

**OBJECTIVE:** To study and critically analyze the basic concepts in marketing and to cater the needs of marketing industry.

**COURSE:**

**MODULE-I: FUNDAMNETALS OF MARKETING**

Introduction-origin of marketing – Concepts of marketing – Nature and scope of marketing – Importance of marketing – Functions of marketing – Need for marketing- Role of marketing manager – Marketing Environment. (Case study)

**MODULE-II: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR:**

Market Segmentation – Meaning, definition – Segmenting the market – Basis of segmentation – Target and positioning – Marketing Mix – 4p's of Marketing.

**Consumer Behavior** – Difference between customer and consumer – B2B marketing – B2C marketing – Consumer behavior model – Factors influencing consumer behavior. (Case study)

**MODULE-III: PRODUCT AND PRICING :** Product – meaning, characteristics – product concept – classification of product – Product life cycle – Branding – Elements of branding – packaging – Importance of packaging in marketing – Pricing – Types of pricing – Factors influencing pricing decisions. (Case study)

**MODULE-IV: PROMOTION AND SALES :** Promotion – Various types of Promotion – Importance of promotion – Sales – meaning , definition – personal selling – Distribution – channels of distribution – difference between sales and marketing. (Case study)

**MODULE-V: COMMUNICATION:** Communicating value: Designing and Managing Marketing communications- Advertising-Direct Marketing and Personal selling-Sales promotion- Events and Public relations: Competitive Marketing Strategies-Emerging Trends in Marketing

**RECOMMENDED BOOKS:**

1. Marketing Management – Philip kotler
2. Marketing Management – Rajan Nair
3. Marketing Management – Sontaki & Sontaki

**OBJECTIVES:** To make the students understand different facets of business environment.

**COURSE:**

**MODULE-I: THEORETICAL FRAMEWORK OF BUSINESS ENVIRONMENT:** concept and significance – economic scope – external factors influencing business.

**MODULE-II: ECONOMIC ENVIRONMENT :** Structure of Indian economy – economic system – economic planning in India – government policies – industrial policy – 1948, 1956 - only features, 1991 concept and features, fiscal policy - monetary policy - Economic reforms - new economic policy- LPG concept - changes and challenges - sustainable development - FDI - MNC's.

**MODULE-III: POLITICAL AND LEGAL ENVIRONMENT OF BUSINESS:** impact of political institution on business – responsibility of government towards business - impact of legal environment on business – MRTP act – unfair trade practices – industrial licensing – FEMA, FERA, Consumerism and consumer protection Act.

**MODULE-IV: SOCIO - CULTURAL ENVIRONMENT:** Elements of Social environment – business and society of business– ethics and corporate governance – social audit – benefits of social audit.

**MODULE-V: EMERGING TRENDS:** Emerging trends in Indian Business Environment-International trade theories- Balance of Payments-Concepts-Disequilibrium in BOP-Methods of Correction Trade Barriers and Trade strategy Globalization-international Economic Integration

**RECOMMENDED BOOKS:**

1. Francis Cherunilam, Business Environment, Himalaya Publishing House
2. A.N.Agarwal, Indian Economy, Vikas Publishing House
3. Adikhary, Economic Environment of Business, Sultan Chand and Sons.
4. K.Aswathappa, Essentials of Business Environment , Himalaya Publishing House.
5. T.R. Jain, Mukesh Trehan. Business Environment.

**OBJECTIVES:** To familiarize students with the applications of mathematics and statistical techniques in business decisions.

**COURSE:**

**MODULE-I:** Probability – definition of probability – concepts of probability – mean and variance of binomial distribution – Poisson's distribution – normal distribution – definition – problems

**MODULE-II:** Matrices – definition – types of matrices – operations of matrices – determinant of matrices – inverse of matrix – solving equations by matrix methods – matrix inversion method – Cramer's method.

**MODULE-III:** Introduction – statistics – meaning – function of statistics – limitations – significance – data collection – classification – tabulation – frequency distribution – graphic presentation of data – histogram – pie diagram.

**MODULE-IV:** Measures of central tendency – meaning – objectives – Properties of averages-merits and demerits of mean, median, mode-calculation of arithmetic mean –geometric mean-harmonic mean – median – mode.

**MODULE-IV:** Correlation and regression analysis – meaning – types of correlation – Karl Pearson's correlation coefficient – Spearman's rank correlation coefficient – meaning of regression – simple regression equations.

