

SEMESTER: IV

FC: 401: Business Correspondence (Foundation Course)

Theory: Credit: 4 (100 %)

Total Marks: 100

Unit	Topics Covered	Wt.
	<p><u>Public speaking in Business:</u></p> <p>(A) <u>Process:</u></p> <ul style="list-style-type: none">- Overcoming fears- Selection of topic- Preparation of speech- Collection of information- Style of humor- Speech format- Importance of good memory- Setting the stage- Presentation skills- Personal presence and impression- Practice and rehearsal of delivery- Taking questions- Use of visual aids <p>(B) <u>Speeches:</u></p> <ul style="list-style-type: none">- Proposing a vote of thanks- Introducing the chief guest at a function- Speech at a college student well-come programme- Speech at a farewell function- Speech of introducing new product- Canvassing at a Union election meeting- Speech at a condolence meeting	30%
	<p><u>Report Writing:</u></p> <p>(A) <u>Business report:</u></p> <ul style="list-style-type: none">- Extension of business- Functioning of a firm- Starting of a new business- Grievances of workers- Minutes of meeting <p>(B) <u>Accidents:</u> (Two wheeler/four and more wheeler)</p> <ul style="list-style-type: none">- <u>Incidents:</u> (Plane crash, Train burning, flood, Earthquake) <p>(C) <u>Drafting of Advertisement:</u> (Not more than 25 words)</p> <ul style="list-style-type: none">(I) New commercial product(II) Promotion of sales	30%
	<p><u>Bank correspondence:</u></p> <p>Drafting of letter as a customer to the Bank regarding the following:</p> <ul style="list-style-type: none">- Request for stop payment of cheques- Request for changes in address and Transfer of amount from a Saving account to recurring account	10%

	<ul style="list-style-type: none"> - Complains regarding the errors in calculating interest and in the entries made in the pass book - Intimating the loss of a Debit card/ATM card/ Credit card 	
	<p><u>Practical viva-Voce</u></p> <ul style="list-style-type: none"> - Public speaking - Report speech - Group discuss on business activities - Dialogue delivery on management issues. 	30%

Reference Books:

1. Essentials of Business Communication, Rajendra Pal and J.S. Korlahalli, Sultan Chand and Sons, New Delhi
2. Guide to Report Writing (Guide to business communication series), Netzleyand Snow, Prentice-Hall, New Delhi
3. Principal and Practice of Business Communication, Aspi Doctor and Rhoda Doctor, Sheth Publications, Mubai
4. The Art of Public Speaking, Vijaykumar, Shree Publications
5. Group Discussion and Public Speaking, K. Sankaran and Mahenmdra Kumar, M. I. Publications , Agra
6. Business Correspondence and Report Writing, R.C. Sharma and Krishna Mohan, Tata Mcgraw Hill Publishing Company, New Dalhi

CC: 402: Human Resources Management (Core Course)

Theory: Credit: 4 (100 %)

Total

Marks: 100

Unit	Topics Covered	Wt.
I	<p>Role of Personnel in an Organization : 5% Meaning, aims, and scope, Characteristics and need Principles. Steps in Policy formulation. Emergence of personnel function Importance, definitions and scope, foundation of personnel management Qualities of personnel manager Organization of personnel department Evolution, Growth and future of PM in India.</p>	20%
II	<p>Human Resource Planning : Concept, need Responsibility for HRP, Process of HRP, job Analysis, Job Description, Job Specification, Manpower Audit, Manpower (Inventory).</p> <p>Recruitment and Hiring : Recruitment - Sources of manpower. Selection- Steps in Selection Process, Application blank, testing, interview and induction.</p>	20%
III	<p>Training and Development : Need and Importance, Objectives Responsibility for training, Identifying training needs, training method for operatives, training methods for executives, Evaluation of training. Training practices in India.</p>	20%
IV	<p>Performance Appraisal : Meaning and terminology, Objectives, Factors affecting performance appraisal, Essentials of a good appraisal system, limitation of appraisal method. Performance Appraisal Method-Grading method, Check-List method, Critical Incident method; man-to-man comparison method. Human Asset accounting method, and BARS method.</p> <p>Promotion and Transfer : Purpose of promotion, promotion policy, Criteria for promotion, Merit vs. Seniority, Demotion, Transfer : Purpose, Transfer Policy, Types and Objectives.</p>	20%
V	<p>Wage and Salary administration : Meaning, nature, purpose, factors influencing wage and salary structure, Minimum, fair and living wage, types of wages, job evaluation; Meaning, definition, importance, Steps in job evaluation, Limitations.</p>	20%

Reference Books:

1. Human Resource Management, K. Aswasthapa, Tata Mc Graw Hill.
2. Human Resource Management, Pravin Durai, Pearson Publication.

