja

- 4) News Reporting & Editing – K. M. Shrivastava
- 5) Elements of Electronic media – Tools and Techniques – Pramod Kumar Sinha
- 6) Modern Journalism – Carl G. Miller
- Modern Journalism – Principles & Practice – N. C. Pant
- 7) The Professional Journalist – John Hohenberg
- 8) Journalism – G. K. Puri
- 9) The Journalist's Handbook – M. V. Kamath
- 10) Journalism As a Profession – S. R. Sharma & Anil Chaturvedi
- 11) Creative Editing 3rd Edition – Dorothy A. Bowles & Diane L. Borden

SEMESTER III

BJ-301 - INDIAN ECONOMY

Objectives:

- 1) To provide the student with an understanding of the Indian economy, its structure, composition and changing profile
- 2) To enable the student to appreciate the changes taking place in the Indian economy and the impact of these changes upon various socioeconomic variables
- 3) To help the student understand India's position in the world economy

Unit I - Nature of the Indian Economy

Concepts of economic growth and development; meaning and measurement of development; factors contributing to economic development; nature and structure of the Indian economy; features of India as a developing country; the unorganized sector; causes of low levels of development in India; demographic trends; poverty, unemployment, income inequalities as special development issues in India and Govt. measures to tackle them; planning in India – major objectives, evaluation of plans, development strategies

Unit 2: Indian Agriculture

Current status and features of Indian agriculture; agricultural productivity; Green revolution and food security; cropping patterns; irrigation and agricultural inputs; agricultural finance; agrarian crises; agricultural marketing; commodity futures; land reforms and their implementation; Govt. schemes for agriculture and rural development; WTO and Indian agriculture

Unit 3: Indian Industry

Current status and features of Indian industry; major industries; Micro, Small and Medium enterprises – definition, importance and role, problems, institutional infrastructure; MSMEDA Act; Industrial sickness; Industrial finance; Industrial policies with special emphasis on the New Industrial Policy, 1991 and subsequent developments in the industrial sector; public sector – importance, recent trends; foreign capital

Unit 4: India's Services Sector

Current status of the services sector in India; emerging services and their importance; sectors such as banking and insurance, hospitality industry, IT industry, transportation and any other – changing importance, reasons for growth, prospects and problems; Business Process Outsourcing & other related outsourcing – contribution to the economy, prospects and problems

Unit 5: India's External Sector

Current status of the external sector in India; recent trends in the value, composition and direction of India's foreign trade; trade in services; trade finance; India's Balance of Payments – features, deficits and their causes, recent trends in BoP; current trade policy; regional trading initiatives of India; WTO and India's trade

References:

- Arya P. P. & Tandon B. B. (2003): *Economic Reforms in India: From First to Second Generation and Beyond*, New Delhi, Deep & Deep
- Byres T. J. (1998): *The Indian Economy: Major Debates since Independence*, New Delhi, OUP
- Datt R. & Sundharam K.P.M.: *Indian Economy*, New Delhi, S. Chand (most recent edition)
- Jalan B. (ed.) (1993): *The Indian Economy: Problems and Prospects*, New Delhi, Penguin
- Kapila Uma (2005): *Indian Economy: Issues in Development & Planning and Sectoral Aspects*, New Delhi, Academic Foundation
- Kapila Uma (2004): *Understanding the Problems of the Indian Economy*, New Delhi, Academic Foundation
- Khanna P. (2005): *Advanced Study in Money & Banking Theory and Policy Relevance in the Indian Economy – Volumes I & II*, New Delhi, Atlantic
- Mishra S. K. & Puri V. K.: *Indian Economy*, Mumbai, Himalaya, (most recent edition)
- Mishra S. K. & Puri V. K. (2006): *Development Issues of the Indian Economy*, Mumbai, Himalaya
- Singh B. N. P. (2005): *Indian Economy Today: Changing Contours*, New Delhi, Deep & Deep
- UNDP: *Human Development Report*, New Delhi, Oxford University Press, (most recent edition)
- World Bank: *World Development Report*, Washington D.C., (most recent edition)

