

BBA-SEMESTER VI-COURSE MATRIX

Paper Code	Subjects	IA	Exam	Total
6.1	International business	30	70	100
6.2	E-business	30	70	100
6.3	Income tax	30	70	100
6.4	Strategic management or project report and viva - voce	30	70	100
	Elective paper 1	30	70	100
	Elective paper 2	30	70	100

6.1 INTERNATIONAL BUSINESS

OBJECTIVE

The objective of this subject is to facilitate the students in understanding International Business in a multi Cultural world.

Unit 1: INTRODUCTION TO INTERNATIONAL BUSINESS 10Hrs Meaning and Definition of International Business – Theories of International Trade – Economic Theories –Forms of International Business - Nature of International Business.

Unit 2: MODES OF ENTRY INTO INTERNATIONAL BUSINESS 12Hrs
 Mode of Entry – Exporting – Licensing – Franchising – Contract Manufacturing – Turn Key Projects –
 Foreign Direct Investment – Mergers, Acquisitions and Joint Ventures – Comparison of different modes of Entry.

Unit 3: GLOBALIZATION 16Hrs
 Globalization: Meaning - Features – Stages –Production –Investment and Technology, Globalization –
 Advantages and Disadvantages – Methods and Essential Conditions for Globalization.
MNC's and International Business: Definitions – Distinction between Indian Companies – MNC – Global Companies and TNC – Organizational Transformations – Merits and Demerits of MNC"s in India

Unit 4: INTERNATIONAL MARKETING INTELLIGENCE**8Hrs**

Information required – Source of Information – International Marketing Information System and Marketing Research.

Unit 5: EXIM TRADE**10Hrs**

Export Trade, Procedure, Steps & Documentation, Direction of India's Trade – Export Financing – Documents related to Export Trade – Export Marketing – Import Trade, Procedure, Steps, Documentations and Problems - EXIM Policy - Balance of Payment – Disequilibrium and Measures for Rectification - Institutions connected with EXIM Trade.

SKILL DEVELOPMENT

- List any three MNC's operating in India along with their products or services offered.
- Prepare a chart showing currencies of different countries
- Tabulate the foreign exchange rate of at least 2 countries for 1 month
- Collect and Paste any 2 documents used in Import and Export trade.

BOOKS FOR REFERENCE

1. Dr. Aswathappa International Business, Tata McGraw Hill.
2. P. SubbaRao – International Business – HPH
3. Shyam Shukla; International Business, Excel Books.
4. Francis Cherunilam; International Business, Prentice Hall of India
5. MahuaDutta, International Business, I.K. Intl
6. J. Maskeri- International Business
7. Rosy Joshi; International Business, Kalyani Publishers.
8. Venkataramana. K, International Business, SHBP.
9. Subhasre S – International Business, HPH.

6.2 E-BUSINESS

OBJECTIVE:

The objective is to expose the students to electronic modes of commercial operations.

UNIT 1: E-BUSINESS**16Hrs**

Introduction, E-Commerce – definition, History of E-commerce, types of E-Commerce B to B etc. Comparison of traditional commerce and e-commerce. E-Commerce business models – major B to B, B to C model, Consumer-to-Consumer (C2C), Consumer-to-Business (C2B) model, Peer to-Peer (P2P) model –emerging trends. Advantages/ Disadvantages of e-commerce, web auctions, virtual communities, portals,e-business revenue models.

UNIT 2: SECURITY FOR E-BUSINESS**12Hrs**

Security threats – An area view – implementing E-commerce security – encryption – Decryption, Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL Protocol, Firewalls, Cryptography methods, VPNs, protecting, networks, policies and procedures.

UNIT 3: E-PAYMENTS**12Hrs**

E-payment systems – An overview. B to C payments, B to B payments. Types of E-payment system –

Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol

UNIT 4 : E-BUSINESS MARKETING TECHNOLOGIES**10Hrs**

E-Commerce and marketing B to B and B to C marketing and branding strategies. Web transaction logs, Cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management) System – permission marketing, affiliate marketing, viral marketing.

UNIT 5: CYBER LAWS**06Hrs**

Legal Aspects of E-Business, Internet frauds – Cyber Laws. IT Act 2000 salient features.

SKILL DEVELOPMENT

- Visit Few Business Websites and note down in Practical Record Book

BOOKS FOR REFERENCE

1. Marriappa M – E- Commerce,
2. R. G. Saha, E-Business, HPH
3. M. Suman – E – Commerce & Accounting
4. Kalakota Ravi and A. B. Whinston : “Frontiers of Electronic Commerce”, Addison
5. Watson R T : “Electronic Commerce – the strategic perspective.” The Dryden press
6. Agarwala K.N and Deeksha Ararwala: “Business on the Net – Whats and Hows of E-Commerce”
7. Agarwala and Ararwala : “Business on the Net – Bridge to the online store front,”
8. Murthy CSV: “E. Commerce” Himalaya Publishing House Pvt.Ltd.
9. Diwan, Prag and Sharma, “Electronic Commerce – A manager guide to E-business”, Vanity Books International
10. P. Diwan, S. Sharma; “E-Commerce”, Excel Books.
11. JanalD.S : “Online Marketing Hand book.” Van Nostrand Reinhold Network
12. Kosiur David, “Understanding Electronic Commerce Microsoft”, press Washing-ton.
13. Minoli and Minol, “Web Commerce Technology Handbook”, TMH New Delhi.
14. Schneider Gary P, “Electronic Commerce- course Technology, Delhi.
15. Young Margaret Levine: “The complete reference to Internet”, TMH.
16. C.S.Rayudu: “Ecommerce and E Business”, HPH.
17. Kalakota Ravi: “E-business 2: Road map for success.” Pearson Education Ltd.
18. Kalkota Ravi. “Electronics Commerce”: A managers Guide.
19. Mariammal & Soundra Rajan, E-business, SHB.

