

JAMAL MOHAMED COLLEGE (Autonomous), Tiruchirappalli-620 020

M.COM. Programme –Course Structure under CBCS

(For the candidate admitted from the academic year 2017-2018 onwards)

SEM	Course Code	Course	Course Title	Hrs / Week	Credit	Marks		Total
						CIA	ESE	
I	17PCO1C1	Core– I	Corporate Legal Framework	6	5	25	75	100
	17PCO1C2	Core – II	Managerial Economics	6	5	25	75	100
	17PCO1C3	Core– III	Advanced Cost Management	6	4	25	75	100
	17PCO1C4	Core– IV	Indirect Taxes	6	4	25	75	100
	17PCO1CE1 A/B	Elective– I #		6	4	25	75	100
		TOTAL			30	22		
II	17PCO2C5	Core– V	Quantitative Techniques	6	5	25	75	100
	17PCO2C6	Core– VI	Global Financial Management	6	5	25	75	100
	17PCO2C7	Core– VII	Strategic Management	6	4	25	75	100
	17PCO2C8 T	Core– VIII	Enterprises Resources Planning - Theory	3	4	10	40	50
	17PCO2C8 P	Core– VIII	Enterprises Resources Planning - Practical	3		10	40	50
	17PCO2CE2 A/B	Elective– II #		6	4	25	75	100
	TOTAL			30	22			500
III	17PCO3C9	Core– IX	Research Methodology	6	5	25	75	100
	17PCO3C10	Core– X	Security Analysis and Portfolio Management	6	5	25	75	100
	17PCO3C11	Core– XI	Customer Relationship Management	6	4	25	75	100
	17PCO3C12	Core– XII	Advanced Corporate Accounting	6	4	25	75	100
	17PCO3CE3 A/B	Elective– III #		6	4	25	75	100
	17PCO3EC1	Extra Credit Course - I	Project Finance	-	5*	-	100	100*
	TOTAL			30	22			500
IV	17PCO4C13	Core– XIII	Corporate Governance	6	5	25	75	100
	17PCO4C14	Core– XIV	International Marketing	6	5	25	75	100
	17PCO4C15	Core– XV	Export Management	6	5	25	75	100
	17PCO4CE4 A/B	Elective - IV #		6	4	25	75	100
	17PCO4PW	Project	Project Work	6	5	-	100	100
	17PCO4EC2	Extra Credit Course - II	Training & Development	-	5*	-	100	100*
	TOTAL			30	24			500
GRAND TOTAL					90			2000

* Not considered for Grand Total and CGPA

Core Based Electives

Semester	Course Code	Core Based Electives
I	17PCO1CE1A	Human Resource Management
	17PCO1CE1B	Bank Management
II	17PCO2CE2A	Organisational Behaviour
	17PCO2CE2B	Consumer Behaviour
III	17PCO3CE3A	Industrial Legislations
	17PCO3CE3B	International Trade
IV	17PCO4CE4A	Industrial Relations
	17PCO4CE4B	Knowledge Management

**SEMESTER I: CORE COURSE I
CORPORATE LEGAL FRAMEWORK**

Course Code: 17PCO1C1
Hours/Week: 6
Credits : 5

Max. Marks: 100
Internal Marks: 25
External Marks: 75

OBJECTIVES:

To enable the Students understand the Legal Framework of Corporate Management.
To enhance their knowledge upon the Regulatory Framework of Securities Trading, Foreign Exchange Management, Consumer Protection and Banking.

UNIT I

18 Hours

Companies Act, 2013: Company – Definition - Features - **#Kinds#** –Incorporation - Piercing the Corporate Veil – Provisions relating to Annual General Meeting – Declaration and payment of Dividend – **#Appointment of Directors#** – **#Meeting of Board and its Powers#**.

UNIT II

18 Hours

Securities and Exchange Board of India Act, 1992: Objectives – Important Definitions – SEBI – Constitution, Powers, Functions – Registration Certificate – Guidelines on Capital Issues– Corporate Governance **-#Penalties and Adjudication#**.

UNIT III

18 Hours

Foreign Exchange Management Act, 1999: Objectives – Important Definitions – Regulation and Management of Foreign Exchange – Authorised Person – Contravention and Penalties – Adjudication and Appeal – **#Directorate of Enforcement#**.

UNIT IV

18 Hours

Consumer Protection Act, 1986: Objectives – Important Definitions – Consumer Protection Council – Consumer Disputes Redressal Agencies – District Forum – State Commission – National Commission.

Competition Act, 2002 – Important Definitions – **#Competition Commission of India#** – Composition and Duties.

UNIT V

18 Hours

Banking Regulation Act, 1949 – Insurance Act, 1938 – Insurance Regulatory and Development Authority Act, 1999

Note: #.....# Self - Study portion.

Text Book:

T.B-1: Taxman, Corporate Laws, Taxman Allied Services (P) Ltd,

T.B-2: N.D. Kapoor, Companies Act 2013, Sultan Chand & Sons, 2015.

T.B-3: J.Jayasankar, Corporate Laws, First Edition, Margham Publications, 2012.

Unit I : Chapter 1– **T.B-1** & Chapter II, VII, VIII, XI, XII – **T.B-2**

Unit II : Chapter 2– **T.B-1** & Chapter1– **T.B-3**

Unit III : Chapter 8– **T.B-1** & Chapter 3 – **T.B-3**

Unit IV : Chapter 12– **T.B-1** & Chapter 2, 3– **T.B-3**

Books for Reference:

N.D. Kapoor, Corporate Laws and Secretarial Practice, Sultan Chand & Sons, 2003.

**PREPARED BY
Mrs. A. MEHATHAB SHERIF**

SEMESTER – I: CORE – II MANAGERIAL ECONOMICS

Course Code: 17PCO1C2
Hours/Week: 6
Credits : 5

Max. Marks: 100
Internal Marks: 25
External Marks: 75

OBJECTIVE:

To make the students understand the use of economic tools, principles, laws etc. in facilitating business decisions.

UNIT I : INTRODUCTION – DEMAND & SUPPLY ANALYSIS 18 Hours

Managerial Economics – Meaning, Nature, Features, Scope and Application – Its Relationship with other disciplines – Role and Responsibility of Managerial Economist – Demand Analysis – #Law of Demand# - #Determinants of demand #- #Elasticity of demand #- Forecasting of demand – Law of Supply and Determinants of Supply.

UNIT II: PRODUCTION FUNCTION & COST FUNCTION 18 Hours

Production function – Law of Returns - Law of variable proportions – #Law of Returns to Scale# – Economies of large scale operation – Cost Concepts – Cost function – Cost Output relationship – #Cost Control and Cost Reduction#.

UNIT III: MARKET STRUCTURES & PRICE DETERMINATION 18 Hours

Market Structure – #Features of Perfect and Imperfect Market# - Price and Output decisions under Competitive conditions – Perfect Competition, Monopoly Competition, Monopolistic Competition and Oligopoly Competition – Price leadership – Price discrimination.