BJ-302 - INDIAN FINANCIAL & FISCAL SYSTEM

Objectives:

1. To acquaint students with the structure and components of the Indian Financial System
2. To familiarize students with different types of financial institutions and their place in the Indian Financial System
3. To provide students with an understanding of the various aspects of Central & State Govt. finances and their impact upon the economy
4. To help students understand the various issues related to the Indian Financial & Fiscal System

Unit I: Indian Financial System

Concepts and Indicators of financial development; Nature, Structure & Composition of the Indian Financial System; Financial Markets – money and capital markets, primary and secondary markets, organized and unorganized markets, g-sec markets; Financial Instruments – all types of shares, debentures and bonds, govt. securities, bills, certificates of deposit, commercial paper; Financial Services - fund-based services, advisory and other fee-based services, emerging Services

Unit II: Financial Institutions in India

Difference between banking and non-banking financial intermediaries; non-banking financial intermediaries - provident funds, pension funds, mutual funds, insurance companies, small savings; other financial institutions, development banks; specialized institutions such as DFHI, NSDL, etc.

Unit II: Indian Banking System

Commercial Banks: growth and development of the Indian commercial banking system since nationalization; banking sector reforms and developments in banking since the 1990s; technology in banks; Cooperative banks: features, types, cooperative banking structure, problems; Reserve Bank of India as regulator and its relationship with the banking system

Unit III: Indian Stock Markets - Issues & Developments

Working of Stock exchanges in India; Organization & Regulatory framework; Membership Requirements on NSE & BSE; public issues, private placements and debt issues, Pricing of Issues, IPO, Listing: Meaning, Features, requirements on NSE & BSE (Clause 49), Issue obligations; Delisting; BSE & NSE: Trading & Settlement systems; SENSEX, NIFTY & Sectoral Indices: Attributes, Construction, Selection of Scrips, Methods; Investor Protection Fund

Unit V: Indian Public Finance

Govt. Budgets – structure and components; Revenue of the Central and State Governments – Tax revenue, Direct & Indirect taxes, tax reforms since 1991; Non-tax revenue – major items; Public Expenditure – trends in volume and composition of public expenditure, causes of growth; various

concepts of deficit; Public Debt – growth and composition; Fiscal Responsibility and Budget Management Act – major provisions; Finance Commissions; Fiscal Policy in India

References:

- Basu P. (ed.) (2005): *India's Financial Sector: Recent Reforms, Future Challenges*,
- Batra G. S. (1999): *Financial Services: New Innovations*, New Delhi, Deep & Deep
- Bhatia H. L.: *Public Finance*, New Delhi, Vikas, most recent edition
- Bhole L. M. (1999): *Financial Institutions and Markets*, New Delhi, Tata-McGraw Hill, 3e
- Burton M. & Lombra R. (2000): *The Financial System and the Economy: Principles of Money and Banking*, Australia, South-Western College
- Desai V. (2005): *The Indian Financial System and Development*, Mumbai, Himalaya
- Eichberger J. & Harper I. R. (1997): *Financial Economics*, Oxford, OUP
- Ghosh A. & Sen R. (2002): *Money, Banking and Economic Reforms*, New Delhi, Deep & Deep
- Khan M. Y. (2004): *Financial Services*, New Delhi, Tata McGraw-Hill
- Khan M. Y. (2004): *Indian Financial System*, New Delhi, Tata-McGraw Hill, 4e
- Mankar V. G. & Sarma L. S. (2001): *Public Finance Theory and Practice*, Mumbai, Himalaya, 5e
- Mantravadi P. (2001): *Financial Services*, Hyderabad, ICFAI
- Pathak B. V. (2008): *The Indian Financial System: Markets, Institutions and Services*, Singapore, Pearson, 2e
- Shiva Ramu S. (1995): *Global Financial Services*, New Delhi, South Asia Pub.