6.3 INCOME TAX

OBJECTIVE

The objective of this subject is to expose the students to the various provision of Income Tax Act relating to computation of Income individual assesses only.

Unit 1: INTRODUCTION TO INCOME TAX

14 Hrs

Income Tax: Brief History - Legal Frame Work – Types of Taxes - Cannons of Taxation – Important Definitions: Assessment – Assessment Year – Previous Year – Exceptions to the general rule of Previous Year - Assessee – Person – Income - Casual Income – Gross Total Income – Total Income – Agricultural Income

Residential Status: Determination of Residential Status of an individual (simple problems) - Incidence of Tax (Simple Problems on Computation of Gross Total Income).

Exempted Incomes: Introduction – Exempted Incomes U/S 10 (Restricted to Individual Assessee) – Only theory.

Unit 2: INCOME FROM SALARY

16Hrs

Meaning & Definition – Basis of Charge – Allowances – Fully Taxable Allowances – Partly Taxable Allowances: House Rent Allowance, Entertainment Allowance, Transport Allowance, Children Education & Hostel Allowances - Fully Exempted Allowances – Perquisites – Tax Free Perquisites – Perquisites Taxable in all Cases: Rent free accommodation - Concessional accommodation, Personal obligations of the employee met by the employer – Perquisites Taxable in Specified Cases : Gardener, Sweeper, Gas, Electricity, Water and Motor car facility (when the motor car is owned or hired by the employer) – Provident Funds – Deductions from Salary U/S 16 – Problems on Income from Salary (excluding retirement benefits).

Unit 3: INCOME FROM HOUSE PROPERTY

10Hrs

Basis of Charge – Exempted Incomes from House Property – Annual Value – Determination of Annual Value – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property (Excluding Pre-Construction interest)

Unit 4: PROFITS AND GAINS FROM BUSINESS AND PROFESSION

10Hrs

Meaning and Definition of Business & Profession – Expenses & losses Expressly Allowed – Expenses and losses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on computation of income from Business of Sole Proprietor.

Unit 5: COMPUTATION OF TOTAL INCOME

06Hrs

Income from **Capital Gains** (excluding exemptions - Theory only) - **Income from Other Sources** (Theory only) - Deductions **U/S 80 C, D & G**. Simple problems on Computation of Total income of an Individual

SKILL DEVELOPMENT

- Form No. 49A (PAN) and 49B.
- Filling of Income Tax Returns.
- List of enclosures to be made along with IT returns (with reference to salary & H.P).

Preparation of Form 16.

- Computation of Income Tax and the Slab Rates.
- Computation of Gratuity.
- Chart on perquisites.
- List of enclosures to be made along with IT returns (with reference to salary and house property incomes)

BOOKS FOR REFERENCE

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur & Narang: Income Tax, Kalyani Publisher s
6. 7 Lecturer – Income Tax – VBH
7. Dr. V.Rajesh Kumar and Dr.R.K.Sreekantha: Income Tax – I, Vittam Publications

6.4 STRATEGIC MANAGEMENT OR PROJECT REPORT AND VIVA – VOCE

OBJECTIVE:

The Objective of this subject is to expose the students to the various strategic issues such as strategic Planning, implementation and evaluation etc. and preparation of project reports.

Unit 1: INTRODUCTION TO STRATEGIC MANAGEMENT 10Hrs

Introduction - Meaning and Definition – Need – Process of Strategic Management – Strategic Decision Making – Business Ethics – Strategic Management.

Unit 2: ENVIRONMENTAL APPRAISAL 12Hrs

The concept of Environment – The Company and its Environment – Scanning the Environment, Technological, Social, Cultural, Demographic, Political, Legal and Other Environments Forces. SWOT Analysis – Competitive Advantage – Value Chain Analysis.

Unit 3: STRATEGIC PLANNING 12Hrs

Strategic Planning Process – Strategic Plans during recession, recovery, boom and depression – Stability Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy – Levels of Strategy – Corporate Level Strategy – Business Level Strategy and Functional Level Strategy –Competitive Analysis – Porter’s Five Forces Model.

Unit 4: IMPLEMENTATION OF STRATEGY 14Hrs

Aspects of Strategy Implementation – Project Manipulation – Procedural Implementation – Structural Implementation – Structural Considerations –Organizational Design and Change – Organizational Systems. Behavioral Implementation – Leadership Implementation – Corporate Culture – Corporate Policies and Use of Power. Functional and Operational Implementation – Functional Strategies – Functional Plans and Policies. Financial – Marketing – OPERATIONAL and Personnel dimensions of Functional Plan and Policies – Integration of Functional Plans and Policies.

Unit 5: STRATEGY EVALUATION

08Hrs

Strategy Evaluation and Control - Operational Control - Overview of Management Control – Focus on Key Result Areas.

SKILL DEVELOPMENT

Present a chart showing Strategic Management Process.

