FC: 301: Personality Development (Foundation Course)

Theory: Credit: 3 (70%)   **Total Marks: 100**

Practical: Credit: 1(30%)

Unit	Topics Covered	Wt.
I	**Introduction to Personality Development** The concept personality - Dimensions of personality - Term personality development - Significance. **The concept of success and failure** What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure	20%
II	**Attitude & Motivation** Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages -Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation- Factors leading to de-motivation	15%
III	**Self-esteem** Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem - Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem. **Interpersonal Relationships** Interpersonal relationships - Developing positive personality - Analysis of strengths and weaknesses.	15%
IV	**Other Aspects of Personality Development** Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Positive and creative thinking - Leadership and qualities of a successful leader - Character-building - Team-work - Lateral thinking - Time management - Work ethics – Management of change - Good manners and etiquettes (Concept, significance and skills to achieve should be studied.)	20%

V	**Practical: Viva –Voce** Group Discussion Presentation Skills Body Language Problem Solving & Decision Making	**30%**

The written exam carries 50 marks of weight age and the oral exam carries 20 marks, the internal from college carries 30 marks, in total the subject be 100 marks.

Reference Books:

1. *Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.*

2. *Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.*

3. *Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.*

4. *Group Discussion and Public Speaking - K. Sankaran and Mahendra Kumar - M.I. Publications, Agra*

5. *Organizational Behavior - S. P. Robbins - Prentice-Hall of India Pvt. Ltd., New Delhi*

6. *Principles and Practice of Business Communication* By Phoda A. Doctor & Aspi H. Doctor. (A. R. Shetha & Co. Bombay)

CC: 301: Corporate Accounting-II (Core Course)

Theory: Credit: 4   (100 %)   **Total Marks: 100**

UNIT	Topics Covered	Wt.
I	**Redemption of Redeemable Preference Shares** Theory: Meaning, Procedure, Accounting Entries, Balance Sheet after Redemption. **Examples:** - Redemption of preference shares (Partly paid and Fully paid)	**15 %**
II	**Issue and Redemption of debentures** Theory: Meaning, Types of debentures, Procedure on issue of debentures, Methods of redemption of debentures, Sinking fund or debenture, redemption fund **Examples:** - Debentures issue at par, at discount and at premium - Methods of redeeming debentures: (i) Repayment on a specific date (sinking fund method only) (ii) Buy back method	**20%**
III	**Companies Final Account** (vertical form of balance sheet and profit and loss account) **Examples:** Examples in the vertical form of Profit and loss A/c and Balance Sheet as per the provisions of Schedule VI to the Indian Companies Act, 1956 (excluding computation of managerial, remuneration, disposal of profit and pre incorporation profit.)	**25%**
IV	**Financial Statement Analysis** (Ratio Analysis) **Theory: Financial Statements Analysis:** Meaning and objectives, Characteristics and limitations, Techniques of Analysis (Methods) **Ratio Analysis:** Meaning and Advantages, Methods and purpose of analysis, Advantages and limitations, Liquidity Ratios, Solvency Ratios, Profitability Ratios related to sales, Profitability Ratios related to investments, Activity Ratios. **Examples:** - **Liquidity Ratios:** Current Ratio, liquid Ratio, Acid Test Ratio. - **Solvency Ratios:** Debt-equity Ratio, Capital gearing Ratio, Interest Coverage Ratio, proprietary ratio. - **Profitability Ratios related to sales:** Gross profit Ratio, Net Profit Ratio, Operating profit ratio Expense Ratio.	**20%**

		- **Profitability Ratios related to investments:** Return on total assets (ROTA), Return on investment (ROI), Return on equity (ROE), Return on equity shareholders fund, EPS, DPS and PE ratio. - **Activity Ratios:** Stock turnover Ratio and Debtors Ratio, Creditors ratio.	
V.		**Valuation of Goodwill and Shares** **Theory:** **Valuation of goodwill (10%)** - Meaning - Factors affecting value of goodwill - Need of valuation of goodwill - Super profit and simple profit method **Valuation of shares: (10%)** - Meaning - Need of valuation of shares - Factors affecting valuation of shares - Intrinsic value or asset backing method and yield valuation method - Fair value method (theory only) **Examples:** - Valuation of goodwill by Super profit and Simple profit methods - Valuation of shares by Intrinsic value and yield valuation methods	**20%**

Reference Books:

1. *Gupta R.L. and Radhaswamy M., Advanced Accountancy, Vol.-II, Sultan Chand & Sons, New Delhi.*