BJ-303 - MEDIA MANAGEMENT, MEDIA LAW & ETHICS

Objective:

1. To enable students to appreciate the organization and management of media in India
2. To familiarize students with the major provisions of various laws governing the media and the press in India
3. To sensitise students to the importance of ethics in journalism and the media

Unit 1 – Ownership and Control of the Press

Newspaper ownership patterns in India – types and distinctive features of ownership patterns in India; organizational structure of a newspaper – the editorial department, the business department, other departments, impact of technology on organizational structure, control in the Press

Unit 2 – Ownership and Control of Radio and Television

Organizational set-up, structure and ownership of AIR and Doordarshan. The Chanda Committee, The Verghese Committee, The Joshi working Group, The Prasar Bharati Bill, The Prasar Bharati Act and The Broadcasting Bill. Onset of Private players like Star, Sony in TV and Commercial FM Radio Stations- RadioCity, Big FM, etc. Ownership patterns and change in Programming style and relation to rise of commercialism in Electronic media.

Unit 3 – Media Ethics

Principles of journalism, role of journalists, responsibilities of journalists - social, legal and professional. Press code and ethics - Media ethics, A code of ethics for Indian Journalists. Press Council's Guide to Journalistic ethics, Press Council guidelines for code on communal writing, Parliament writing, International code of ethics and Ombudsman. Yellow Journalism, faking and fabricating news and photos, visuals, sensationalizing of news and photos

Unit 4 – Media Laws

Salient features of Press (Objective Matters) Act, 1951, Newspaper (Prices & Pages) Act, 1956, Press Council Act, 1978. Cable TV Networks (Reg) Act, 1995, Cinematographic Act, 1952, Copyright Act, 1957, Information Technology Act, 2000, Parliament Act, Indecent Representation of Women Act, RTI Act, Article 21, Indian Evidence Act, Defamation Act, Official Secrets Act, Censorship Act. Freedom of the Press - the right to publish and the right to privacy. The broadcasting policy, the broadcasting code, ethics of broadcasting and ethics of telecasting.

Unit 5 – Professional Organizations and Statutory Bodies

Some media organizations - The Press Council of India (PCI) – composition and power, The Audit Bureau of Circulation (ABC), Registrar of Newspapers for India (RNI) and Press Commissions. The broadcasting council, Trade and professional bodies in journalism. Advertising and public relations bodies.

References:

- 1) Mass Communication – Aspi Doctor & Ferzana Chaze
- 2) Mass Communication in India, 3rd edition – Keval J. Kumar
- 3) Handbook of Journalism & Mass Communication – Vir Bala Agarwal & V.S. Gupta.
- 4) Mass Communication – Dipankar Mukherjee
- 5) Dimensions of Modern Journalism – N. C. Pant & Jitender Kumar
- 6) Indian Media Business – Vanita Kohli.
- 6) Theory & Practice of Journalism – B. N. Ahuja
- 7) News Reporting & Editing – K. M. Shrivastava

- 8) Elements of Electronic Media – Tools and Techniques – Pramod Kumar Sinha
- 9) Modern Journalism – Principles & Practice N. C. Pant
- 10) Modern Journalism – Carl G. Miller
- 11) The Professional Journalist – John Hohenberg
- 12) Journalism – G. K. Puri
- 13) The Journalist's Handbook – M. V. Kamath
- 14) Journalism as a Profession – S. R. Sharma & Anil Chaturvedi
- 15) Indian Media Business – Amita Puri

BJ-304 - ADVERTISING & PUBLIC RELATIONS

Objective: The main objectives of the course are to highlight the importance of advertising and acquaint the students with process of advertising and public relations.

Unit I – Introduction to Advertising

Meaning, growth & development of advertising, Role of advertising, advertising, publicity & propaganda. Structure & role of an advertising agency, AIDA (Attention, Interest, Desire, Action). Advertising coverage – local, regional, national & international; Benefits, criticisms & the future of advertising,

Unit II – Media for Advertising

Choice of Media; Indoor v/s Outdoor media, print, broadcast, cinema, POP (point of purchase), Transit, Direct Mail, Posters, Hoardings, Skywriting, Internet, SMS Advertising & others.

Unit III – Advertising and the Consumer

Who is a Consumer, types of consumers, Buying motives, Selling Points, Advertising Appeals, Advertising and consumer protection, Advertising ethics & social responsibility, role of ASCI.