- Select any organization and undertake SWOT analysis.
- Present strategy followed by an FMCG company in Indian Market.
- Select any sector and make competitive analysis using Porter's five forces model.
- List social responsibility action initiated by any one company.
- Select any organization and identify the Key Result Areas

BOOKS FOR REFERENCE

1. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.
2. Subbarao: Business Policy and Strategic Management, HPH.
3. Charles W.L Hill and Gareth R. Jones, Strategic Management an Integrated Approach, Cengage Learning
4. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill
5. C. AppaRao; Strategic Management and Business Policy, Excel Books.
6. Ghosh P.K., Business Policy and Strategic Planning and Management, Tata McGraw Hill.
7. Pillai, Strategic Management,
8. Lawrence, Business Policy and Strategic Management, Tata McGraw Hill.
9. Sathyashekar : Business Policy and Strategic Management, I.K International Publishing House Pvt.Ltd.

ELECTIVE GROUPS

1. FINANCE GROUP

F. N 5.5 ADVANCED FINANCIAL MANAGEMENT

OBJECTIVE

The objective is to familiarize the students with Advanced Financial Analysis and Decisions.

Unit 1: INVESTMENT DECISIONS AND RISK ANALYSIS

12Hrs

Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach -Standard Deviation and Co-efficient of Variation – Decision Tree Analysis –Problems.

Unit 2: COST OF CAPITAL AND CAPITAL STRUCTURE

20Hrs

Part 1:Capital Structure: Meaning and Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems.

Part 2: Capital Structure: Introduction to Capital Structure – Capital Structure Theories - Net Income Approach - Net Operating Income Approach - Traditional Approach – MM Approach – Problems.

Unit 3: DIVIDEND THEORIES 10Hrs Introduction – Irrelevance Theory – MM Model. Relevance Theories - Walter Model - Gordon Model –Problems on Dividend Theories.

Unit 4: PLANNING AND FORECASTING OF WORKING CAPITAL 10Hrs

Concept of Working Capital – Determinants of Working Capital – Estimating Working Capital Needs – Operating Cycle – Cash Management – Motives of Holding Cash – Cash Management Techniques – Preparation of Cash Budget – Receivables Management – Preparation of Ageing Schedule and Debtors Turnover Ratio – Inventory Management Techniques – Problems on EOQ.

UNIT 5: CORPORATE VALUATION 04Hrs

DCF method, relative valuation method, net asset method, value based management. (Only concepts)

SKILL DEVELOPMENT

- Preparation of a small project report of a small business concern covering all components-(Finance,Marketing, Production, Human Resources, General administration) (Any one component can be Selected as a title of the report)
- Designing a capital structure for a Trading concern
- Preparing a blue print on working capital of a small concern.
- Prepare a chart on Modes of cash budget.
- List out different modes of Dividend Policy.
- List out the Companies, which have declared dividends recently along with the rate of dividend.

BOOKS FOR REFERENCE

1. S N Maheshwari, Financial Management Principles and Practice, Sultan Chand and sons
2. Sudarshan Reddy: Advance Financial Management, HPH.
3. Narendra Singh : Advanced Financial Management, HPH.
4. Khan and Jain, Financial Management, Tata McGraw Hill
5. Ghousia Khatoon, Mahanada B. C. Advanced Financial Management VBH
6. P.K. Sinha; Financial Management, Excel Books.
7. Sharma and Sashi Gupta, Financial Management, Kalyani Publishers.
8. I M Pandey, Financial Management, Vikas Publishing house
9. Prasanna Chandra, Financial Management, Tata McGraw Hill.
10. Dr. K. Venkataramanappa, SHB Publications

F. N 5.6 FINANCIAL MARKETS & SERVICES

OBJECTIVE

The objective is to familiarize the students with Traditional and Modern Financial Services.

Unit 1: FINANCIAL MARKETS 12 Hrs

Primary Market - Meaning – Features - Players of Primary Market – Instruments in Primary Market (Names) – Procedure for issuing Equity shares and Debentures - SEBI guidelines towards the issue of Equity Shares and Debentures - Merits and Demerits of Primary Markets. Secondary Market – Meaning – Structure –Functions – Trading and Settlement System of Stock Exchange Transactions - Players in the Stock Market– Merits and Demerits of Stock Markets – Reforms in Stock Market – OTCEI and NSE – Origin – Function– Merits – Demerits.

Unit 2: NON-BANKING FINANCIAL INTERMEDIARIES**12 Hrs**

Investment & Finance Companies - Merchant Banks - Hire Purchase Finance - Lease Finance – Housing Finance - Venture Capital Funds and Factoring.

Unit 3: SEBI**10Hrs**

Objectives of SEBI – Organization - Functions and Functioning of SEBI - Powers of SEBI - Role of SEBI in marketing of Securities and Protection of Investor Interest.

Unit 4: MUTUAL FUNDS**12Hrs**

Concept of Mutual Funds - Growth of Mutual Funds in India - Mutual Fund Schemes – Money Market Mutual Funds – Private Sector Mutual Funds – Evaluation of the performance of Mutual Funds –Functioning of Mutual Funds in India.

Unit 5: RECENT TRENDS IN FINANCIAL SERVICES**10 Hrs**

Personalized Banking – ATM – Tele-banking & E-banking - Credit & Debit Card - Customization of Investment Portfolio - Financial Advisors.