**RECOMMENDED BOOKS:**

1. Business Mathematics – Prof Sivayya And Satya Rao
2. Business Statistics - Dr C Sanchelti – V K Kapoor
3. Quantitative Techniques For Management – Misra, Excel Publications.
4. Quantitative Techniques – C R Kotari.

**OBJECTIVES:** To enable the students to have an understanding of nature and principles of management.

**COURSE:**

**UNIT – I: IT in the Modern Organization:** Basic concepts of Information systems – Organizational structure and IT support. IT support at different organizational levels managing Information Technology in organizations.

**Introduction to Computer systems:** Introduction to Computers – Five generations of Modern Computers – Classification of Digital Computer systems.

**UNIT – II: Computer Hardware:** Computer Hardware: Central processing Unit (CPU). Control Unit, Arithmetic Logic Unit (ALU).

**Memory:** Memory Organization – Random Access Memory (RAM), Dynamic Ram (DRAM, Static RAM (SRAM). Read only memory (ROM), Registers.

**Secondary Storage Devices:** Magnetic Tape, Magnetic Disks, Hard Disks, Flexible Disks, Optical Disk.

**Input Devices:** Key Board, Mouse, Trackball, Game Controllers, Scanners, Voice Recognition, Web Cams, Digital Cameras, OCR, OMR, MICR.

**Output Devices:** Monitor: CRT Monitors, Flat-Panel Monitors – Printers: Daisy-Wheel, DoT-Matrix, Ink-jet Printer – Plotter, Multimedia Projector.

**UNIT – III: Computer Software:** System Software and Application Software. Operating systems : Windows operating systems, Mobile Device Operating systems, and Notebook operating systems.

**Application Software:** Types of personal Application software. Spreadsheets – Data Management – Word processing – Desktop publishing, Graphics, CAD, CAM, CIM, Multi Media. Speech-recognition software, Groupware, Software suits.

**Programming Languages:** Assembly language, procedural languages, Non-procedural languages, Natural programming Languages, Visual programming languages, Hyper Text Markup Language, Modeling Language object-oriented programming Languages.

**UNIT – IV: Telecommunications and Networks:** Introduction, Analog and Digital signals. Modulation – Need for Modulations, Types of Modulations. Modems.

**The Tele Communication System:** Communication Processors: Modem, Multiplexers, Front-end processor.

**Communication Media & Channels:** Cable Media, Broadcast Media Channels. Twisted pair, Coaxial Cable, Fiber-Optic cable, Micro-wave, Satellite, Radio, Cellular Radio, Infrared Global Positioning Systems.

**Networks :** Local Area Networks, LAN Topologies, Wide Area Networks (WAN) – Value Added Networks (VAN) – Virtual Private Networks (VPN)

**The Internet, Intranets and Extranets:** The Evolution of the Internet, services provided by the Internet, World Wide Web: Intranets & Extranets.

**UNIT – V: NEW TECHNOLOGIES IN INFORMATION TECHNOLOGY:** Introduction to Hyper Media, Artificial Intelligence and Business Intelligence, Knowledge Discovery in Database: (KDD). Data warehouses and Data Marts. Data Mining and On-line Analytical processing (OLAP) – Enterprise Resource planning (ERP) – Supply Chain Management (SCM) – Customer Relationship Management (CRM) – Geographic Information systems.

#### REFERENCES:

1. Ms. J.J.L.R. Bharathi Devi, M.Com., MBA., MCA., M.Phil (Computers), M.Phil (Management) A Text Book on Information Technology, Maruti Book Depot, Guntur.
2. N.V.N. Chary & Lalitha S., Fundamentals of Information Technology, Kalyani Publishers, Hyderabad.
3. Turban, Rainer, Potter “Introduction to Information Technology”, Wiley India [2<sup>nd</sup> Edition]
4. Alexi’s Leon and Mathews Leon, Fundamentals of Information Technology, Leon Press [2<sup>nd</sup> Edition]



ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM  
I SEMESTER  
BBA 1201 (4)  
w.e.f. 2017-2020 ('17AE')

**B.B.A**  
**FINANCIAL ACCOUNTING**  
**SYLLABUS**

Time: 7 Hrs/ Week  
MARKS: 100

**OBJECTIVES:** To make the students understand financial accounting system and techniques.

**COURSE:**

**MODULE-I:** Introduction to Accounting : nature and scope of financial accounting – principles of book keeping -double entry system of book keeping – journal – ledger –various problems.