UNIT IV: PROFIT ANALYSIS 18 Hours

Profit – Concept and Meaning – Theories – Measurement – #Economic Profit vs. Accounting Profit# – Profit Maximization vs. Profit Restriction – Profit Planning and Forecasting – Cost-Volume Profit Analysis – BEP Analysis

UNIT V: BUSINESS CYCLE & NATIONAL INCOME 18 Hours

Macro Economics and Business decisions – Business Cycle – Economic Forecasting for business – National Income – Concepts – Methods of Computation - Complexities of Measurement – Inequalities in Income – #Causes, Consequences and Remedies#.

Note: #.....# Self - Study portion.

Text Book:

1. Mehta P.L. – Managerial Economics – Sultan Chand & Sons, New Delhi, 2

Books for Reference:

1. Joel Dean - Managerial Economics - Prentice Hall.
2. R.L. Varshney and K.L. Maheswari – Managerial Economics – Sultan Chand & Sons, Educational Publishers, New Delhi
3. Gupta G.S. - Managerial Economics – Tata McGraw Hill
4. R.K. Lekhi, Managerial Economics – Kalyani Publishers, New Delhi, 2013

PREPARED BY
Dr. S. GULAM MOHAMED

SEMESTER – I: CORE – III ADVANCED COST MANAGEMENT

Course Code: 17PCO1C3
Hours/Week: 6
Credits : 5

Max. Marks: 100
Internal Marks: 25
External Marks: 75

OBJECTIVE:

The objective of this course is to enable students to understand cost management tools and techniques used in modern business. It helps to improve the decision making capacity relates to cost aspects.

UNIT I: COSTING SYSTEM: (Theory only) 18 Hours
Objectives of a Costing System - Installation of Costing System – Management Control and Information System - Cost Reduction and Cost Control Techniques

UNIT II: COST CONCEPTS: (Theory only) 18 Hours
Cost Concepts in Decision-Making - Relevant Cost- Differential Cost- Incremental Cost - Opportunity Cost - Target Costing - Life Cycle Costing - Marginal Costing - Distinction Between Marginal Costing and Absorption Costing - Break-Even Analysis.

UNIT III: COST MANAGEMENT TECHNIQUES: (Theory only) 18 Hours
Activity Based Costing - Bench Marking - Balanced Score Card – Value Chain Analysis - Just-in-Time Approach - Material Requirement Planning - Business Process Reengineering - Enterprise Resource Planning - Total Quality Management.

UNIT IV: MARGINAL COSTING & BREAK EVEN ANALYSIS: (Theory & Problem) 18 Hours
Marginal Cost Statement – Break Even Analysis - Cost Volume Profit Analysis – Key Factor - Sales Mix - Make or Buy - Own or Lease - Export Vs. Local Sales - Repair or Renovate - Shut Down or Continue.

UNIT V: BUDGETARY CONTROL : (Theory & Problem) 18 Hours
Meaning - Importance – Advantages - Limitations - Types of Budgets - Material Budget - Production Budget - Sales Budget - Flexible Budgets – Master Budget - Performance Budgets - Zero-Based Budgets.

(Marks: Theory 60% Problem 40%)

Note: #.....# Self - Study portion.

Text Book:

- 1) For unit I & II - M.N. Arora, A Text Book of Cost Accountancy, Vikas Publishing Pvt. Ltd.
- 2) For unit III & IV- Foster & Datar, Cost Accounting – A Managerial Emphasis, Prentice Hall Horngren.
- 3) For unit V - R.S.N Pillai & Bhagavati, Management Accounting S. Chand.

Books for Reference:

1. Drury, Colin, Management Accounting and Control, Thomson Learning
2. Horngren, Datar Foster, Cost Accounting, Pearson Education
3. Hansen and Mowen, Cost Management, Thomson Learning
4. Kaplan, Atkinson and Young, Management Accounting, Pearson Education
6. Anthony, Robert N., And Govindrajana, Vijay, Management Control System, Mcgraw Hill
7. Advanced Cost & Management Accounting Problems & Solutions by Saxena V.K., Vashist C.D. Sultan Chand & Sons

**PREPARED BY
Dr. PL. SENTHIL**

SEMESTER – I: CORE – III INDIRECT TAXES

Course Code: 17PCO1C4
Hours/Week: 6
Credits : 5

Max. Marks: 100
Internal Marks: 25
External Marks: 75

OBJECTIVE:

The objective of this course is to enable students to know different types of indirect taxes and familiar with taxation procedure of various indirect taxes.

UNIT – I: INDIRECT TAXATION: (Theory Only) 18 Hours

Objectives of Taxation – #**Canons of Taxation**# – #**Types of Taxation**# - Indirect Taxation – Meaning – Features - Merits and Demerits – Types of Indirect Taxes – Contribution of Indirect Taxes to Indian Economy – Introduction of GST - Features.

UNIT – II: CENTRAL SALES TAX: (Theory & Problem) 18 Hours

Objectives of the CST – Levy and Collection of CST – Sales and Deemed Sales – Subsequent Sales – Registration – Compulsory Registration – Voluntary Registration – Security from Dealer – Registration Procedure – Computation of Sales Tax.

UNIT – III: EXCISE & CUSTOMS DUTY: (Theory & Problem) 18 Hours

Central Excise Duty – Kinds of Excise Duty – Levy and Collection Of Excise Duty – Clearance of Excisable Goods – Exemption from Excise Duty – Excise and Small Scale Industries – Excise and Exports – Valuation of Excisable Goods - Customs Duty- Definitions - Importance - Documents - Export Promotion Scheme.

UNIT - IV: VALUE ADDED TAX: (Theory Only) 18 Hours

Objectives – Levy of VAT – Arguments in Favour of VAT – Difficulties in Administering VAT – Tax Rates for Different Products – Set-off / Input Tax Credit – Carrying Over of Tax Credit – Registration – TIN – Filing of Returns – #**Declaration Form**#.

UNIT - V : SERVICE TAX: (Theory Only) 18 Hours

Definition – Concepts– General Principles – Features – Services Covered Under Service Tax – Constitutional Authority - Service Tax Law - Procedure for Registration – Exempted Services - Tax Rates Procedure Regarding Valuation of Taxable Services – Payment Procedure.

Note: #.....# Self - Study portion.

Text Book:

V.S.Datey, Indirect Taxes, Taxmann’s Publications Pvt. Ltd. New Rohtak Road, New Delhi.

Books for Reference:

1. V. Balachandran, Indirect Taxes, Sulthan Chand & sons
2. Dr. H.C.Mehrota, Indirect Taxes Law and Practice, Sahitya Bhawan Publications, Agra.
3. Dr. Girish Ahuja and Dr. Ravi Gupta, Systematic Approach to Income Tax, Bharat Law House Pvt. Ltd., New Delhi – 10083.
4. Dr. V.K. Singhania and Dr. Monika Singhania, Students’ Guide to Income Tax, Taxmann’s Publication Pvt. Ltd, New Rohtak Road, New Delhi- 110005.
5. Reddy & Murthy – Indirect Taxation, Margham Publications, Chennai, 2016.