SKILL DEVELOPMENT

- Collection of Share certificate / debenture certificate.
- Chart showing modus operandi of leasing – hire purchase procedures.
- Collect any specimen of new Financial Instruments and record the same.
- Select any Mutual Fund and examine the various closed and open-ended schemes offered.
- Visit any Housing Finance Companies and analyse the features of various financing schemes offered.

BOOKS FOR REFERENCE

1. E Gardon & K Natarajan: Financial Markets & Services, HPH.
2. Vasant Desai : Financial Markets & Financial Services , Himalaya Publishing House.
3. K.Nanje Gowda, Financial Markets & Financial Services, VBH.
4. V.A. Avadhani : Financial Services in India, HPH.
5. Meir Kohn: Financial Institutions and Markets, Tata Mc Graw Hill
6. R.M Srivastava / D. Nigam; Dynamics of Financial Markets & Institutions in India, Excel Books.
7. L M Bhole: Financial Institutions and Markets, Tata Mc Graw Hill
8. Dr. K. Venkataramanappa, SHB Publications

F.N6.5 INTERNATIONAL FINANCE**OBJECTIVES:**

To familiarize the students with International Financial environment, instruments and institutions.

UNIT – 1: INTRODUCTION TO INTERNATIONAL FINANCE**12 Hrs**

Issues involved in International Business and Finance, methods of payment, International Monetary system – Fundamental terms and concepts – Home currency – foreign currency – direct quote – indirect quote – bid and ask, spot and forward rate - appreciation and depreciation – cross currency rates.

UNIT – 2: FOREIGN EXCHANGE AND BALANCE OF PAYMENTS**12 Hrs**

Forex Market & Its Intermediaries, ADR, Foreign Exchange Rate, Theories of Foreign Exchange Rate Determination. Components of Balance of Payments – Disequilibrium in the balance of payments- methods of correction of disequilibrium.

UNIT – 3: INSTRUMENTS IN INTERNATIONAL FINANCIAL MARKETS.**08 Hrs**

Meaning-Definition-International Financial Markets-Globalization of Capital markets, Innovation in Foreign securities and International Portfolio Management.

UNIT – 4: FOREIGN EXCHANGE RISK 10 Hrs

Exchange risks – Hedging, Forward, Future, Swaps Options, -Valuation of future and swaps-valuation of options and efficiency of the exchange market.

UNIT – 5: INTERNATIONAL FINANCIAL INSTITUTIONS AND LIQUIDITY 14 Hrs

The IMF, International liquidity and SDR's (special drawing rights) – International bank for reconstruction and development (World Bank), International development association, International investment guarantee agency.

SKILL DEVELOPMENT:

- Visit any authorized dealers' establishments and understand their activities.
- Analyze the trend of FDI into India in the last five years.

BOOKS FOR REFERENCE:

1. Avadhani B.K, International Finance Theory and Practice, HPH
2. Aswathanarayana T & K. Rajeswari – International Finance – VBH
3. K. Venkataramana, International Finance, SHBP.
4. Harris Manville, International Finance.
5. Madhu Vij, International Finance, Excel Books
6. Keith Pibean, International Finance, McMillan
7. Timothy Carl Kesta, Case and Problems in International Finance.
8. R.M Srivastava , Multinational Financial Management, Pragathi Publications
9. P.A. Apte, International Financial Management, TMH
10. Somanath : International Financial Management I.K. Intl
11. Levi, International Marketing Management.
12. Bandar D.C, International Finance.
13. Murthy E.N, International Finance & Risk Management.
14. M.L. Verma, Foreign Trade & Management in India.
15. Rao and Chary, International Finance.

F. N 6.6 STOCK AND COMMODITY MARKETS**OBJECTIVE:**

The objective is to provide students with a conceptual framework of Stock Markets and Commodity Markets, functionaries in these markets and their mode of trading.

Unit 1: AN OVERVIEW OF CAPITAL AND COMMODITY MARKETS: 10Hrs

Primary Market, Secondary Market (Stock Market), Depositories, Private placements of shares / Buy back of shares, Issue mechanism. Meaning of commodity and Commodity markets, Difference between Stock Market and Commodity Market.

Unit 2: STOCK MARKET: 12 Hrs

History, Membership, Organization, Governing body, Functions of stock Exchange, on line trading, role of SEBI, Recognized Stock Exchanges in India (brief discussion of NSE BSE and Nifty). Derivatives on stocks: meaning, types (in brief).

Unit 3: TRADING IN STOCK MARKET: 12Hrs

Patterns of Trading & Settlement – Speculations – Types of Speculations – Activities of Brokers – Broker Charges – Settlement Procedure, National Securities Depository Ltd.(NSDL) Central Securities Depository Ltd.(CSDL) (in brief).

Unit 4: COMMODITY MARKET: 12Hrs

Evolution, Commodity derivatives, Commodity exchanges-Regional & National and International, Functions, role, objectives and types- Types of transactions in Commodity market – Spot, Future and Forward options markets.

Unit 5: TRADING IN COMMODITY MARKETS: 10 Hrs

Patterns of Trading & Settlement, Price discover, Efficiency of Commodity Markets - Size of Commodity Markets in India - Benefits of Commodity Markets.

SKILL DEVELOPMENT

- Prepare the list of recognized stock exchanges in India
- Prepare the process chart of online trading of share and debentures.
- Prepare the chart showing Governing Body of the Commodities Market.
- Prepare the list of commodities traded on commodity market.
- Enlist the role of NSDL and CSDL.