Unit IV – Designing a Print Advertisement

Visualization, Creative Pyramid, Techniques of designing, Process, Creativity, Qualities of a creative visualizer, role of the copywriter, Copywriting, Headline, Slogan, Illustration, Layout, role of the graphic designer (Practicals include use of Photoshop & CorelDraw).

Unit V – Public Relations

Meaning, Nature, Scope, Difference between PR, Publicity, Propaganda, PR trends, PR department, PR as a profession, Press Relations, corporate Public Relations, Communication and PR, Ethics and Professional code. (Practicals include case study of a company).

References:

Advertising by N. G. Kale & M. Ahmed

Advertising by Tirodkar

Modern Advertising – Practices and Principles by H. W. Klepner

Advertising – Principles & Practice by Chunawalla, Sethia

Advertising by William Arens

Public Relations by Rayndn Balan

Public Relations Text & Cases by Diwakar Sharma

Public Relations – Concepts & cases by K. Suresh

SEMESTER IV**BJ-401 - INTERNATIONAL TRADE, BUSINESS AND FINANCE**

Objectives: The paper provides an insight into the concepts of International Trade, Finance and Policy issues.

Unit I: International Trade and Trade Policy

Rationale for international trade; International Trade Policies - Free Trade versus Protectionism; Types of Protective devices – tariff & non-tariff, Traditional and Modern NTBs; International Business Environment; Globalization, Multilateralism, World Trade Organization; Regionalism, RTA's and Trade Blocks, European Monetary Union and the euro

Unit II: Foreign Exchange

Foreign exchange markets – features, functions, participants, transactions; wholesale and retail markets; exchange rate systems - fixed, floating and managed floating; factors influencing exchange rates – short-term and long-term; methods and instruments used to make international payments; types of forex rates – buying and selling rates applicable to different instruments, cross rates, spot rates, forward rates; foreign exchange risks and risk management

Unit III: Balance of Payments

Meaning, structure & components; current & capital account; disequilibrium in BoP – meaning, types, causes & corrective measures (monetary & non-monetary)

Unit IV: Foreign Investment

Foreign Direct Investment – meaning, determinants, reasons for FDI, benefits and costs; FDI trends in the world; FDI in India – trends in volume and composition since the 1990s; impact of FDI on different macroeconomic variables; Multinational Corporations and Foreign Direct Investment; Global Mergers and acquisitions,

Foreign Portfolio Investment – determinants of FPI; Foreign Institutional Investors and their operations; FPI in India – trends in volume and composition since the 1990s; impact of FPI on different macroeconomic variables

Unit V: International Financial Markets & Financial Institutions

International Money and Capital markets; growth and current status of international financial markets; International bond markets; Eurocurrency markets; Euro issues, American Depository Receipts, Global Depository Receipts, various international debt instruments

International Monetary Fund, World Bank and its affiliates, Asian Development Bank

References:

Andley K. K. & Mattoo V. J. (1996): *Foreign Exchange: Principles and Practice*, New Delhi, Sultan Chand & Sons, 8e

Avadhani V. A. (2004): *International Finance*, Mumbai, Himalaya

Buckley A. (1998): *Multinational Finance*, New Delhi, Prentice-Hall of India

Chopra C. (2003): *Foreign Investment in India; Liberalisation and the WTO – the Emerging Scenario*, New Delhi, Deep & Deep

Ekelund Jr. R. B. & Tollison R. D. (1994): *Economics*, New York, HarperCollins, 4e

Jain P. K., Peyrard J. & Yadav S. S. (1998): *International Financial Management*, New Delhi, Macmillan

Jeevanandam (2002): *Foreign Exchange: Practice, Concepts and Control*, New Delhi, Sultan Chand and Sons

Madura J. (2001): *Financial Markets and Institutions*, Cincinnati, SouthWest College Publishing

Krugman P. R. and Obstfeld M. (2003): *International Economics: Theory & Policy*, Singapore, Pearson

Melvin M. (1999): *International Money and Finance*, New Delhi, Addison-Wesley

Pilbeam K. (1998): *International Finance*, Hampshire, Palgrave, 2e

Sawyer W.C. & Sprinkle R. L. (2004): *International Economics*, New Delhi, Prentice-Hall of India, EEE

BJ-402 - BUSINESS AND FINANCIAL SECTOR LEGISLATION

Objective: To familiarize the student with the legal environment in which business entities operate and to examine the manner in which financial transactions in business decisions and operations are regulated by appreciating relevant legal provisions in this context.