**MODULE-II:** subsidiary books – cash book – meaning and nature of cash – kind of cash book – single column cash book – double column cash book – triple column cash book – petty cash book.

**MODULE-III:** Trial balance – final accounts – trading account – manufacturing trading account – profit and loss account – balance sheet - distinction between profit and loss account and balance sheet

**MODULE-IV:** Single entry system – introduction – characteristics of single entry system – pure – simple – quasi single entry system – limitations – ascertainment of profit or loss.

**MODULE-V:** Non trading concerns – preparation of receipts and payment account – income and expenditure account – balance sheet – difference between receipts and payments accounts and income and expenditure account.

**REFERENCES:**

1. Financial accounting – jain and narang
2. Modern accountancy – mukherjee and m hanif
3. Batliboi.j.r-double entry book keeping
4. Shukla and grewal – advanced accounting, s.Chand and co.
5. Hrishikesh charraborth – advanced accounts.



**OBJECTIVE:** To inculcate the knowledge on international business aspects among the students

**MODULE – I:** Introduction and elements of international business- need-theories of international trade-difference between domestic and international trade (case study)

**MODULE – II:** Foreign Exchange- Factors influencing Exchange rate fluctuations- Euro market and Instruments (Libor, Mibor, etc), Foreign market Operations- Participants-Spot-Future, Forward and Option Market. (Case study)

**MODULE – III:** Finance and International Trade: Introduction-Understanding payment mechanism- Documentation in international trade- Financing Techniques-Components of International Financial Management-Export promotion schemes, EXIM policy, Export and Import finance. (Case study)

**MODULE – IV :** WTO and Trade Blocks – WTO formulation-advantages and disadvantages of WTO membership in developing countries-trade Blocks-Reasons for trade blocks formation-different types of trade blocks-member countries and economic condition and trade commodities of LAFTA ,SAFTA, NAFTA, ASEAN, CARICOM and EU (Case study)

**MODULE–V:** Mode of entering into potential marketing markets- global marketing strategies- Branding for international markets-global sourcing-what is global sourcing-reasons for global sourcing-challenges for Indian business (Case study)

**REFERENCES:**

1. C.Jeevanandam, Foreign Exchange Practice ,Concepts and Control, Sultan Chand & Sons
2. T.S.Balagopal, Export Management,Himalaya Publishing House
3. K.P.M.Sundaram &Rudradutta , Indian Economy S .Chand & Sons
4. Francis Cherunilum, Foreign trade and Export, Management, Himalaya Publications

**OBJECTIVE:** To familiarize the students with the processes and mechanism of managing human resources.

**COURSE:**

**MODULE-I: NATURE AND SCOPE OF HRM:**

Introduction to HRM – Meaning – Definition – Scope of HRM – Nature of HRM – Importance of HRM – Functions of HRM - Objectives of HRM – Limitations of HRM – Careers in HRM. (Case Study)

**MODULE-II: HUMAN RESOURCE PLANNING:**

Meaning – Definition – HRP Planning, Objectives – Functions of HRP – Need for HRP – Benefits of HRP – Limitations of HRP. **JOB ANALYSIS** : Meaning – Definition – Use of Job Analysis – Job description, Definition, Contents – Job specification, Definition, Contents – Job Description Vs Job Specification – Job design, definition, objectives. (Case Study)

**MODULE-III: RECRUITMENT AND SELECTION:** Meaning – Definition – Sources of Recruitment – Process of Recruitment – Selection – Process of Selection – Placement, Definition, Importance – Induction, Objectives, Procedure (Case study)

**MODULE-IV: TRAINING AND DEVELOPMENT:** Definition – Concept of Training and development – Need and importance of training – Methods of training – Executive Development, Importance, Process. (Case study)

**MODULE-V: EMPLOYEE COMPENSATION:** Factors affecting compensation-job evaluation-components of wage-monetary and non monetary incentives – fringe benefits. Compensation for different categories : executive, Managerial, Non – Managerial

**REFERENCE BOOKS:**

1. Human Resource Management : C.B.Gupta
2. Human Resource Management : K.Aswathappa
3. Human Resource Management : P. Subba Rao
4. Personnel management – Mamoria C.B.