BOOKS FOR REFERENCE:

1. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
2. Srivastava RM : Management of Financial Institutions, HPH
3. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
4. Bharat Kulkarni; Commodity Markets and Derivatives, Excel Books.
5. Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill
6. Bhole, L.M. (2000), Indian Financial Institutions, Markets and Management, McGraw Hill, New York
7. PallaviModi: Equity – The Next Investment destination, HPH.
8. Avadhani (2010) Financial Markets and Services, Himalaya Publishers.
9. K. Venkataramanappa, SHB Publications

2. MARKETING GROUP

M.K. 5.5 CONSUMER BEHAVIOR

Unit 1: INTRODUCTION

10Hrs

Introduction to Consumer Behaviour - A managerial & consumer perspective; Need to study Consumer Behaviour; Applications of consumer behaviour knowledge; current trends in Consumer Behaviour; Market segmentation & consumer behaviour.

Unit 2: INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR

12Hrs

Consumer needs & motivation; personality and self-concept; consumer perception; learning & memory; nature of consumer attitudes; consumer attitude formation and change.

Unit 3: ENVIRONMENTAL DETERMINANTS OF CONSUMER BEHAVIOUR

12Hrs

Family influences; Influence of culture; subculture & cross cultural influences; group dynamics and Consumer reference groups; social class & consumer behaviour.

Unit 4: CONSUMER'S DECISION-MAKING PROCESS

12Hrs

Problem recognition; Search & Evaluation; Purchase processes; Post-purchase behaviour; personal Influence & opinion leadership process; Diffusion of innovations; Models of Consumer Behaviour; Researching Consumer behaviour; Consumer research process.

Unit 5: CONSUMER SATISFACTION & CONSUMERISM

10Hrs

Concept of Consumer Satisfaction; Working towards enhancing consumer satisfaction; sources of Consumer dissatisfaction; dealing with consumer complaint. Concept of consumerism; consumerism in India; The Indian consumer; Reasons for growth of consumerism in India; Consumer protection Act 1986.

SKILL DEVELOPMENT:

- Conduct an informal interview of a local retail store owner and determine what demographic and socioeconomic segments the store appears to satisfy. How did the owner select this segment or segments?
- Conduct formal interview to the managers of three retail-clothing stores. Determine the degree to which they believe consumer's personality and self-image are important to the marketing activities of the stores.
- Visit three local restaurants and assess how each attracts clientele in different stages of the family lifecycle.
- You are the owner of two furniture stores, one catering to upper-middle class consumers and the other to lower-middle class consumers. How do social class differences influence each store's
 - Product lines & styles
 - Advertising media selection
 - The copy & communication styles used in the advertisements
 - Payment policies
- For each of the following Products & services, indicate who you would go to for information and advice;
 - The latest fashion in clothes
 - Banking
 - Air travel
 - Vacation destinations

- A personal computer
- For each situation; indicate the person's relationship to you and your reasons for selecting him/her as the Source of information and advice.

BOOKS FOR REFERENCE:

1. Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.
2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003.
3. Batra/Kazmi; Consumer Behaviour.
4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delhi, 1993.
5. K. Venkatramana, Consumer Behaviour, SHBP.
6. Assael Henry; Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning, 6th Edition; 2001.
7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003.
8. Blackwell; Consumer Behaviour, 2nd Edition.
9. S.A.Chunawalla : Commentary on Consumer Behaviour, HPH.
10. Sontakki; Consumer Behaviour, HPH.
11. Schiffman; Consumer Behaviour, Pearson Education.

M.K. 5.6 ADVERTISING & MEDIA MANAGEMENT

Unit 1: INTRODUCTION & BASIC CONCEPTS 12Hrs

History of advertising; Advertising purpose and functions; Economic, social & ethical aspects of Advertising; Advertising & the marketing mix, advertising as a communication process; types of Advertising; Major Institutions of Advertising Management.

Unit 2: ADVERTISING AND CAMPAIGN PLANNING 10Hrs

Marketing strategy & Situation analysis; Advertising plan; Advertising objectives; DAGMAR approach; Advertising strategy; Advertising campaign-planning process.

Unit 3: CREATIVE STRATEGY & ADVERTISING BUDGET 12Hrs

Creative approaches; The art of copywriting; Advertising copy testing; creativity in communication, Motivational approaches & appeals, Advertising budget process; Methods of determining Advertising Appropriations.

Unit 4: ADVERTISING MEDIA STRATEGY 10Hrs

Role of media; types of media; their advantages and disadvantages; Media research & advertising decisions; media planning, selection & scheduling strategies.

Unit 5: ADVERTISING EFFECTIVENESS & ORGANISING ADVERTISING FUNCTIONS. 12Hrs

Methods of measuring advertising effectiveness; Advertising research; structure & functions of an Advertising agency; Selection & co-ordination of advertising agency; Advertising regulations; Internet Advertising.

SKILL DEVELOPMENT:

- Sketch the competitive position for the development of an advertising plan for Sahara Airlines & Tata Telephones.
- Define the advertising objectives on DAGMAR Approach for any product of your choice.
- By selecting an appropriate theme & appeal, create & enact an advertisement for a range of any Established products. For this purpose, the class should be divided into groups and formal presentations have to be evaluated.
- Select two print & electronic media for the purpose of understanding the functions of advertising media. Comparative analysis of the same should be done & short reports must be prepared.
- Get into the exciting world of internet / Net advertising and identify the message content of 10 products/ Services of your choice.