Unit I – Indian Contract Act

Essential elements of a valid contract, its types, offer & acceptance – essentials; Valid, void and voidable contracts; Free consent including elements vitiating it; Consideration – Legal requirements and exceptions; Performance of contracts; rights and liabilities of joint promissors and breach; Contingent contracts; wagering contracts and Quasi-contracts

Unit II

(a) Companies Act: Promotion of a Company including registration; Memorandum of Association and Articles of Association; Board of Directors; Shareholders and their types; Oppression and mismanagement; Winding up

(b) Negotiable Instruments Act: Types; holder and holder in due course; Crossing of cheques, legal protection to bankers; dishonour of cheques;

Unit III

(a) Intellectual Property Rights Act: Meaning of intellectual property; patents, copyrights and trademarks; Overview of Patents Act, Copyright Act and Trademarks Act

(b) Overview of SEBI guidelines to Initial Public Offering IPOs

Unit IV

(a) Stock Exchange functioning and investor protection: Meaning of SENSEX and control by RBI and other authorities

(b) Banking Regulation Act: Control of banking sector including private banks; Maintaining parameters within infrastructure and keeping of cash reserve ratio

Unit V

(a) FEMA: Study of Foreign Exchange Maintenance Act to examine (i) Facilitation of external trade and payments (ii) Promotion of the orderly development and maintenance of foreign exchange markets in India.

(b) Labour legislations: Overview of the important provisions of (i) Industrial Disputes Act (ii) Workman's Compensation Act (iii) Minimum Wages Act (iv) ESI Act

References:

1. Law of Contract by Avtar Singh
2. Introduction to Company Law by Avtar Singh
3. The Companies Act by A.Ramaiya

4. Intellectual Property Law by K. Narayanan
5. Intellectual Property Rights by Cornish
6. Tannan's Banking Law and Practice
7. Introduction to Labour and Industrial Laws by Dr. Avtar Singh

BJ-403 - ELECTRONIC MEDIA

Objective: To enable students to understand the different aspects of Radio and Television Media.

In this paper, the practical component must account for half the marks assigned to every unit.

Unit 1 – Introduction to Radio

Origins of radio, the radio in India, characteristics of radio, Scope of radio as a medium, AIR, Vividh Bharati, Yuva-vani, AM & FM broadcasting,

Popular radio formats – News, Music, short radio plays, radio talks, interviews, radio documentaries or radio features, book reviews, radio discussions, quiz programmes, radio programmes for rural audience, educational programmes, family welfare programmes, programmes for armed forces.

Unit 2 – Writing for Radio

Principles of writing for radio, writing for radio news - the structure of News Services Division of AIR, Types of News Bulletins, Compilation of News, Roles of Gatekeepers and Credibility and role of newsreaders.

Writing radio features and commentary - preparation of the commentary/feature, the art of commentary and scripting narration, tips for a good script and language of the radio commentary and feature, and starting the commentary/feature

Writing for radio drama and writing for radio advertisement

Unit 3 – Introduction to TV

Origins of Television, characteristics of TV, Growth of Television in India, potential for national development through TV, TV for education, satellite television, Impact of TV on other media,

Popular TV formats – news, TV documentaries, children's programmes, entertainment programmes, TV plays and serials, interviews, rural programmes and commercials.