**PREPARED BY
Dr. PL. SENTHIL**

**SEMESTER I: ELECTIVE I
HUMAN RESOURCES MANAGEMENT**

Course Code : 17PCO1CE1A
Hours/Week: 6
Credits : 5

Max. Marks: 100
Internal Marks: 25
External Marks: 75

OBJECTIVE:

To enable the Students understand the Concept of HRM and its policies and procedures.

UNIT I

18 Hours

HRM: Meaning – Features – Objectives – Evolution – Environment of HRM – Scope – Importance – **#Distinction between HRM and Personnel Management#** – Functions of HRM – Human Resource Planning – Objectives – **#Importance and Features#** – **#Process of HRP#**.

UNIT II

18 Hours

Recruitment – Sources of Recruitment – Recruitment practices in India - Selection Process – Types of Tests and Interviews – Training – **#Need and Importance#** – Methods - Transfer – Promotion – Performance Appraisal – Methods.

UNIT III

18 Hours

Human Resource Development – Features of HRD – Need for HRD – Concept and Objectives of Executive Development – Career Planning: Characteristics and Process – **#Prerequisites for Successful Career Planning#** – Job Evaluation.

UNIT IV

18 Hours

Wage and Salary Administration: Objectives – Methods of Wage Payment – Financial and Non-Financial Incentives – **#Types of Fringe Benefits#** – Motivation: Nature and Importance – Process of Motivation – Theories of Motivation – Morale – Meaning and Factors.

UNIT V

18 Hours

Quality of Work Life – Criteria for measuring QWL – Job Satisfaction – Determinants - **#Employee Empowerment#** – Meaning and Process – International HRM – Challenges

Note: #.....# Self - Study portion.

Text Books:

1. Dr.S.S. Khanka, Human Resource Management, First Edition, S.Chand & Company Ltd., 2013.
2. Dr. J. Jayasankar, Human Resources Management, Second Edition, Margham Publications, 2016.
- 3.L.M.Prasad, Human Resource Management, Third Edition, Sultan Chand & Sons, 2011.

UNIT I Section 1 Chapter 1-2, 4-5 T.B. 1 & Chapter 1-3, T.B. 2

UNIT II Section II Chapter 6-7 T.B. 1 & Chapter 8- 10, T.B. 2

UNIT III Part III Chapter 12 T.B. 3 , Section III Chapter II T.B. 1 & Chapter 26 , 2 T.B. 2

UNIT IV Chapter 11, 12, 17 T.B. 2

UNIT V Chapter 28, 21, 29, 19 T.B. 2

Books for Reference:

- 1.P.K. Gupta, Human Resource Management, First Edition, Dreamtech Press, 2010.
- 2.Dr. A.Chandra Mohan, Human Resource Management, First Edition, APH Publishing Corporation, 2008.

**PREPARED BY
Mrs. K. HALIMUNNISA**

SEMESTER I: ELECTIVE I BANK MANAGEMEMNT

Course Code : 17PCO1CE1B
Hours/Week: 6
Credits : 5

Max. Marks: 100
Internal Marks: 25
External Marks: 75

OBJECTIVES:

To enable students to understand the banking system and functions. It helps to get clear knowledge about modern banking technology.

UNIT : 1 BANKING SYSTEM:

18 Hours

Indian Banking System – Evolution - Retail Banking- Wholesale Banking- International Banking – Merchant Banking - **#Types of banks#** - **#Commercial banks#** - Development banks - Cooperative Banks- **#Regional Rural Banks#**- **#Functions#**.

UNIT : 2 FUNCTIONS OF BANKS:

18 Hours

Banker – Customer relationship – Opening of accounts of various types of customers – Payment and collection of cheques – Ancillary services – Lending: Principles and types – Risk Management – **#Different modes of charging securities#**- **#Non-performing Assets#**.

UNIT: 3 BANK GUARANTEE:

18 Hours

Definition- Contract of Guarantee - Essential Elements - Precautions - Kinds - **#Merits and Demerits of Guarantee#** - **#Contract of Guarantee Vs Contract of Indemnity#** - Rights and Liabilities of Surety - Letter of Credit - Procedure - Types - **#Advantages#**.

UNIT: 4 BANKING TECHNOLOGY:

18 Hours

Bank computerization – Payment systems - Electronic Banking – **#Advantages#** – **#Limitations#** - Core Banking- Cheque Transaction -ATMs – NEFT – IMPS- RTGS – SWIFT – Mobile Banking– Merits- Problems- **#Current trends in net banking#**.

UNIT: 5 MARKETING OF BANKING SERVICES:

18 Hours

Products and Services in Banks –Product strategies – Pricing Objectives - Factors - Method - Strategies – Distribution channels – Promotion Components - Factors -**# Promotion mix integration#**.

Note: #.....# Self - Study portion.

Text Books:

1. **For UNIT I** - K.P.M. Sundharam, Money, Banking & International Trade - Sultan Chand & Sons - New Delhi.
2. **For UNIT II & III** - S.V. Vasudevan, Theory of Banking - S.Chand & Company Ltd., New Delhi.
3. **For UNIT IV & V** - Banking Law Theory and Practice- S.N. Maheswari, Kalyani Publications.

Books for Reference:

- 1.K.P.M. Sundharam, P.N. Varshney, Banking Theory Law & Practice - Sultan Chand & Sons - New Delhi.
2. Banking and Financial Systems – B. Santhanam (Margham Publishers)
3. Indian Banking – Parameswaran – S.Chand and Co,
4. Banking Law Theory and Practice – Tanon
5. Banking Law Theory and Paractice – Sherlaker & Sherlaker

PREPARED BY
Dr. PL. SENTHIL

SEMESTER –II: CORE – V
QUANTITATIVE TECHNIQUES

Course Code : 17PCO2C5
Hours/ Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

OBJECTIVE:

To have the advanced knowledge and application of concepts of Quantitative techniques in Business and Management.

UNIT – I **20 hours**

Correlation Analysis - Karl Pearson Correlation – **#Spearman’s Rank Correlation#** – Multiple and Partial Correlation – Regression Analysis – Simple and Multiple.

UNIT – II **12 hours**

Analysis of Time series - **#Components#** – Fitting a Straight Line by the Method of least Squares- **#Moving Averages#**- Index Numbers- Weighted and unweighted – Price Index Numbers - Types – Tests in Index Numbers - Time and Factor Reversal Test - Cost of Living Index Number.

UNIT – III **20 hours**

Probability – Problems applying Addition and Multiplication Theorem - **#Mathematical Expectations#** - Theoretical Distributions - Binominal, Poisson and Normal Distributions.

UNIT – IV **18 hours**

Significance Tests in small samples (t-test) - Testing the significance of the mean of a random sample – Testing difference between means of two samples - Independent and Dependent Samples (excluding Z test) – Chi-square Test – **#F-Test#** and Analysis of Variance (One Way and Two Way classification).

UNIT – V **20 hours**

Linear Programming – **#Graphical Method#** – Simplex Method – Transportation Problems – Northwest Corner Rule, Vogel’s Approximation Method – Assignment Problems.

(Marks: Theory – 20% and Problems – 80%)

Note: #.....# Self - Study portion.