CC: 403: Marketing Management (Core Course)

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

Total

Unit	Topics Covered	Wt.
I	Buyer Behavior : Consumers markets and Industrial Market : model of Consumer behavior, Factors influencing behavior, Buying behavior process characteristics of Industrial market, major influencing factor on industrial buying behavior types of buying decision and how to make buying decision.	20%
II	Target Marketing : Market segmentation on different basis and target marketing strategies. Consumerism : Concept, Causes, consumer movement in India.	20%
III	Sales Force Management : Decision of Sales Force Size, Sales Force : Selection and Training Compensation plan models supervision and control of sales Force quota-types including weighted combination quota-system. Quota-setting procedures and administrating quota system sales Territories - reasons, procedures for setting-up or revising sales territories assignment sales personnel to sales territories.	20%
IV	Advertising: Advertising goals, Determination of advertising Budget : Simple and Dynamic models Competitive model, Adaptive models. Specification of the media schedule media planning, specification of copy and format.	20%
V	Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.	20%

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: 404: Financial Management (Core Course)

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

Total

Unit	Topics Covered	Wt.
I	Capital Budgeting : - Meaning, Significance, process.- Estimation of Cash flow based on Straight Line Depreciation and Written Down value methods. - Appraisal methods : PBP, ARR, NPV, IRR and PI.	20%
II	Risk Analysis in Capital Budgeting : Analysis of Risk and uncertainty. - Risk adjusted discounted rate method and Certainty Equivalent method.- Analysis in case of a single project. - Mathematic analysis under uncorrelated and perfectly correlated cash flows, Decision tree analysis applied utility theory.- Analysis in case of multiple Project. Portfolio Theory Approach, Capital asset, Pricing model Approach.	20%
III	Working Capital Management : (a) Overview : 10% Concept, Significance, factors affecting working capital estimation of working capital based on operating cycle approach, Two dimensions of W.C. Mgt- Relative Asset Liquidity and Relative Financing Liquidity (b) Working Capital Financing : 10% Sources of working capital finance including inter-corporate loans, Determining Maximum Permissible Bank Finance based on Tondon and Chore Committee Recommendations.	20%
IV	Management of Inventory : Need to hold inventory, Optimum investment in inventory, E.O.Q. Techniques, Selective inventory Control (ABC Analysis only).	20%
V	Management of Cash : 10% Cash planning, Managing the flow, cash control reports, investment in marketable securities. Management of Receivables : 10% Credit policy variables, Credit Evaluation, Credit Granting Decisions, and Control of receivables.	20%

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.

FC: 405: Business Statistics-II (Core Course)

Theory: Credit: 4 (100 %)

Total

Marks: 100

Unit	Topics Covered	Wt.
I	Probability: Sample space, event, probability of and event addition and multiplication rules, independent events.	20%
II	Mathematical expectation & Probability distribution: Idea of a random variable and its Mathematical expectation. Probability distribution and their applications.	20%
III	Large & small sample tests: Large & small sample tests, Analysis of variance one-way & two-way classifications with one observation per cell regression.	30%
IV	Sampling methods Sample surveys & basic concepts of simple random sampling, stratified random sampling : Two Stage sampling, Systematic and cluster sampling.	20%
V	Statistical quality control : Charts for variables and attributes Elementary acceptance sampling plans, single sampling plan for attributes.	10%

Reference Books:

1. Practical Business Statistics Frederick F. Croxton & Dudley Asia publishing House.
2. Modern Business Statistics John B. Freund & Frank, J. Williams, Modern Asia Edition
(Prentice Hall Inc. Charles E. Tuttle)
3. Statistics : Methods & Analysis, Lincol L. Chao, McGraw-Hill Book Co. (international Student Edition)
4. Statistics Analysis for business Decision, William A. Supurr & Charles P. Bonini Richard D.
Triwin Inc. Home wood, illunoise.
5. Wheldon's Business statistics and Statistics Method G.L. Thrikettle Macdonald & Evansm Ltd.
6. Statistics for Economic and Business, Donald W. Paden E.F. Lindquist, McGraw-Hill Book Co, India.

EC: 406: Retail Management (Elective Course)

Theory: Credit: 4 (100 %)