**OBJECTIVES:** To enable the students to acquire the awareness on the various aspects of Medium and Small scale Industries.

**MODULE – I:** Small and Medium Enterprises: Significance in Indian economy, Problems and the steps taken by the Government to tackle their problems, Role of Government in promoting Small and Medium Enterprises, Financial aids provided to develop the backward areas. (case study)

**MODULE – II:** Project Formulation: Project identification and formulation, feasibility study, Project report preparation, location of units, Industrial estates and the role of KIABD, TEKSOC and registration with DIC. (Case study)

**MODULE – III:** Management Functions in Small and Medium Enterprises: Finance function- capital estimation, sources of finance-subsidies and incentives, venture capital-marketing and human resource management. (Case study)

**MODULE – IV:** Sickness in small and medium enterprises: Conditions of sickness, causes of sickness, prevention of sickness, remedial measures for sickness. (Case study)

**MODULE – V:** Ancillary industries, rural industries and artisans – role of SIDO,SSIDC,SISI,DIC-prospects for small scale industries. (Case study)

**REFERENCES:**

1. C.S.V. Murthy, Small scale industries and Entrepreneurial development Himalaya Publishing House
2. Vasant Desai, Management of SSI, Himalaya Publishing House
3. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House
4. S.S.Khanka, Entrepreneurial development, Sultan Chand & Co Ltd

ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM  
VI SEMESTER  
BBA-C3-6301(4)  
w.e.f. 2015 – 2018 ("15AC")

**B.B.A.**  
**PROJECT**  
**SYLLABUS**

TIME:6 Hrs/Week  
Marks: 100

Each elective stream consists of project work for each semester. The total for V & VI semesters will be two project works under each stream.

A student has to select **One Stream of Elective consisting of four theory papers and two projects** (together for V & VI semesters). That means, the student will continue the same elective in the VI semester also.

A student is supposed to undertake a project in the stream of elective she has chosen in V and VI semesters.

The **Project Work** may consist of field survey/internship/case study/practical training also for the third respective elective papers in V & VI semester.

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**OBJECTIVES:** To enable the students to have an understanding of nature and principles of management.

**MODULE-I :** Management: Definition, concept, nature, scope and importance of management, management as an art or science, evolution of management thought :classical approach scientific management approach, administration management, neo classical approach, human relation approach ,behavioral approach, modern approaches: system approach contingency approach.

**MODULE - II:** planning: concept, definition, objectives, types of planning, steps in planning, MBO, decision making and forecasting techniques and steps in decision making.

**MODULE - III:** Organizing: meaning, importance; Organization structure: types; delegation and decentralization of authority, Span of management.

**MODULE- IV:** Staffing: importance of staffing ;Directing: definition, nature, leadership-definition, styles, motivation- Maslow's need hierarchy theory, Herzberg's two factor theory, communication;

**MODULE-V:** controlling: concept and importance, steps in controlling, characteristics of effective control-project management- role of manager function and responsibilities era of dynamic engagement; new organization environment in post- globalization.

**REFERENCES:**

1. Principles and practices of management --- L M Prasad
2. Essential of management –koontz and Heinz weihrich
3. The Practice Of Management-Peter F Drucker
4. Management Text and Cases-A.Pardhasardhy
5. Management theory and Practice-JS Chandan

**OBJECTIVES:** To familiarize the students with the concept of E-commerce and understand its various applications. To equip the students with relevant practical knowledge

**MODULE - I: E-COMMERCE:** Features- Distinction between e-Commerce and e-Business – Types of Business Models: B2B, B2C, C2C - Benefits and Limitations of e-Commerce - Apps.

**MODULE - II: E-BUSINESS APPLICATIONS:** Integration and E-Business suits - ERP, E-SCM, E-CRM - Methods and benefits of e-Payment Systems –e-Marketing – Applications and issues

**MODULE - III: E-BUSINESS IN DIFFERENT FIELDS:** E-Tourism E-Recruitment – E- Real Estate – E-Stock Market – E-Music/Movies - E-Publishing and E-Books.

**MODULE - IV: ONLINE EDUCATION:** Process - Methods - e-Content development and Deliveries - Major technologies used in e-Education - Online Testing - Methods - Future Trends.

**MODULE - V: MOBILE COMMERCE:** Ticketing - Me-Seva; Government and Consumer Services – E-Retailing - E-Groceries – Security challenges - Case Studies.