Text Recommended:

1. S.P. Gupta ,Statistical Methods , Sultan Chand & sons , New Delhi,2016.(Unit I – IV)
2. Kantiswarup, P.K. Gupta & Man Mohan, Operation Research , Sulthan Chand & Sons, New Delhi, 2016. (Unit V)

Books for Reference:

1. Advanced Statistics - D.L. Elhance
2. Operations Research – Mariappan

PREPARED BY
Dr. E. MUBARAK ALI

SEMESTER– II : CORE - VI
GLOBAL FINANCIAL MANAGEMENT

Course Code : 17PCO2C6
Hours/ Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

OBJECTIVE: *To provide detailed insight in to the Global Financial Management.*

UNIT – I **18 Hours**

Global Financial Management – Meaning & Definition – Importance - Scope of International Finance – Features of International Finance - Goals of International Financial Management - International Monetary System - Elements – **#Transition of the International Monetary System#**.

UNIT – II **18 Hours**

Balance of Payments – Meaning & Definition – Components of BOP – Measuring Deficit or Surplus in BOP – Disequilibrium of BOP – Causes of Disequilibrium – **#Measures to correct Disequilibrium of BOP#**.

UNIT – III **18 Hours**

Foreign Exchange – Meaning & Definition – Scope – Dealers in Foreign Exchange – Methods of Foreign Payments - Exchange Rates – **#Factors causing fluctuations in Exchange Rates#** – The Purchasing Power Parity Theory – Fixed and Flexible Exchange Rates – Hybrid Exchange Rate System – Multiple Exchange Rate System – Objectives of Exchange Control – Methods of Exchange Control.

UNIT – IV **18 Hours**

Foreign Exchange Market: Meaning and Definitions – Components of Foreign Exchange Market - Functions of the Foreign Exchange Markets - Major Participants - Types of Transactions – Various Financial instruments – **#Distinguish between Forward and Futures#** – Options Contract - various types of Options Contract.

UNIT – V **18 Hours**

International Liquidity - Meaning and Definition – Classifications of International Liquidity Assets – Problems of International Liquidity – Measures to Solve the Problems of International Liquidity – Components of International Liquidity - **#IMF and International Liquidity#**.

(Theory Only)

Note: #.....# Self - Study portion.

Text Book:

1. Fundamentals of International Financial Management – S. Kevin – PHI Learning Pvt. Ltd. – New Delhi.

UNIT I - Global Financial Management – Joseph Anbarasu – Ane Books Pvt. Ltd. – Pg. No. 1 to 30

UNIT II - International Trade – Dr. Radha – Prasanna Publishers & Distributors, Chennai. – Pg. No. 72 to 85

UNIT III - International Trade – Dr. Radha – Prasanna Publishers & Distributors, Chennai. - Page No. 86 to 121

UNIT IV - Fundamentals of International Financial Management – S. Kevin – PHI Learning Pvt. Ltd. - Page No. 41 to 90

UNIT V : International Trade – Dr. Radha – Prasanna Publishers & Distributors, Chennai. - Page No. 212 - 221

Books for Reference

1. Global Financial Management – Joseph Anbarasu – Ane Books Pvt. Ltd. –

2. International Trade – Dr. Radha – Prasanna Publishers & Distributors, Chennai.

PREPARED BY
Dr. K. VIJAYA KUMAR

**SEMESTER- II : CORE – VII
STRATEGIC MANAGEMNT**

Course Code : 17PCO2C7
Hours/ Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

OBJECTIVE:

To make the students acquaint with the basic concepts of strategy. To enable them to understand the process of formulate strategy.

UNIT I:

18 Hours

Strategic Management – Meaning and Definition – Levels of strategy – **#Merits & Demerits of Strategic Management#** - Strategic Management Process - Approaches – Strategic Decision-making.

UNIT II:

18 Hours

Environmental Scanning – Features – Approaches – Methods – factors affecting environmental appraisal - Industry Analysis – Internal Scanning – **#Objective Formulation#** .

UNIT III:

18 Hours

Strategy Formulation – Vision, Mission and Purpose – **#Role of Mission in Strategic Formulation#** -Objective and Goals – Objective Setting – Guidelines – Areas .

UNIT IV:

18 Hours

Strategy Implementation – Meaning and Definition – **#Issues in Strategic Management#** - Management by objectives(MBO) – Process of MBO- Procedural implementation – Steps – Project Implementation - Phases – Uses of PERT/ CPM in Project implementation .

UNIT V:

18 Hours

Strategic Evaluation and Control – Types – Barriers – Process - **#Difference between Strategic Control and Operational Control#**

Note: #.....# Self - Study portion.

Text Recommended:

Strategic Management – L. M. Prasad, Sultan Chand & Sons. New Delhi.

Books for References :

1. Strategic Management – Azhar Kazmi, Tata McGraw Hill, New Delhi.
2. Strategic Management – Dr. S. Sankaran , Margham Publication.
5. Business Policy & Strategic Management – Francis Cherunilam, Sultan Chand & Sons. New Delhi.

**PREPARED BY
DR. T.M. BASHEER AHAMED**

SEMESTER- II: CORE – VIII
ENTERPRISES RESOURCES PLANNING – THEORY

Course Code : 17PCO2C8T
Hours /Week : 03
Credit : 03

Max. Marks : 50
Internal Marks : 10
External Marks : 40

OBJECTIVES :

The course aims to provide students a basic understanding in the planning and implementation of enterprise-wide information systems and practical knowledge in accounting packages.

UNIT-I - Introduction to ERP 9 Hours
Meaning and Definition of ERP - History and Evolution of ERP – Components of ERP - Need - Functions - Role of ERP – Characteristics – Importance – Features - **#Benefits of ERP#.**

UNIT – II - ERP systems and software 9 Hours
Meaning -Benefits of ERP software - ERP software selection criteria – Players in the ERP market – Procurement process for ERP package.

UNIT – III - Business process Re- engineering 9 Hours
Introduction to BPR - Objectives - Elements – Challenges – **#Success and failure factors in BPR#.**

UNIT - IV - Supply chain Management 9 Hours
Meaning - Objectives - Process – Challenges – Benefits – **#Difference between ERP and SCM#.**

UNIT - V - ERP Implementation Life Cycle & Functional Modules 9 Hours

Introduction – objectives – Different phases of ERP Implementation - Functional Modules of ERP Software.

Text Book :

Dr.P. Rizwan Ahamed – Margham Publications, 2016.

Reference Books :

1. Alexis Leon, ERP Demystified, Tata McGraw Hill, New Delhi, 2006.
2. Vinod Kumar Garg and Venkata Krishnan N.K, Enterprise Resource Planning – Concepts and Practice by PHI, New Delhi, 2003.
3. Mary Sumner, Enterprise Resource Planning , Pearson education, New Delhi, 2006.
4. Jagan Nathan Vaman, ERP in Practice, Tata McGraw Hill, New Delhi, 2007.
5. Tally.ERP 9 – Fire Wall Publications, New Delhi, 2012.