Total

Marks: 100

Unit	Topics Covered	Wt.
I	<p>Introduction to Retailing Socio-economic, Technological and Competitive Forces; Concept of Organized Retailing; Vertical Marketing System; Evolution of Modern Retailing; Theories of Retail Development – Environmental Theory, Cyclical Theory, Conflict Theory;</p> <p>Retail Store Formats Classification based on types of Ownership; Merchandise stored; Channel used; Pricing Strategy; Customer Service; Multi channel Retailing; Destination Stores and Parasite Stores</p>	20%
II	<p>Retail Buying / Shopping Behavior Buying / Shopping behavior in retailing context; Factors influencing Retail Shopping Behavior – Socio-economic and Cultural background, The Stages of Family Life-Cycle, Location and Choice Convenience; Geo-demographic Segmentation of Retail Market.</p>	20%
III	<p>Retail Strategy Concept of Retail Mix; Growth Strategy for Retailers / Retail Franchisors; Building Sustainable Competitive Advantage for long-term Survival and Growth; Strategies for Internationalization of Retail Business – Franchising, Licensing, Joint Ventures, Acquisition and Mergers</p>	20%
IV	<p>Retail Store Location Planning Types of Retail Locations; Trading Area Analysis – Primary, Secondary and Fringe Area; Techniques of Evaluating a Trading Area – The Herfindahl-Herschman Index, The Index of Retail Saturation, Reilly’s Law of Retail Gravitation, Huff’s Model, Central Place Theory,</p>	20%
V	<p>Pricing Strategies for Retail Business Concept of Retail Price; Initial and Maintained Markup; Elements of Retail Price; Determining the Price; Retail Pricing Policies / Strategies; Price Discrimination and Markdowns</p>	20%

Reference Books:

1. Retailing Management: Text & Cases, Pradhan, Swapna, Tata McGraw-Hill 3rd ed., 2010
2. Retailing: Environment & Operations, Newman Andrew J and Peter Cullen, Cengage Publications.

EC: 406: Banking & Insurance (Elective Course)

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

Total

Unit	Topics Covered	Wt.
I	Introduction: Indian Banking System, Reserve Bank of India- Legal framework and main functions Commercial Banking – public, private, foreign, co-operative sector Different types of bank accounts Banker Customer relationship Customer Service in Banks KYC Norms and Anti-money Laundering Indian Banking System.	20%
II	Banking Technology: Technology in banks, Payment and settlement system in banks- New age clearing, national gateways, international gateways, Retail banking, Treasury management, priority sector lending.	20%
IV	Basics of Insurance: History and development of Insurance, Risk management and role of insurance, Legal aspects of insurance and essentials of insurance contracts, classification of insurance., IRDA.	20%
V	Life Insurance: Meaning, Type of Plans, Benefits of Life Insurance, Brief about Public and Private Sector Organizations offering Insurance Products (Practical exposure) Non-Life Insurance: Meaning, Type of Plan, Health Insurance, Micro Insurance: Meaning, Models and future of Micro Insurance.	20%
III	Marketing of Banking & Insurance: Marketing of banking and insurance services, Contemporary issues in banking and insurance	20%

Reference Books:

1. Banking Theory and Practice, K C Shekhar and Lekshmy Shekhar, Vikas Publishing Co.
2. Principles of Insurance Management, Neelam C Gulati, Excel Book.
3. Modern Banking, D. Muraleedharan, Prentice Hall Publishing Company.

EC: 406: Industrial Relations and Labor Laws (Elective Course)

Theory: Credit: 4 (100 %)

Total Marks: 100

Unit	Topics Covered	Wt.
I	Introduction of Industrial Relations. Meaning, Definitions, Characteristics, Factors Affecting IR, Approaches to IR, Participation in IR, Objectives of IR and Human Relations, IR and Productivity, Various Dimensions of IR. , Governmental Measures – Ministry for labour, Commissioner of labour, Deputy Commissioner & Labour Offices., Labours Management – Role of Personnel & Industrial Relations Manager in Promoting & Establishing Peaceful industrial relations.	20%
II	Industrial Disputes: Nature of Industrial Dispute, Causes of Industrial Dispute, Types of conflict Resolution – Statutory & Non Statutory, Collective Bargaining – Meaning, Characteristics, Need, Importance, Process, Pre-requisites.	20%
III	The Industrial Disputes Act,1947 Labour Court, Industrial Tribunal, National Tribunal, Provisions with respect to Strikes and Lockouts, Lay-off and retrenchment, Special provisions relating to lay-off, retrenchment and closure, offences and penalties, unfair labour practices, etc.	20%
IV	Workers Participation in Management: Concept & Pre-requisites, Forms & Levels of Participation, Benefit of workers participation in management, Role of workers participation in Labour welfare & Industrial hygiene Causes of Industrial Dispute, Types of conflict Resolution – Statutory & Non Statutory.	20%
V	Factories Act, 1948 Objectives, definitions, Provisions regarding Health, safety, Welfare of workers, hazardous processes, working hours, restriction on employment of women and children, annual Leave with wages, offences and penalties, case law, etc.	20%

Reference Books:

1. Industrial Relations and Labour Laws, S C Srivastava, Vikas Publishing House.
2. Industrial Relations, C S Venkata Ratnam, Oxford Publications.
3. Labour Laws for Managers, B D Singh Labour Laws, Excel Book.
4. Dynamics of Industrial Relations, Dr Satish Mamoria, S V Gankar, Himalya Publishing.