**REFERENCES:**

1. Turban E. Lee J., King D. and Chung H.M: Electronic commerce-a Managerial Perspective, Prentice-Hall International, Inc.
2. Bhatia V., E-commerce, Khanna Book Pub. Co. (P) Ltd., Delhi.
3. Daniel Amor, E Business R (Evolution), Pearson Education.
4. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
5. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.
6. P. T. Joseph, E-Commerce: A Managerial Perspectives, Tata McGraw Hill.



**OBJECTIVE:** To make the students learn the basics of business laws and apply them in real life situations.

To equip the students with various business laws necessary for the management

**MODULE – I: LAW OF CONTRACT :** Contract: Definition and meaning - Essentials of a valid contract – types of contracts-Offer and Acceptance - Consideration: Definition and importance – Essentials of valid consideration – the Doctrines of 'Stranger to Contract' and 'No Consideration – No Contract' – Capacity to contract -Consent: Free Consent –Stranger to the Contract (case study)

**MODULE – II: CONTINGENT CONTRACT:** Performance of contract-Discharge of contract-Quasi contract – Breach of Contracts and remedies (case study)

**MODULE – III: SPECIFIC CONTRACT:** Contract of indemnity - Guarantee Contract - contract Of Bailment –Pledge- contract of Agency (case study)

**MODULE – IV: SALE OF GOODS ACT:** Contract of sale: Definition – essentials of sale contract – differences between sale and agreement to sell – contract of agreement to sale-Rights of an unpaid seller-Conditions and warranties – meaning and distinction – express and implied conditions and warranties – unpaid seller-rules of transfer of property (case study)

**MODULE – IV: CONSUMER PROTECTION ACT, 1986 :** Definitions of the terms consumer, unfair trade practices, restrictive trade practices and complainant – rights of consumers – consumer protection councils – consumer redressal agencies – penalties for violation - Cyber Law.

**REFERENCE BOOKS:**

1. Kapoor ND: Mercantile Law, Sultan Chand
2. Kapoor ND: Company Law, Sultan Chand
3. Balachandran V: Business Law, Tata
4. Tulsian: Mercantile Law, Tata
5. Tulsian: Business Law, Tata
6. Gogna: A Text books of Business and Industrial Law, S.Chand
7. Pillai Bhagavathi: Business Law, S.Chand
8. Gogna : A Text Book of Mercantile Law, S. Chand
9. Gogna: A Text Book of Company Law, S. Chand

**OBJECTIVES:** To enable the students understand the process of production – to be aware of techniques of operations management.

#### **MODULE - I: AN OVERVIEW OF PRODUCTION MANAGEMENT**

Production – Production system – Productivity – Production Management – Nature and scope, functions and objectives – Production functions – Relationship of production with other functional areas-Role of production manager. (Case Study)

#### **MODULE - II: PRODUCTION PLANNING AND CONTROL**

Production planning – Objectives of production planning – Elements of production planning – Benefits of production planning – Production control – Significance, Objectives – Functions of production planning and control – Routing , scheduling, Dispatching (meaning and definition) stages in PPC –Gantt- PPC in Mass, batch and job order manufacturing. (Case Study)

#### **MODULE - III: PLANT LAYOUT AND LOCATION**

Plant location – meaning, definition – Importance of location – Plant location problems- Plant layout – objectives, functions of layout planning – Principles of Plant layout – Types of plant layout - features of a good plant layout – factors affecting plant layout and location. Material Handling Principles. (Case Study)

#### **MODULE - IV: QUALITY CONTROL**

Quality control – Nature and scope of quality control – Need for quality control – Quality assurance – Importance of quality management in an Industry – Total Quality Management. (Case Study)

#### **MODULE - V: PRODUCTIVITY AND MATERIAL HANDLING**

Factors affecting productivity job design - process Flow Charts - Material management –Cost Associated With Inventory – Economic Order Quantity –ABC Analysis – Materials Requirement Planning. (Case Study)

#### **REFERENCES:**

1. Production management – C.B Gupta
2. Production management – C.S.V Murthy, Himalaya publishing house.
3. Production and operations management – N.G Nair, Tata MC Graw Hill Publishers.



**OBJECTIVES:** To expose the students to the fundamentals of finance. To develop an understanding of tools that are used to value investment projects.