BOOKS FOR REFERENCE:

1. Rajeev Batra, John. G.Myers. T. David.A. Aaker; Advertising Management; 5th Edition, PHI Edition, New Delhi, 1998.
2. Kazmi/Batra; Advertising & Sales promotion 3rd Edition
3. Ghose Basha, Advertising and Media Management, VBH
4. Jefkins&Yadin; Advertising, 4th Edition; Pearson Education, New Delhi, 2000.
5. Manendra Mohan; Advertising Management - Concepts & Cases; Tata McGraw Hill Publishing Company Ltd, New Delhi 2001.
6. K. Venkataraman, Advertising & Media Management, SHBP.
7. S.A.Chunnawalia&K.c.Sethia Foundations of Advertising - Theory & Practice, Himalaya PublishingHouse, 2002.
8. Sonatakki, Advertising, Kalyani Publishers
9. Wells, Advertising.
10. Rayudu: Media and Communication Management, HPH.

M.K 6.5 BRAND MANAGEMENT

OBJECTIVE

The objective is to enable the students to acquire skills in Product & Brand Management

Unit 1: PRODUCT MANAGEMENT

05 Hrs

Meaning of Product – Product Personality, Types of Products – Product Line, Product Mix.

Unit 2: PRODUCT DEVELOPMENT

12 Hrs

Factors influencing design of the product – Changes affecting Product Management – Developing Product Strategy; Setting objectives & alternatives, Product strategy over the lifecycle. New product development –Product Differentiation and positioning strategies. Failure of New Product.

Unit 3: MARKET POTENTIAL & SALES FORECASTING

10 Hrs

Forecasting target market potential and sales – Methods of estimating market and sales potential, Sales Forecasting, planning for involvement in international market.

Unit 4: BRAND MANAGEMENT

12 hrs

Meaning of Brand – Brand Development: Extension, Rejuvenation, Re launch- Product Vs Brands, Goods and services, Retailer and distributors, People and organization, Brand challenges and opportunities, The brand equity concept, Identity and image.

Unit 5: BRAND LEVERAGING AND BRAND PERFORMANCE**12 hrs**

Establishing a brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement. Brand Positioning & Brand Building – Brand knowledge, Brand portfolios and market segmentation – Steps of brand building, Identifying and establishing brand Positioning, Defining and establishing brand values.

Unit 6: DESIGNING & SUSTAINING BRANDING STRATEGIES**05 hrs**

Brand hierarchy, Branding strategy, Brand extension and brand transfer – Managing brand over time.

SKILL DEVELOPMENT:

- List out a few celebrity brand endorsements and the appropriateness of using them.
- Draw a chart showing the brand environment
- List out a few recent news and trends about brands
- List out some of the methods of brand valuation
- List out a few brands and the adjectives attached to their ads.

BOOKS FOR REFERENCE

1. Gupta SL: Brand Management, HPH.
2. Branding Concepts- Pati, Debashish, Macmillan India
3. Brand Building : M.Bhattacharjee, HPH.
4. Harsh V. Verma; Brand Management, Excel Books.
5. Subrato Sengupta, Brand Positioning Strategies for Competitive Advantage, McGraw Hill.
6. The New Strategic Brand Management- Kapferer, Jean-Noel, Kogan page 5th edition
7. Das & Naveen, Brand Management Perspectives and Practices, ICFAI University Press.
8. Chaturvedi, B.M, Total Brand Management: An Introduction-, ICFAI University Press.
9. Ray, Brand Management Financial Perspectives, ICFAI University Press.

M.K 6.6 RETAIL MANAGEMENT**OBJECTIVE**

The objective is to enable students to acquire skills in Retail Management.

Unit 1: INTRODUCTION TO RETAILING**10 Hrs**

Definition – functions of retailing - types of retailing – forms of retailing based on ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retailing in India – Influencing factors – present Indian retail scenario. Retailing from the International perspective

Unit 2: RETAIL CONSUMER BEHAVIOUR**12 Hrs**

Buying decision process and its implication to retailing – influence of group and individual factors. Customer shopping behaviour - Customer Service satisfaction. Retail planning process – Factors to consider – Preparing a complete business plan – implementation – risk analysis.

Unit 3: RETAIL OPERATIONS**12 Hrs**

Choice of Store location – Influencing Factors, Market area analysis – Trade area analysis – Rating Plan Method - Site evaluation. Retail Operations: Store Layout and visual merchandising –

Store designing –Space planning, Retail Operations - Inventory management – Merchandise Management – Category Management.

Unit 4: RETAIL MARKETING MIX

12 Hrs

Retail marketing mix –Introduction. **Product** – Decisions related to selection of goods (Merchandise Management revisited) –Decisions related to delivery of service. **Pricing** – Influencing factors – Approaches to pricing – price sensitivity - Value pricing – Markdown pricing. **Place** – Supply channel –SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies.

Promotion – Setting objectives – communication effects - promotional mix. Human Resource Management in Retailing – Manpower planning – recruitment and training – compensation – performance Appraisal.

Unit 5: IMPACT OF IT IN RETAILING

10 Hrs

Non store retailing (E tailing) The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in Retailing.