PREPARED BY
Dr. A. KHALEELUR RAHMAN

SEMESTER– II : CORE - VIII
ENTERPRISES RESOURCES PLANNING - PRACTICAL

Course Code : 17PCO2C8 P
Hours/ Week : 3
Credit : 2

Max. Marks : 50
Internal Marks : 10
External Marks : 40

OBJECTIVE:

The course aims to provide students a basic understanding in the planning and implementation of enterprise-wide information systems and practical knowledge in Accounting Packages.

(45 Hours)

1. Creation, Alteration and Deletion of companies Predefined and user defined Accounting Groups
2. Creation, Alteration and Deletion of ledgers
3. Financial accounts and Balance sheet preparations
4. Voucher entries: Double entry mode & Single entry mode
5. Voucher entries using Cost Centre and Cost Categories
6. Creation and Alteration of Budgets.
7. Voucher entries Applying VAT, TDS and TCS
8. Accounting Voucher entries using Stock Category, Group and Item
9. Accounting Voucher entries using Purchase and Sales Orders
10. Creation, Alteration and Deletion of inventory masters
11. Order processing - inventory vouchers
12. Payroll preparation and applying TDS and TCS
13. Voucher entries using bill wise details
14. Interest Calculation and Multiple Currencies
15. Generation of Accounting and Inventory Reports

Note: #.....# Self - Study portion.

Text Book:

Tally ERP 9 - Palanivel

Reference Books:

1. Vinod Kumar Garg and Venkata Krishnan N.K, Enterprise Resource Planning - Concepts and Practice by PHI, New Delhi, 2003.
2. Mary Sumner, Enterprise Resource Planning, Pearson education, New Delhi, 2006.
3. Jagan Nathan Vaman, ERP in Practice, Tata McGraw Hill, New Delhi , 2007.
4. Tally.ERP 9 – FireWall Media Publications, New Delhi, 2012.

PREPARED BY
Dr. A. KHALEELUR RAHMAN

**SEMESTER –II: ELECTIVE – II
ORGANISATIONAL BEHAVIOUR**

Course Code : 17PCO2CE2A
Hours /Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

OBJECTIVE:

To make the students understand the basics of individual behaviour and group behaviour of people at work and enable them to gain knowledge relating to overall development of the organization.

UNIT I 15 hours

Organisational Behaviour – Meaning and Definition – Importance – Characteristics – Elements - Disciplines contributing to OB – *#Relationship with other Social Sciences#* - Approaches to OB –Hawthorne Experiments.

UNIT II 15 hours

Perception: Process – Factors influencing perceptual selection and Distortion – Measures to improve Perception - Learning: Theories of Learning – OB Modification - Attitude: *#Factors influencing formation of Attitude#*.

UNIT III 20 hours

Personality: Theories of Personality – Determinants – *#Types#* - Group Dynamics: *#Formal and Informal Groups#* – Group Cohesiveness – Group Decision Making.

UNIT IV 20 hours

Leadership: - Theories - styles – Morale - Factors - Effect - *#Morale and Productivity#* - Conflict Management - Role Conflict – Goal Conflict - Inter Personal conflict - Conflict Management Process.

UNIT V 20 hours

Organisational Change – Resistance to Change and Overcoming Resistance to Change – Organisational Development – Process and Techniques – Organisational Culture – Factors influencing Organisational culture – Organisational Effectiveness – *#Process and factors influencing organizational effectiveness#*.

Note: #.....# Self - Study portion.

Text Book Recommended:

1. Keith Davis - Organisational Behaviour and Human Behaviour at work

Books for Reference:

1. Fred Luthans - Organisational Behaviour
2. L.M. Prasad – Organisational Behaviour – Sultan Chand & Sons
3. K. Aswathappa – Essentials of Organisational Behaviour
4. Stephan Robinson - Organisational Behaviour
5. S.S. Khanka – Organisational Behaviour, S.Chand & Co.,

**PREPARED BY
Dr. K. KHAJA MOHIDEEN**

**SEMESTER –II: CORE BASED ELECTIVE – II
CONSUMER BEHAVIOUR**

Subject Code : 17PCO 2CE2B
Hours/ Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

OBJECTIVES:

To understand consumers' behaviour and how they make decisions. To appreciate the personal and environmental factors that influence consumer decisions. To understand the strategic implications of consumer influences and marketing decisions.

Unit – I Consumer Behaviour – An Introduction 20 hours

Meaning and Evolution of Consumer Behaviour – Scope and Application of Consumer Behaviour – Relationship with Marketing – Behavioural Dimension – **#Interdisciplinary nature of Consumer Behaviour studies#.**

Unit – II Psychological Influences on Consumer Behaviour 25 hours

Consumer Needs and Motivation – Consumer Personality – Consumer Perceptions – Process of Learning and Consumer Behaviour – **#Nature of Consumer Attitudes#** – **#Models of Consumer Behaviour#.**

Unit – III Social Influences 20 hours

Group Dynamics and Consumer Reference Groups – Family and Lifestyle Marketing – Social Class and Consumer Behaviour – Culture, Subculture and Cross Culture – Interpersonal Communication and influence – **#Opinion Leadership#.**

Unit – IV Consumer Behaviour as a Decision Process 15 hours

Buying Decision Process – Types of Buying Behaviour – **#Steps in Buying Decision Process#** – Consumer Orientation – Diffusion Process – Adoption Process – Multiplicative Innovation Adoption (MIA) Model.

Unit – V Consumer Behaviour Applications 20 hours

Consumer Behaviour Applicable to Profit and Non Profit Service Organizations - Societal Marketing Concept - Marketing Ethics - Consumer movement - Government Policy and Consumer Protection - **# Indian Consumer and Marketing Opportunities in India#.**

Note: #.....# Self - Study portion.

Text Book

Dr. SL Gupta and Sumitra Pal, Consumer Behaviour – An Indian Perspective Text & Cases, Sultan Chand & Sons, New Delhi, 2001

Books for Reference

1. MS Raju, Dominic Xardel, Consumer behaviour Concepts - Applications and Cases, Vikas publishing House PVT Ltd.
2. Ramanuj Majumdar, Consumer Behaviour, PHI Learning PVT Ltd.
3. J. Paul Peter and Jerry C. Olson, Consumer Behaviour and Marketing Strategy, Special Indian Edition, Tata Mcgraw Hill, New Delhi.

**PREPARED BY
Dr. M. ABDUL HAKKEEM**

**SEMESTER III : CORE - IX
RESEARCH METHODOLOGY**

Subject Code : 17PCO3C9
Hours/ Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

OBJECTIVES:

To enable the students to understand the basic concepts of Research Methods.

UNIT - I 20 hours

Research – Meaning, Definition, Scope, Need, Characteristics and Objectives –
#Types of Research# – Pure and Applied Research - Descriptive, Survey, Case Study and
Experimental Research.

UNIT - II 25 hours

Research Design – Definition, Need, Features, Steps and Types – Formulation of
Research Problem – **#Procedure for preparing Review of Literature#**.

UNIT - III 20 hours

Data Collection – Primary Data – Observation, Interview, Questionnaire – Secondary
Data – Sources – Data Processing Analysis and Interpretation – **#Projective Techniques#**.