Unit 4 – Writing for Television

Principles of writing for TV, writing for TV news – Print and Broadcast News, basic rules of Television, basic news scripts in TV, sources of TV news, basic style techniques, TV

reporting techniques, writing visuals, the art of television interviews and The presentation of news, microphone and camera techniques

Writing for TV advertisement, Some qualities of TV advertisement, Code of conduct for TV advertisement and Writing for TV drama

Unit 5 – Role of Internet & E-Mail in Journalism

Introduction to Internet, history of Internet, advantages of Internet, e-mail and advantages of e-mail, Revolution in Internet journalism, news sites, News writing for Internet. Web- building and designing – Web layout and design, mapping a website, helping readers to navigate a site and editing pages within a site; Blogs

References:

- 1) Mass Communication – Aspi Doctor & Ferzana Chaze
- 2) Mass Communication in India, 3rd edition – Keval J. Kumar
- 3) Handbook of Journalism & Mass Communication – Vir Bala Agarwal & V.S. Gupta.
- 4) Mass Communication – Dipankar Mukherjee
- 5) Dimensions of Modern Journalism – N. C. Pant & Jitender Kumar
- 6) Theory & Practice of Journalism – B. N. Ahuja
- 7) News Reporting & Editing – K. M. Shrivastava
- 8) Elements of Electronic media – Tools and Techniques – Pramod Kumar Sinha
- 9) Modern Journalism – Carl G. Miller
- 10) The Professional Journalist – John Hohenberg
- 11) Journalism – G. K. Puri
- 12) The Journalist's Handbook – M. V. Kamath
- 13) Journalism s a Profession – S. R. Sharma & Anil Chaturvedi
- 14) Creative Editing 3rd Edition – Dorothy A. Bowles & Diane L. Borden

BJ-404 – PROJECT

Every student shall complete an individual project in Business Journalism, using the knowledge and techniques learned during the four semesters of the programme, under the supervision of an assigned guide.

SCHEME OF EXAMINATION & EVALUATION

Scheme of Evaluation

1. There will be continuous assessment throughout the semester for every course with a Semester-End Assessment at the end of the semester. The two components of evaluation shall be called the Intra-Semester Assessment (ISA) and the Semester-End Assessment (SEA).
2. The weightage for the Intra-Semester Assessment (ISA) and the Semester-End Assessment (SEA) for every course shall be 50% each.
3. The college shall conduct all examinations, both internal as well as external, on behalf of Goa University.
4. There shall be no revaluation for any of the papers at any Semester.
5. Intra-Semester Assessment (ISA):
 - Intra-Semester Assessment of all courses shall consist of two intra-semester written tests and other evaluation components such as quizzes, assignments, presentations, group discussions or any other as may be deemed fit and notified at the beginning of the semester for the purpose of continuous evaluation.
 - A student shall answer all components of the Intra-Semester Assessment (ISA).
6. Semester-End Assessment (SEA):
 - The duration of the Semester-End Assessment (SEA) shall be 3 hours.
 - Semester-End Assessment (SEA) shall be conducted during the same period as prescribed by Goa University for the Post Graduate Courses.

PASSING & AWARD OF CLASS

Passing Requirements:

A candidate shall obtain a total of at least 40 out of 100 marks in the Intra-Semester Assessment (ISA) and Semester-End Assessment (SEA) components taken together in each course to be declared as passed.

A candidate shall obtain a minimum of 20 out of 50 marks in the Intra-Semester component and a minimum of 20 out of 50 marks at the Semester-End Assessment for each course to be declared as passed.

A candidate who has failed in any component of any course in any semester, shall be allowed to appear in the component of the course(s) in which he/she has failed when the examination is next held.

Grace marks: Grace Marks shall be awarded as per Goa University Ordinance as applicable to other post graduate programmes of the University

Award of class:

Class shall be awarded as follows:

- 70% and above – Distinction
- 60% and above but less than 70% - First class
- 50% and above but less than 60% - Second class
- 40% and above but less than 50% - Pass class

The class will be declared on the basis of percentage of aggregate of marks obtained in all four semesters taken together.

To be eligible for award of class, a student must complete the programme in the minimum prescribed period and must pass Semester IV in the first attempt.

LIBRARY & BOOK BANK

The College has a large library, having a balanced collection of books on subjects of prescribed study, current topics, science, literature, philosophy, history, sports and other topics. The library has approximately 25,000 books, about 60 periodicals, journals, national and local dailies. The Reference Section of the library has valuable encyclopedias, General Knowledge books, etc. The library is enriched every year with books purchased on the recommendation of teachers.