**Module - I:** Financial management – Meaning – Nature and scope of finance – Financial goals – Profit & Wealth maximization – Financial planning and financial forecasting – Finance functions.

**Module - II:** Capital structuring – capital structuring theories – traditional and MM hypothesis – capital structure planning – objectives of optimal capital structure – Cost of capital – Meaning – Significance of cost of capital – Operating and financial leverage – Analysis. (Case Study)

**Module - III:** Working capital management & dividend decision – WC Management – Meaning – Significance and types of working capital – Sources of working capital – Management of inventory; cash – Account receivables – Dimensions of working capital management.

**Module - IV:** Capital budgeting – Nature of investment decision – Criteria for investment evaluation – Net present value – Payback period – Accounting rate of return – PI , IRR, (Case Study)

**Module-V:** Dividend decisions- Meaning-Factors influencing Dividend policy-Types of Dividend Policies – Forms of Dividend-Dividend models-Walter's Model-Gordon's Model and MM Hypothesis. (case study)

**REFERENCES:**

1. Maheshwari S.N., Financial Management, Sultan & Sons Publications, 2012.
2. ChandraPrasanna, Financial Management, Tata McGraw Hill Publishing, 2012.
3. Khan & Jain, Financial Management, Tata McGraw Hill Publishing, 2012.
4. Pandey IM, Financial Management, Vikas publishing House, 2012.



**OBJECTIVE:** to make the students learn theoretically about the various strategies of business.

**MODULE-I: BUSINESS STRATEGY:** Introduction, concept, functions, need of strategy; Essentials of effective strategy; effects of inadequate strategies. (Case study)

**MODULE-II: STRATEGIC MANAGEMENT:** definition, meaning, role, objective, Benefits, Importance of strategic management; Strategic management process; Role of Strategic management in policy making. (Case study)

**MODULE-III: STRATEGIC ANALYSIS:** Introduction, Definition, Need of Strategic analysis; Environmental Scanning; Role of Strategic analysis in policy making. (Case study)

**MODULE-IV: STRATEGIC FORMULATION, PLANNING & IMPLEMENTATION:** Types of strategies; Steps in Strategy Formulation; Strategic planning: definition, strategic planning process; Strategic Implementation process; Issues in strategic implementation. (Case study)

**MODULE-V: STRATEGIC LEADERSHIP:** Introduction, functions of strategic leadership; leadership traits; leadership styles; Strategic leadership and competitive advantage. (Case study)

**REFERENCES:**

1. Strategic human resources management, Rajesh vishwanathan
2. Human resource strategies, salaman, Graeme
3. Anuradha Sharma Strategic Human Resource Management: An Indian Perspective
4. Strategic Human Resource Management: Agarwal
5. Strategic Human Resource Management: Prasad

**OBJECTIVES:** To familiarize the students with various economic concepts. To make them understand the economics that influence management in decision making.

**COURSE:**

**MODULE-I:** Introduction to economics – managerial economics – definition, decision making – characteristics of managerial economics – scope of managerial economics – role and responsibility of managerial economist – theory of firm and demand analysis – goals of business – economic goals – social goals.

**MODULE-II:** Demand analysis – law of demand – determinants of demand – demand schedule – elasticity of demand – types of elasticity of demand-measurement

**MODULE-III:** Production theory and cost analysis – production function – managerial use of production function – law of variable proportions – law of diminishing returns and business decisions – economies of scale – cost analysis – cost concepts – cost output relation.

**MODULE-IV:** Pricing theory – market – analysis of competition – perfect competition – monopoly – discriminating monopoly – monopolistic competition – oligopoly – kinky demand curve – pricing of product – skimming and penetrating price.

**MODULE-V:** Business cycles – introduction – phases of business cycles – characteristics of business cycles – theories of business cycles – monetary theory – psychological theory – innovative theory – control of business cycles

**RECOMMENDED BOOKS:**

1. M.L. trivedi : "Managerial economics", tata mc-graw hill, new delhi, 2004
2. Mithani d m: "Managerial economics" , himalaya publishing house, Mumbai, 2008.
3. Dwivedi d n: "Managerial economics", vikas publishing house private limited
4. Varshney, and Maheswari, k l: "managerial economics" , sultan chand and sons
5. Joel dean : Managerial economics
6. Paul apte and Gupta : Managerial economics
7. Pc Thomas: Managerial economics.