UNIT - IV 15 hours

Sampling – Steps, Characteristics, Types – Errors –Hypothesis – **#Sources and
Types#** – Testing of Hypothesis – Test of Significance – t-test, Z-test, Chi-square test.

UNIT -V 20 hours

Report Writing – Meaning and Objectives – Significance – Steps - Mechanics –
Layout - **#Types of Report#** – Presentation - Bibliography.

Note: #.....# Self - Study portion.

Text Books:

T.B.1 C. R. Kothari, Research Methodology, Second Revised Edition, New Age International
(P) Limited Publishers, New Delhi, 2008.

T.B.2 Dr. S. Nakkiran and Dr. R. Selvaraju, Research Methods in Social Sciences, Himalaya
Publishing House, Mumbai, 2001.

Unit I Chapter 1 **T.B.1**, Chapter 4,6,7,8 **T.B.2**

Unit II Chapter 3,2 **T.B.1**, Chapter 11 **T.B.2**

Unit III Chapter 6,7 **T.B.1**

Unit IV Chapter 21 **T.B.2**

Unit V Chapter 14 **T.B.1**

Books for Reference:

1. P. C. Tripathi, Research Methodology in Social Sciences, Sixth Edition, Sultan Chand &
Sons, New Delhi,2008.

2. P. Saravanavel, Research Methodology, Twelfth Edition, Kitab Mahal, Allahabad, 2014.

**PREPARED BY
Mrs. A. SOPHIA ALPHONSE**

SEMESTER III: CORE X
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Sub. Code: 17PCO3C10

Max. Marks : 100

Hours/Week: 6

Internal Marks: 25

Credits: 5

External Marks: 75

Objective: To make the students understand the basic concepts in Security Analysis and Portfolio Management.

UNIT I

18 Hours

Introduction to Investment: Investment – Meaning, Objectives, Importance, Favourable Factors - Investment Process – Features of an Investment Programme – **#Investment Vs Gambling and Speculation#**.

UNIT II

18 Hours

Securities: Meaning and Types - **#Sources of investment Information#** - Basic Valuation Methods – Other Forms of Investment - Risk and Return – Meaning and Measurement Techniques – Classification of Risk.

UNIT III

18 Hours

Security Analysis: Methods of Analysis – Fundamental Analysis – Economic Analysis – Meaning, Factors to be considered, Indicators and their Forecasting Techniques - Industry Analysis – Meaning, **#Types, Industry Life Cycle#** - Company Analysis – Meaning, Factors to be considered and Techniques.

UNIT IV

18 Hours

Security & Portfolio Analysis: Technical Analysis – Assumptions, Dow Theory and other Technical Indicators – Efficient Market Theory- Meaning and Forms of Market Efficiency – Portfolio – Meaning - Portfolio Analysis - **#Traditional Vs Modern Analysis#**.

UNIT V

18 Hours

Portfolio Management: Meaning, Process – Portfolio Construction – Objectives and Constraints - Portfolio Selection - Markovitz Theory – Assumptions and Rationale - Efficient Frontier – CAPM – Assumptions and Rationale – CML and SML – **#Portfolio Revision through Formula Plans#**.

(Theory Only)

Note: #.....# Self - Study portion.

Text Books:

T.B-1: V.K. Bhalla, Security Analysis and Portfolio Management, Eighth Edition, S. Chand & Co9mpany Ltd, 2001

T.B-2: Punithavathy Pandian, Security Analysis and Portfolio Management, First Edition, Vikas Publishing House Pvt Ltd, 2001

Unit I : Chapter 1– **T.B-1**, Chapter 1 – **T.B-2**

Unit II : Chapter 1,2, 9, 10, 11 – **T.B-2**

Unit III: Chapter 19 – **T.B-1**, Chapter 12 – **T.B-2**

Unit IV: Chapter 20, 21 – **T.B-1**, Chapter 13,14 – **T.B-2**

Unit V : Chapter 22 - 26 - **T.B-1** & Chapter 16 – 21 – **T.B-2**

Books for Reference

Preeti Singh, Investment Management, Fourteenth Revised Edition, Himalaya Publishing House, 2006

Dr. V. A. Avadhani, Investment Management, Seventh Revised Edition, Himalaya Publishing House, 2008

PREPARED BY
Mrs. A. MEHATHAB SHERIFF

SEMESTER III: CORE XI
CUSTOMER RELATIONSHIP MANAGEMENT

Sub. Code : 17PCO3C11
Hours/Week : 6
Credits : 5

Max. Marks : 100
Internal Marks: 25
External Marks: 75

OBJECTIVE:

To enable the Students know the CRM fundamentals and utilisation of technology in managing customers.

UNIT- I **18 Hours**

Customer Relationship Management - Meaning and Definition - Scope - Significance – Growth – Distinction between Traditional Marketing and CRM – Emergence of CRM practice — Attributes of CRM – **#Advantages of CRM#**.

UNIT- II **18 Hours**

Theoretical foundations of Relationship Marketing: Neo- Classical, Neo-Institutional, Neo- Behavioural Paradigm Theories – Categorising Relationship – Customer Relationship – Survey design – **#Relationship stages#** – Models of stages – CRM: A Cost- **#Benefit Analysis#**.

UNIT- III **18 Hours**

CRM Business Transformation Process – CRM Implementation – Integration of CRM with ERP – **#CRM Business Cycle #** – **#Communication in CRM#** – Different levels of e-CRM – Benefits of Data Warehouse – CRM Call centre – CRM and the Internet challenge.

UNIT- IV **18 Hours**

Principles of Relationship Marketing – Target Planning – Customer segmentation procedure – Phases to new Product Marketing – Advantages of Customer Loyalty –Types - Stages of Customer Loyalty – Customer partnership – **#Internal and external partnership – Supplier partnership#**.

UNIT -V **18 Hours**

Implementing Relationship Marketing programmes – The McKinsey ‘7s’ framework – Nature of Relationship Marketing strategy – Choice of strategy – TQM, BPR and Customer/Supplier relationships – **#Technology for Relationship Marketing#**.

Note: #.....# Self - Study portion.

Text Books:

T.B.1 Dr. S. Sheela Rani, Customer Relationship Management, Second Edition , Margham Publications, 2015.

T.B.2 Alok Kumar Rai, Customer Relationship Management, Second edition, PHI Learning Private Ltd., 2013.

UNIT I Chapter 1, T.B. 1 & Part I Chapter 2-3, T.B. 2

UNIT II Chapter 2-3 T.B. 1 & Part IV Chapter 15, T.B. 2

UNIT III Chapter 4-5 T.B. 1

UNIT IV Chapter 5, 5A, 6, 8 T.B. 1

UNIT V Chapter 9, 12 T.B.1

Books for Reference:

1. R.K. Sugandhi, Customer Relationship Management, First Edition, New Age International (P) Ltd. Publishers, 2003.

2. Shanmuga Sundaram, Customer Relationship Management, First Edition, PHI Learning Private Ltd., 2008.

PREPARED BY
Mrs. K. HALIMUNNISA

SEMESTER –III: CORE – XII
ADVANCED CORPORATE ACCOUNTING

Course Code	: 17PCO3C12	Max. Marks	: 100
Hours/ Week	: 6	Internal Marks	: 25
Credit	: 5	External Marks	: 75

OBJECTIVE:

To enable the students to understand the importance of Corporate Accounting on the basis of International Accounting Standards

UNIT I **18 hours**
Valuation of Goodwill – Valuation of Shares - **#Accounting Standards#**.