2. *Gupta R.L., and Radhaswamy M, Corporate Accounting, Sultan Chand and Sons, New Delhi.*

3. *Jain S.P. and Narang K.L., Advanced Accounting, Kalyani Publishers, New Delhi.*

4. *Maheshwari S.N., and Maheshwari S.K., Corporate Accounting, Vikas Publication, New Delhi.*

5. *Mukherjee and Hanif, Corporate Accounting-II, Tata McGraw Hill, New Delhi.*

6. *Rathnam P.V., Hanumantha Raju D., Rathnam's company accounts (theory, problems & solution), Himalaya Publishing house, Mumba*

CC: 302: Business Mathematics: II (Core Course)

Theory: Credit: 4   (100 %)   **Total Marks: 100**

Unit	Topics Covered	Wt.
I	**Linear Programming** Introduction of Operation Research, Meaning of linear programming, Mathematical formulation of LP Problem for two variables, solution of LP problems by Graphical and Simplex Method.	**25%**
II	**Transportation Problems** Formulation of transportation problem its initial basic feasible solution by North-West Corner rule , Matrix minima (least cost method), Vogel's Approximation Method (VAM) and optimum solution by modified distribution method, degeneracy and its resolution. **Assignment Problems: -** Assignment problem and its optimum solution by Hungarian method.	**25%**
III	**Permutation & Combination** Fundamental rule of counting, Meaning and Properties of Permutation, Permutation of n-different things, Permutation of similar things, permutation when things are repeated, Restricted Permutation, Meaning and properties of Combination, Restricted Combination, Some results of Permutation and Combination.	**15%**
IV	**Differentiation and its Application** Definition of derivatives of a function, derivatives of explicit, composite and implicit functions, derivatives of exponent ion and logarithmic function, rules of differentiation (without proof), logarithmic differentiation, higher order derivatives, maximal and minimum.	**20%**
V	**Sequences and Series:** Sequences: Introduction, Types of sequence, Arithmetic progression (A.P), Geometric progression (G.P). Series : Introduction, Types of series, Arithmetic series (A.P)	**15%**

Reference Books:

1. Operation research and statistical analysis By P. K. Gupta and manmohan S.Chand.Co.

2. Quantitative techniques in management by Tata McGraw Publishing Company Limited, New Delhi.

3. Elements of Business Mathematics by Soni, Sharma & Saxena, Pitamber Publication Co.

4. Mathematics for Management by Bronson and Richard Bronson.

CC: 303: Introduction to Marketing Management (Core Course)

Theory: Credit: 4   (100 %)   **Total Marks: 100**

Unit	Topics Covered	Wt.
I	**Introduction:** Meaning of Market and Marketing, Marketing management- Definition, Concepts, Significance and functions, Types of Marketing, Telemarketing, E-marketing, Service marketing, Rural marketing, Role and functions of marketing manager	20%
II	**Marketing mix :** Meaning and Scope, Product, Price, Place and Promotion	15%
III	**Product and Pricing decisions:** Concept of product, product mix, Development of new product stages including marketing test product, Product life cycle, Pricing decision: Objectives, orientation and strategies	25%
IV	**Place (Distribution) Decisions:** Importance, Types of channels, Types of intermediates in distribution channel, Factors affecting choice of distribution channel	15%
V	**Promotional decisions:** Concept of Promotion mix, Sales promotion – Concept and tools, Advertising: Objectives, Determining of advertising budget, Media and media selection. Advertising Decision: Mission, Messages, Money, Media, and Measurement, The concept of Publicity, Personal Selling : sales presentation, Determining sales target	25%

**Reference Books:**

1. _Marketing Management by Philip Kotler._
2. _Introduction to Marketing Management by Sherlekar_
3. _Fundamentals of Marketing Management by Prof.S.A.Sherlekar and R. Krishnamoorthy_
4. _Dr. R. B. Rudani, Basics of Marketing management, S.Chand& Company Ltd._

CC: 304: Fundamentals of Financial Management (Core Course)