SKILL DEVELOPMENT:

- Draw a retail life cycle chart and list the stages
- Draw a chart showing a store operations
- List out the major functions of a store manager diagrammatically
- List out the current trends in e-retailing

BOOKS FOR REFERENCE

1. Barry Bermans and Joel Evans, "Retail Management – A Strategic Approach", 8th edition, PHI Private Limited, New Delhi, 2002.
2. Suja Nair: Retail Management, HPH.
3. A.J. Lamba, "The Art of Retailing", 1st edition, Tata Mc GrawHill, New Delhi, 2003.
4. Swapna Pradhan, Retailing Management, 2/e, 2007 & 2008, TMH
5. K. Venkatramana, Retail Management, SHBP.
6. A. Siva Kumar; Retail Marketing, Excel Books.
7. James R. Ogden & Denise T. Ogden, Integrated Retail Management 2007, Biztantra Cengage Learning
8. R.S. Tiwari : Retail Management , HPH
9. Araif Sakh: Retail Management, HPH.
10. Levy & Weitz, Retail Management,, TMH 5th Edition 2002
11. Rosemary Varley, Mohammed Rafiq, Retail Management, Palgrave Macmillan
12. Chetan Bajaj, Retail Management, Oxford Publication.
13. Uniyal & Sinha, Retail Management,, Oxford Publications.

3. HUMAN RESOURCE GROUP

H.R 5.5 EMPLOYEE WELFARE& SOCIAL SECURITY

OBJECTIVE

The objective is to enable students to acquire skills in Labor Welfare & Social Security.

Unit 1: SOCIAL & LABOUR WELFARE 12 Hrs

Social Welfare; Labour Welfare: Concept, Scope; Philosophy and Principles of Labour Welfare; Indian Constitution and Labour Welfare; Labour Welfare Policy and Five Year Plans, Historical Development of Labour Welfare in India;

Unit 2: INDIAN LABOUR ORGANIZATION 12 Hrs.

Impact of ILO on Labour Welfare in India; Agencies of Labour Welfare and their Roles, Labour Welfare Programmes: Statutory and Non-Statutory, Extra Mural and Intra Mural. Welfare Centers; Welfare Officer: Role, Status and Functions.

Unit 3: SOCIAL SECURITY 10 Hrs.

Concept and Scope; Social Assistance and Social Insurance, Development of Social Security in India; Social Security measures for Industrial Employees.

Unit 4: LABOUR ADMINISTRATION – 1 12 Hrs.

Evolution of Machinery for Labour Administration; Central Labour Administrative Machinery in India, Labour Administration in India.

Unit 5: LABOUR ADMINISTRATION – 2 10 Hrs.

Director General of Employment and Training; Director General of Factory Advice Service; Provident Fund Organization; ESI Schemes; Central Board for Workers' Education;

SKILL DEVELOPMENT:

- Preparation of a list of statutory welfare measures by visiting industry
- Preparation of a list of voluntary welfare measures by visiting industry
- Preparation of list of social security measures by visiting industry

BOOKS FOR REFERENCE

1. Moorthy, M.V. Principles of Labour Welfare, Oxford & IBH Publishing Co., New Delhi.
2. Vaid, K.N. Labour Welfare in India, Sree Ram Centre for Industrial Relations and Human Resources, New Delhi.
3. K. Venkataramana, Employee Welfare & Social Security, SHBP.
4. Sharma, A.M. Aspects of Labour Welfare and Social Security, Himalaya Publishing, House, Mumbai.
5. Ram Chandra P. Singh, Labour Welfare Administration in India, Deep & Deep Pub., New Delhi. 72
6. Punekar, S.D. Deodhar S.B., Sankaran, Saraswathi, Labour Welfare, Trade Unionism and Industrial Relations, Himalaya Publishing House, Mumbai.
7. Pant, S.C., Indian Labour Problems, Chaitanya Publishing House, Allahabad.
8. Saxena, R.C., Labour Problems and Social Welfare, K. Nath & Co., Meerut.
9. Bhogiliwala, T.N. Economics of Labour & Industrial Relations, Sahitya Bhavan Publishing Agra.

10. Memoria, C.B. Dynamics of Industrial Relations in India, Himalaya Publishing. House, Mumbai.

H.R. 5.6 STRATEGIC HRM

OBJECTIVE

The objective is to enable students to acquire skills in Strategic Human Resource Management.

Unit 1: INTRODUCTION TO STRATEGIC HRM 10 Hrs.

Strategic Role of HRM, Planning and Implementing Strategic HR policies, HR Strategies to increase firm performance.

Unit 2: INVESTMENT PERSPECTIVES OF HR 12 Hrs.

Investment Consideration, Investments in Training and Development, Investment Practices for improved retention, Job secure workforce, Nontraditional Investment Approaches.

Unit 3: MANAGING STRATEGIC ORGANIZATION 10 Hrs.

Managing Strategic Organizational Renewal- Managing change and OD, instituting TQM Programmes, Creating Team based Organizations, HR and BPR, Flexible work arrangement.

Unit 4: ESTABLISHING STRATEGIC PLANS 12 Hrs.

Establishing Strategic pay plans, determining periods, Establishing periods, Pricing Managerial and Professional jobs, Compensation trends, Objectives of International Compensation, Approaches to International Compensation, Issues related to double taxation. Cases.

Unit 5: GLOBAL HRM 12 Hrs.

Managing Global Human Resources-HR and the internationalization of business, Improving international assignments through selections, Training and maintaining international employees, Developing International Staff and Multinational Teams - Multinational, Global, and Transnational Strategies -Strategic Alliances, Sustainable Global Competitive Advantage, Globally Competent Managers, Location of Production Facilities.