UNIT II **18 hours**
Accounts of Holding Companies – Including Chain Holdings – Preparation of Consolidated Balance Sheet - **#Social Responsibility Accounting#**.

UNIT III **18 hours**
Final Accounts of Banking companies (New Format) - Inflation Accounting.

UNIT IV **18 hours**
Final Accounts of Insurance Companies (New Format) – Accounts of Electricity and Railway Companies under Double Accounts System – **#Replacement of Capital Assets#**

UNIT V **18 hours**
Liquidation – Statement of Affairs and Deficiency Accounts – Liquidator’s Final Statement of Account - **#Human Resource Accounting#**.

(Marks: Theory – 20% and Problems – 80%)

Note: #.....# Self - Study portion.

Text Recommended

I.M. C. Shuckla, T. S. Grewal & S.C. Gupta – Advanced Accounts, Vol II S.Chand & co, New Delhi, 2013.

Books for Reference

1. R. L. Gupta & M. Radhaswamy - Advanced Accountancy, Sulthan Chand & Sons, New Delhi, 2013.
- 2.S.P. Jain & K.L. Narang - Advanced Accountancy, Kalyani Publications, New Delhi, 2013.
- 3.T.S. Reddy & A. Murthy - Corporate Accounting, Margham Publications, Chennai, 2013.

PREPARED BY
Dr. E. MUBARAK ALI

**SEMESTER – III: ELECTIVE – III
INDUSTRIAL LEGISLATIONS**

Course Code : 17PCO3CE3A

Max. Marks : 100

Hours/ Week : 6

Internal Marks : 25

Credit : 5

External Marks : 75

OBJECTIVE:

To enable the students to acquire knowledge on Industrial Legislations

UNIT I

18 hours

The Factories Act, 1948: Objectives of the Act – Health, Safety and Welfare measures – Working Hours – Holidays – Leave with Wages - Employment of Women and Young Persons.

The Trade Union Act, 1926: Objectives of the Act – Definitions- Registration of Trade union – **#Duties and liabilities of a registered trade union#- #Rights and privileges#.**

UNIT II

18 Hours

The Industrial Disputes Act, 1947: Objectives of the Act – Authorities under Act for Prevention and Settlement of Industrial Disputes - Conciliation – Adjudication – Arbitration – Award and Settlement – Strike and Lockout – Layoff, Retrenchment and Closure – Provisions – **#Unfair Labour Practices#.**

UNIT III

18 hours

Payment of Wages Act, 1936: Objectives – Rules regarding payment of wages – Authorised and unauthorized deductions from wages – **#Penalty for offences#.**

Minimum Wages Act, 1948: Objectives – Procedure for fixation and revision of minimum wages – Payment of minimum rates of wages – **#Authorities under the Act#.**

UNIT IV

18 hours

Employees State Insurance Act, 1948: Objectives - ESI Corporation, standing committee, and medical benefit fund – ESI fund – Rules regarding contribution – **# Benefits#** – ESI court and its powers.

Provident Fund Act, 1952: Objectives – EPF schemes – Administration of scheme – Determination of money due from employees.

UNIT V

18 hours

Payment of Bonus Act, 1965: Objectives and Scope of the Act – Eligibility and Disqualification for Bonus – Determination of Bonus – Available Surplus and Allocable Surplus – Set On and Set Off Rules – Payment of Bonus by New Establishments – **#Penalty for Violations#.**

Employees’ Compensation Act, 1923: Objectives of the Act – Accidents arising out of and in the Course of Employment – **#Occupational Disease#** – Compensation for Death, Permanent Total Disablement, Permanent Partial Disablement and Temporary Disablement.

Note: #.....# Self - Study portion.

Text Books Recommended:

1. N.D.Kapoor – Elements of Industrial Law – Sultan Chand & Sons.

Books for Reference:

1. K.R.Bulchandani – Industrial Law –Himalaya Publishing House.

2. A. Rajamohan – Industrial Law, United Publishers, Mangalore

3. P.K. Padhi – Labour and Industrial Laws, PHI Learning Private Limited, Delhi

4. G.K. Kapoor – Corporate and Other Laws – S.Chand & Sons

5. Dr. S.K. Puri – An Introduction to Labour and Industrial Laws.

**PREPARED BY
Dr. M. MARIMUTHU**

**SEMESTER – III: ELECTIVE – III
INTERNATIONAL TRADE**

Course Code : 17PCO3CE3B
Hours/ Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

OBJECTIVE:

To provide the knowledge of International Business and acquaint Students with latest development in International Business

UNIT-I: INTERNATIONAL TRADE THEORIES: 18 Hours

Meaning-Introduction - Age of mercantilism - Classical trade theory - Theory of absolute advantage -Theory of comparative advantage - **#Factor Proportions trade theory#** - International investment and Product cycle theory - New trade theory: strategic trade - **# Competitive advantage of nations# - # Gains from international trade#.**

UNIT-II: REGIONAL INTEGRATION: 18 Hours

Levels of Economic Integration - Free trade area - Customs union - Common nearest - Economic union - Arguments surrounding economic integration - **# Trade Creation and trade Diversion#** - Economies of Scale- Price - **# Factor Productivity#** - Regionalism us Nationalism - European integration - EU - NAFTA - SAARC - ASEAN - Other economic alliances - **# Pros and Cons of integration#.**

UNIT-III: WORLD TRADE ORGANIZATION AND GATTS: 18 Hours

Free Trade vs. Protection - Forms of trade regulation - Restrictions of imports - Tariffs - Quotas – Non tariff barriers - Dumping - Trade barriers - Restrictions of exports - Export promotion - **# Import promotion Investment Promotion home and host country perfectives#.**

UNIT-IV: MANAGEMENT OF EXCHANGE RATE RISK AND INTERST RATE RISK: 18 Hours

Basic principles of multilateral trade negotiation – GATT and its early rounds – Uruguay round agreements – W.T.O.: Functions, Organizational structure, Settlement of Disputes, W.T.O. and India – Origin of UNCTAD – **# Major areas of negotiations# – # Recent developments and challenges#.**

UNIT-V: BALANCE OF PAYMENTS: 18 Hours

Structure of Balance of Payments – Current account and capital account transactions – Official reserves account – Equilibrium – Disequilibrium and adjustment – **# Different approaches to BOP adjustment# –# Recent trends in India is BOP#.**

Note: #.....# Self - Study portion.