**OBJECTIVE:** To bring awareness among the students regarding the human resource practices in MNCs across the countries.

**MODULE-I: INTERNATIONAL HUMAN RESOURCE MANAGEMENT:** Definition, Importance, Concept, Scope; evolution of IHRM; Difference between Domestic human resource management and International human resource management; Approaches to IHRM; Morgan model; Expatriate, repatriate and Inpatriate; theories on cross cultural workforce; Organizational structure of MNC.(Case study)

**MODULE-II: RECRUITMENT & SELECTION IN INTERNATIONAL CONTEXT:** Recruitment methods used in MNCs; Selection criteria and techniques for international assignment; selection tests and Interviews for International selection (Case study)

**MODULE-III: PERFORMANCE MANAGEMENT:** performance management in MNCs, specific practices of performance management in MNCs, Appraisal of expatriate, Third and Host country employees; Issues and challenges in International performance management system. (Case study)

**MODULE-IV: TRAINING AND DEVELOPMENT:** Definition, Expatriation process, types of Expatriate training; REPATRIATION: Definition, process, types of Repatriation training. Career Development; Development in International settings. Knowledge transfer in International settings.(case study)

**MODULE-V : INTERNATIONAL COMPENSATION:** Definition, significance of compensation system in MNCs; key components of international compensation system; Social security systems across the countries; Emerging issues in Global compensation system. (Case study)

**REFERENCES:** International Human Resource Management, Dowling, P.Subba rao

1. Anne-Wil Harzing & Joris Van Ruyssseveldt (eds.), International Human Resource Management – Sage Publications, New Delhi.
2. Dowling, International HR management, Cengage, ND
3. SPS Bedi, & M.Kishore, Global HRM, Widom, Delhi.
4. Peter J.Dowling: International Human Resource Management, Excel Publications.
5. Tayeb – International HRM, Oxford University Press
6. C.S.Venkata Ratnam, Globalization and Labour Management Relations, Sage, New Delhi.
7. PS Rao, International HRM, Himalaya, Mumbai
8. Lawrence Kleiman, Human Resource Management, Wiley India, New Delhi.



**OBJECTIVES:** The students will be enabled to

- ❖ Know the concept of Income Tax Act 1961 and also different tax concepts.
- ❖ Understand the relevance and importance of income tax in real life.

**MODULE – I: INTRODUCTION:** The Income tax act 1961 – Basic Concepts, Income, Person, Agricultural income – Assessee, Assessment year, previous year, capital or revenue expenditure, incidence of tax – Residential status of an individual (including problems) .

**MODULE – II: HEADS OF INCOME** – Computation of Income from salaries, Income from House property, Annual value of house property, self – occupied house, Deemed to be let – out house and let out house.

**MODULE –III:** Income from Business and profession-chargeability, deduction expressly allowed and disallowed, general deductions, computation of profits and gains from business and Profession. Depreciation-meaning, basis rates, block of assets.

**MODULE – IV: CAPITAL GAIN:** Capital Assets –Long Term and Short Term-transfers –cost of acquisition- cost of improvement –exempted capital gains

**MODULE – V: INCOME FROM OTHER SOURCES:** Interest on securities dividends on shares, casual incomes family pension, gifts received.

Deductions from gross total income and rebate, set off and carry forward of losses. Computation of total income.

**REFERENCES:**

1. Elementary Income tax – V.P. Gaur and D.B.Narang, Kalyani Publisher. New Delhi.
2. Direct Taxes law and Practice –Vinod K Singhania
3. Direct Taxes Law and Practice -Bhagvathi Prasad

**OBJECTIVE:** To teach various statistical aspects and enable the students to get acquainted with the various research aspects.

**MODULE – I: Science:** Theory and fact; scientific Method; Methods of social research; Case study method and Survey method. (Case study)

**MODULE – II:** Research Process: Problem formulation; Formulation of Hypothesis; Types of Research Designs; Sampling Techniques. (Case study)

**MODULE – III:** Data Collection: Sources of Data Collection; Tools of Data Collection; Data Analysis; Report Writing. (Case study)

**MODULE – IV:** Statistical Techniques: Measures of central tendency: Mean, Median and Mode; Measures of Dispersion: Range, Mean Deviation, Standard Deviation, Correlation. (Case study)