SKILL DEVELOPMENT:

- Prepare a statement showing man power requirements in an imaginary situation.
- Specimen of a payroll with imaginary roles.
- Preparation of job card with imaginary facts.
- Preparation of questionnaire on performance appraisal

BOOKS FOR REFERENCES

1. Gary Dessler, Human Resource Management, PHI, New Delhi, 2003.
2. Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003.
3. Mahananda B. C. Strategic Human Resource Management, VBH.
4. Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy, Managing Human Resources, PHI,
5. Peter J. Dowling, Denice E. Welch, Randall S. Schuler, International Human Resource Management, Thomson South-Western, 2002.

H.R 6.5 ORGNISATIONAL CHANGE AND DEVELOPMENT

OBJECTIVE:

The objective is to enable the students to understand need for Organizational Change and Development and the OD interventions

Unit 1: CHANGE MANAGEMENT

10Hrs

The importance and nature of change. Change and human response. Introducing change effectively: Basic steps, factors influencing change- resistance to change, overcoming resistance to change

Unit 2: ORGANIZATION EFFECTIVENESS

10Hrs

Organization effectiveness: Concept, problems in measurement of effectiveness. System - level criteria of judging effectiveness.

Unit 3: ORGANIZATIONAL DEVELOPMENT

16 Hrs

The nature of Organizational Development (OD): Assumptions and values. Relevant systems concepts. Action research, OD Interventions: Team interventions, Inter-group interventions, personal, inter personal and group processes interventions: A descriptive inventory of OD interventions.

Unit 4: OD INTERVENTIONS

10Hrs

Comprehensive interventions, Structural interventions, Job enrichment and MBO, Conditions for optimal success of OD.

Unit 5: CREATIVITY & INNOVATION

10Hrs

Creativity & Innovation: Meaning, Need, Components of Creativity & Innovation, Organizational Constraints, Organizational environment for Creativity & Innovation.

SKILL DEVELOPMENT

- List out the recent OD interventions in Organizations.
- Discuss case studies on Impact of change on Organizational effectiveness.

BOOKS FOR REFERENCE

1. Dunnette, M.D. (Ed.) (1976). Handbook of Industrial and Organizational Psychology. Chicago: RandMcNully.
2. French, W.L.; & Bell, C.H. Jr. (1980). Organizational Development. London, Prentice Hall.
3. Herbert, T.T. (1981). Dimensions of Organizational Behavior. London: MacMillan.
4. Khandwalla, P.N. (1988). Organizational effectiveness. In J. Pandey (Ed.) Psychology in India: The State-of-the Art (Vol.3, pp. 97-215). New Delhi: Sage.
5. Luthans, F. (1989). Organizational Behaviour. London: McGraw Hill.
6. Margulies, N.; & Raia, A.P. (1975). Organizational Development: Values, process and technology. New Delhi: Tata McGraw Hill,
7. McGill, M.E. (1977). Organizational Development for Operating Managers. AMACO (a division of American Management Association).
8. Pareek, U. & Rao, T.V. (1986). Designing and Managing Human Resources Systems. New Delhi: Oxford.
9. Rudrabasavaraj, M.N. (1977). Executive Development in India. New Delhi: Himalaya Publishing House.
10. Sharma, R.A. (1982). Organizational Theory and Behaviour. New Delhi: Tata McGraw Hill.

H.R. 6.6 COMPENSATION MANAGEMENT

OBJECTIVE:

The objective is to enable the students to understand the various aspects of Compensation Management

UNIT-1: JOB EVALUATION AND PERFORMANCE APPRAISAL 10 Hrs

Job Evaluation - Definition - Traditional and New Techniques - Performance Appraisal -Basic concepts - Performance standard - Appraisal methods.

UNIT-2: COMPENSATION MANAGEMENT 10 Hrs

Compensation - Definition - Classification - Types - Incentives - Fringe Benefits.

UNIT-3: WAGE AND SALARY ADMINISTRATION 16 Hrs

Theories of wages - wage structure - wage fixation - wage payment - salary administration. Difference between salary and wages - Basis for compensation fixation- Components of wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various labour laws on wages-Preparation of Pay Roll.

UNIT- 4: REWARDS AND INCENTIVES 10 Hrs

Rewards for Sales personnel - Pay - commission- Performance based pay system - incentives – executives Compensation plan and packages.

UNIT- 5: REGULATORY BODIES FOR COMPENSATION MANAGEMENT 10 Hrs

Wage Boards - Pay Commissions - Compensation Management in Multi-National organizations.

SKILL DEVELOPMENT

- List out the fringe benefits offered to employees of any two companies
- Discuss the role of regulatory bodies in compensation management
- List out various Incentive Schemes of wage payments

BOOKS FOR REFERENCE

1. Compensation & Reward Management, BD Singh, Excel Books
2. Compensation, Milkovich & Newman, TMH
3. Strategic Compensation, Joseph J. Martocchio, 3rd Edition, Pearson Education
- 4 Compensation Management in Knowledge based world, Richard I. Anderson, 10th edition, Pearson Education
- 6 Compensation Management, Er Soni Shyam Singh, Excel Books.
7. Richard Thrope& Gill Homen : Strategic Reward Systems - Prentice-Hall.
8. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press.
9. Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House.
10. Joseph. J. Martocchio: Strategic Compensation – A Human Resource Management Approach - Prentice-Hall.
11. Edwarde. E. Lawler III: Rewarding Excellence (Pay Strategies for the New Economy) – Jossey -Bass