Theory: Credit: 4 (100 %)   **Total Marks: 100**

Unit	Topics Covered	Wt.
I	**Introduction to Financial management** Evolution of Financial Management, Financial Decision in a firm, Goal in Financial Management, The fundamental principle of finance. Risk-Return tradeoff, Organization of the finance function, Emerging roll of the financial manager in India, Long-term Sources of Finance.	20%
II	**The Time Value of Money** Time Lines and Notation, Future value of a single Amount, Present value of a single Amount, Future value of an Annuity, and Present value of an Annuity. **Leverage** Introduction, Operating leverage, Financial leverage, Combined leverage, Implications of leverage, Operating break-even point, financial break-even point and indifference point.	25%
III	**Cost of Capital** Cost of debt & preference, Cost of equity, Weighted average cost of Capital (WACC), Weighted marginal cost of capital schedule, Floatation cost and the weighted average cost of capital.	20%
IV	**Valuation of Bond & Shares** Introduction, Concepts of value, Bond value & yields, Valuation of preference share, Valuation of ordinary share Dividend discount models, P/E ratio approach (Relationship between share price, earning & dividend)	20%
V	**Capital Structure** Nature of financial needs, Capitalization, over and under capitalization, Net Income, Net Operating Income, Modigillani Miller, and Traditional Approach.	15%

Reference Books:

1. Prasanna Chandra "Financial Management", Tata Mc Graw-Hill, New Delhi.
2. M.Y. Khan & P.K. Jain Financial Management", Tata Mc Graw-Hill, New Delhi.
3. G. Sudershan Reddy "Financial Management", Himalaya Publication,Mumbai
4. I.M. Pndey "Financial Management", S. Chand, New Delhi
5. Dr. P.C. Tulsian "Financial Management", S. Chand, New Delhi.

EC: 301: E-Commerce (Elective Course)

Theory: Credit: 4 (100 %)   **Total Marks: 100**

Unit	Topics Covered	Wt.
I	**Introduction to E-Commerce** Definition, Scope of E-Commerce, Features of E-Commerce, Benefits of E-Commerce, Limitations of E-Commerce, Types of E-Commerce, E-Commerce practice vs. traditional practice.	25%
II	**Infrastructure and security of E-Commerce** Internet and its role in E-Commerce, procedure of registering internet domain, establishing connectivity to internet, tools and services of internet, procedure of opening email account on internet, setting up internet security, maintaining secure information, encryption digital signature.	25%
III	**Application of E-Commerce in Business** E-Payment – transaction through internet, requirement of e-payment system, functioning of debit and credit card. E-Marketing – Market place vs. market space, impact of ecommerce on market, direct marketing, one to one marketing E-Finance – E-Banking, traditional vs. e-banking, impact and advantage of e-trading, trading vs. e-trading. E-Ticketing – online booking system and procedure for railway, airline, tourist, religious places, hotels, entertainment.	30%
IV	**E-Commerce in India** Role of Government in development of ecommerce in India, Problems and opportunities in E-Commerce in India, Legal issues, future of E-Commerce in India.	20%

Reference Books:

1. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
2. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.
3. P. T. Joseph, E-Commerce: A managerial Perspectives, Tata McGraw Hill.
4. Kamalesh k Bajaj and Debjani Nag, E-Commerce – The Cutting Edge of Business, TMH, New Delhi.
5. Daniel Amor, E Business R(Evolution), Pearson Edude.SSS

EC: 302: Tourism Management (Elective Course)

Theory: Credit: 4 (100 %)   **Total Marks: 100**

Unit	Topics Covered	Wt.
I	Introduction, Definitions and Concepts, Overview of tourism industry. Concept of tourism. Why it is important to study tourism? Scope of tourism and its economic importance. Impact of Tourism.	20%
II	Elements of Tourism: (attraction, accessibility, accommodation), tourism product, characteristics of tourism products, types of products and tourism. Hotel Industry, Hotel Chains, Departments of Hotel. Tourist Guide and Escort.	20%
III	Travel Agency and Tour Operator, Travel related documents, Passport, Visa, currency regulations, custom, health regulations, baggage regulations etc.	20%
IV	Role of transportation industry in tourism, Indian railways and its special trains (Palace on Wheels, Royal orient), airlines operating in India and international. Kind of Taxi and bus/coach services available.	20%
V	Travel circuits: some popular and important tourism circuits in India (golden triangle, desert circuit, Buddhist circuit, sun and sand, back waters etc) and International circuits.	20%

Reference Books:

1. *Seth, P.N. Successful Tourism Management, Sterling Publication, New Delhi*

2. *Bhatia, A.K. Tourism developments.*

3. *Negi, Jagmohan, Travel and Tourism, Anmol Publication*

4. *Dixit, M. Profiles of Indian Tourism, Royal Book House, Lucknow*

5. *Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.*