**MODULE – V:** Regression; Chi-Square test; Scaling techniques; Index numbers. (Case study)

**REFERENCES:**

1. Methodology of research in social sciences, Krishnaswami
2. Research Methodology, Kothari, Viswaprakashan publishers, New Delhi
3. C.R. Kothari Research Methodology
4. Methodology of research in social sciences
5. Donald R. Cooper & Pamela S. Schindler, Business Research Methods

**OBJECTIVE:** To inculcate the knowledge among students on labour legislations and its impact on labour and employers.

**MODULE – I: INDUSTRIAL JURISPRUDENCE:** Concept, Scope of Industrial Jurisprudence; Growth of Labour Legislation in India; sources of labour legislation; Indian Constitution and Labour Legislatio; Principles of Labour legislation; International Labour Organisation.

**MODULE – II:** The Factories Act, 1948;  
The A.P Shops & Establishment Act, 1974;

**MODULE – III:** The Contract Labour Regulation & Abolition Act, 1970;  
The Child labour (Prohibition & Regulation) act, 1986;

**MODULE – IV:** The Industrial Disputes Act,1947;  
The Sexual Harassment of women at workplace (prevention, prohibition &redressal) act, 2013;

**MODULE – V:** The employees’ Provident fund & Miscellaneous provisions act, 1952;  
The employees’ state Insurance act, 1948;  
The Maternity benefit act, 1961;

**REFERENCES:**

1. Industrial labour laws,P.L.malik
2. Labour welfare and aspects-A.M. Sharma
3. Venkat Ratnam CS-Industrial Relations
4. SC Srivasthava, Industrial Relations and Labor Laws
5. M.Arora Industrial Relations,Excel Publications
6. Ratna Sen “Industrial Relations in India”

**MODULE – I:** Definition, concept, scope of relations; Determinants of IR; Approaches of IR; Evolution of IR in India.(Case study)

**MODULE – II: INDUSTRIAL DISPUTES:** Definition, causes, manifestations of Industrial disputes; Methods and Machinery for settlement of Industrial disputes in India; Government and IR; Tripartite machinery; code of discipline. Grievance; grievance Redressal procedure.(Case study)

**MODULE – III: TRADE UNIONS:** Objectives and functions of Trade union, growth of Trade union movement, structure of trade unions, Types of Trade unions, Factors affecting growth of Trade union, problems of Trade unions, role of trade unions in India, essentials of successful trade union.(Case study)

**MODULE – IV: PARTICIPATIVE MANAGEMENT:** meaning and objectives, forms of participation, levels of participation; workers participation in management: objectives, models, wpm in different countries. (Case study)

**MODULE–V: COLLECTIVE BARGAINING:** Concept, features, significance and principles of collective bargaining. Process of negotiations, contract administration.(Case study)

**REFERENCES:**

1. Dunlop, J.T, Industrial relations system
2. C.S.Ratnam, Industrial relations
3. Sc Srivasthava , , Industrial relations and labor laws
4. M.Arora , Industrial relations, excel publications
5. Rama swamy E.A.-The Strategic Management of Industrial relations
6. P.R.N.Sinha IIndu Bala And seema Priyadashini “ Industrial relations, trade union and Labor Legislations”, Pearson Education

**OBJECTIVE:** To inculcate the knowledge on ethics, values and corporate governance among the students.

**MODULE – I:** Business Ethics: Meaning, principles, Significance, evolution; Formulation of Corporate policies pertaining to ethical conduct. Characteristics of ethical organizations; ethical dilemmas, Globalization and Business ethics.(Case study)

**MODULE – II:**Corporate Governance: Meaning, objectives, significance, Business ethics and corporate governance, good and bad governance, characteristics of corporate governance, mechanism of corporate governance.(Case study)

**MODULE – III:** Structure and process of corporate governance, Issues in corporate governance, Globalization and corporate governance, the emerging trends in corporate governance, advantages of corporate governance.(Case study)

**MODULE – IV:**Theories of corporate governance, features, structure & standards of corporate governance in India, Major defects of corporate governance in India, Corporate governance Reforms: SEBI, World bank. (Case study)

**MODULE – V:** Ethical issues in International business practices, cross-cultural ethical dilemmas & International business; CSR-meaning, principles, strategy, best practices in Indian perspective.(Case study)

**REFERENCES:**

1. Business ethics and corporate governance, B.N.Ghosh
2. Corporate governance and business ethics, U.Mathur