The timings of the library are as follows:

Lending Section: 8.00 a.m. to 4.00 p.m. (Open for students from Monday to Friday).

Reference Section: 8.00 a.m. to 4.00 p.m. (Monday to Saturday)

Borrowing of Books:

All students who have paid the General Deposit for the use of the Library at the time of admission and who are regular bona fide students of the College may become members of the College Library.

Every student who is a member of the Library will be issued one Library Card and two Borrower's Tickets for Home Lending.

Students must take good care of the books borrowed and verify and ensure the good condition of the same. A student found to have damaged books/periodicals/journals would be heavily fined.

A Library book once issued can be retained by a student for **one week** from the date of issue. The books may be renewed on request, if there is no demand for them. Renewal will be at the discretion of the Librarian.

A student will be charged a fine of Re.1/- per day per book for delay in returning a book.

LIBRARY RULES

1. Every student must have his/her valid Identity Card and Library Card while entering the library.
2. Every student must maintain silence and discipline in the Library. Misbehaviour on the part of students may invite penal action and denial of access to the Library.
3. Periodicals, magazines, newspapers, journals etc. can be borrowed against the student's Identity Card, but cannot be taken out of the Reading Room.
4. Books stamped as Reference Books will not be available for Home Lending, and must be referred to in the Reading Room of the library.
5. Students must not mutilate or handle carelessly the books, magazines, periodicals etc. belonging to the College library.
6. Library Card / Borrower's Tickets are not transferable. In case of such transfer, both the student who is responsible for the transfer and also the one who has made use of such transferred Card/Ticket may be punished and may be denied entry in the Library thereafter.
7. All the Library Rules given in this Handbook as well as those periodically notified on the Notice Board will be binding on every student who is the member of the Library.
8. In case of loss of a book, the student will have to replace the book or pay the market price of the book, as instructed by the Librarian.

BOOK BANK

Meritorious students from low-income groups are provided with a set of books at the beginning of every year. The Book Bank is enriched every year with standard textbooks on different subjects. The scheme has become popular since it facilitates learning especially for poor and deserving students. Students are requested to familiarize themselves with Book Bank Rules before using this facility. The Book Bank scheme, along with the Rules will be notified at the beginning of every year. Interested, eligible students are advised to take advantage of the scheme.

COLLEGE MAGAZINE

Every year, the College publishes its annual magazine, 'DAMODAR'. Its Editorial Board consists of the members of the staff and student representatives. It provides a creative outlet for our young budding poets and writers. The editorial board invites creative literary efforts such as short stories, poems and articles and sketches by the students. Students are free to contribute in English, Hindi, Konkani and Marathi. The magazine is also a chronicle of the activities during the year and carries reports by the Convenors of various committees.

STUDENTS' CONSUMER COOPERATIVE SOCIETY

The College runs a Students' Consumer Cooperative Society where textbooks are sold to students at concessional rates. The usual discount allowed is 10% to all students. The profit of the Society is used for the welfare of the student community of the College. The Society has made tremendous progress since its inception in 1974.

SCHOLARSHIPS AND PRIZES

I. MERIT SCHOLARSHIPS

Students can avail of Government of India's National Scholarships, E.B.C. Scholarships of the Government of Goa, National Merit Scholarships, Freeships to children of freedom fighters, etc. which are given by the Central / State Governments. Students are advised to check the Notice Boards in this regard from time to time.

II. ACADEMIC PRIZES AND AWARDS

1. The College awards merit prizes to students securing the **first three ranks** in M.Com Part I and Part II for their outstanding academic performance in the year.
2. **Shri G. M. Daivajna Prize** instituted by CA Shri. Ganesh M. Daivajna, is awarded to the student from this College securing the highest marks in Managerial Accounting and Advanced Financial Management at M.Com Part I, Semester I.
3. **Shri G. M. Daivajna Prize** instituted by CA Shri. Ganesh M. Daivajna, is awarded to the student from this College securing the highest marks in Direct and Indirect Taxes at Semesters III & IV taken together.