Text Book:

International Trade, Mithani

Recommended Books:

1. International Business-Concepts, Environment and Stratagy: Vyuptakesh Sharah, Reason;
2. International Business-Text and Casses: D. Suffa Rao, Himalaya Publications;
3. International Trade-Selected readings: Bhagwati J, CUP-Massachusetts;
4. International Business Environment: Sundaram and Black, Prentice Hall
5. International Business: Francis cherunilam;
6. International Business: Charles Hill;

**PREPARED BY
Dr. G. PASUPATHI**

**SEMESTER – III: EXTRA CREDIT COURSE - I
PROJECT FINANCE**

**Course Code : 17PCO3EC1
Credit : 5***

Max. Marks : 100*

OBJECTIVE:

To acquaint the students with the techniques, procedure and appraisal of project and also to provide knowledge of project administration.

UNIT I

Concepts of Project Finance: Project – Meaning – Nature – Types of Project - Project Life Cycle – Project Finance – **#Nature and Scope of Project Finance#** – Project Management as a Profession – **#Role of Project Manager#**.

UNIT II

Project Identification and Formation: Project Environment – Identification of Investment Opportunities – Projects screening – Preferability Study – Project Selection – Project Formulation – Stages in Project Formulation – Project Report Preparation – **#Planning Commission’s Guidelines for Project Formulation#**.

UNIT III

Project Appraisal: Objectives - Essentials of a Project Methodology – Market Appraisal– Technical Appraisal – Financial Appraisal – Socio-Economic Appraisal – **#Management Appraisal#**.

UNIT IV

Project Planning and Scheduling: Objectives –Components of Good Planning – **#Project Designing #**- Project Scheduling - Time Estimation – Scheduling to Match the Availability of Man Power - Release of Funds - Time Trade Cost.

UNIT V

Project Execution and Administration: Project Organisation - Forms of Organisation– Project Direction – Project Communication– Project Co-Ordination – **#Factors Influencing Effective Project Management#** – Project Time Monitoring and Cost Monitoring – Project over Runs - Project Control - **#Control Techniques#** – PERT, CPM - Proper Review – **#Project Audit#**.

Note: #.....# Self - Study portion.

Recommended Text books

1) Project Management – by R.Panneerselvam and P. Senthil kumar PHI learning India PVT Ltd.

For Unit I and III

2) Principles of Project Finance, 1st Edition by E.R. Yescombe- Academic Press

For Unit II and IV

3) Total project Management the Indian context by P K. Joy – Mac millan India Ltd.,

For Unit V

4) Project Management by Bhavesh .M Patel, Vikas Publishing Hous PVT Ltd.,

5) Project Management by S. Choudhury Tata Mcgraw Hill Co.

6) Project Management India Edition by CIDO I Clements, Cengage learning.

Suggested Readings

1) Project Management by CCI Pfor D.F. Gray and Erik .w Carson – Tata Mcgraw Hill Co.

2) Project Management – Management extra series – ANE books E-mail: anebooks_tn@airtelmail.in

3) Text book of project management by P. Gopalakrishnan & VE. Ramamoorthy Macmillan India Ltd.,

4) Projects, Planning, analysis, selection financing, Implementation and Review by Prasanna Chandra – Tata Mcgraw Hill Co.

**PREPARED BY
Dr. PL. SENTHIL**

**SEMESTER – IV: CORE – XIII
CORPORATE GOVERNANCE**

Course Code : 17PCO4C13
Hours/ Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

OBJECTIVES: To understand Socio-Economic Implications of various corporate decisions on Business society. To examine the different issues related with corporate policy formulation as they influences long term planning and profitability of business

UNIT-I : Corporate Governance: 18 Hours

Meaning – Country and Company Governance aspects – Corporate Citizenship - Corporate Governance in the 21st Century- values – Governance Mechanism Historical Perspectives - **#Code of Best Practices Monitoring Committees#.**

UNIT II: Concepts, Models And Theories: 18 Hours

Meaning and Role of Corporations in society – Meaning, Evolution (Principal-Agent theory, Transaction Cost theory and stakeholder theory) and significance of Corporate Governance – Meaning and importance of Corporate Ethics – **#Corporate Governance and its interaction with business and management#.**

UNIT-III: Role of CEO in Corporate Governance: 18 Hours

Personal Action - Politics – Action Politics in Firm – Time Management - Corporate Governance and the Stakeholders – the business scene; Profit, Bottom line – corporate styles; corporate Governance – **#Leadership styles#** - Essential components of Leadership, understanding team work and leadership.

UNIT-IV: Corporate Social Responsibility: 18 Hours

Arguments- For and Against; Strategy Planning a Corporate Social Responsibility; Corporate Philanthropy. Financial disclosure, Business Ethics and Corporate Governance: Corporate disclosure Practices; Transparency and Business ethics in Corporate sector - **#Role of Audit committee in Corporate Governance#.**

UNIT-V: Corporate Governance in India: 18 Hours

Case of corruption, corporate scandals, Whistle Blowing, Insider trading- Concept and Rationale behind prohibition of insider trading. Administering & Reporting of Corporate Governance in India – SEBI Regulations – **#Model; Report on Corporate Governance in India#.**

Note: #.....# Self - Study portion.

Text Book:

1. Corporate Governance and Business Ethics, Ed. Alexander Brink, Springer, 2011
2. Business Ethics and Corporate Governance, S. K. Bhatia, Deep and Deep Publications, 2004
3. Corporate Governance and Business Ethics: Text and Cases, U.C. Mathur, MacMillan, 2005
4. Business Ethics and Corporate Governance, B.N. Ghosh, Tata McGraw Hill, 2012
5. Corporate Governance in India: An Evaluation, PHI Learning Pvt. Ltd., 2008

Books Recommended

1. Social responsibility of business enterprises: CR Sarka, New Century Publications, New Delhi
2. Social and Quantitative aspects of project management: NP. Agarwal, B.K. Mishra, RBSA publishers
3. Corporate social responsibility: Philip Kotler, Wiley India Pvt. Ltd.
4. Corporate Governance – Company Secretary of India, Taxman, New Delhi
5. Corporate Social Responsibility in India- Agarwal Sanjay K. Response book 2008

**PREPARED BY
Dr. G. PASUPATHI**

**SEMESTER – IV: CORE – XIII
INTERNATIONAL MARKETING**

Course Code : 17PCO4C14
Hours/ Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

OBJECTIVES:

To understand the concept and techniques of international marketing and train students to develop and implement plans for entering into international markets.

UNIT –I International Marketing and Environment 18 Hours
Nature, Importance and scope of International Marketing - Influence of physical, economic, socio-cultural, political and legal environments- *#Scanning and monitoring global marketing environment#*

UNIT – II International Market and Product Planning 18 Hours
Screening and Selection of Markets - International Market entry strategies - Export licensing - Major Product decisions- Product design, labeling, packaging, branding and product support services - *#Product Standardization vs. Adaptation#* - Managing product line - International trade Product Life Cycle - *#New Product Development#*.

UNIT –III International Product Pricing and Distribution 18 Hours
Pricing for International Markets - Factors affecting International Price Determination - International Pricing Process and Policies - Delivery terms and Currency for Export Price Quotations - Transfer Pricing - Distribution channel strategy -International distribution channels - Role and functions - Selection and management of overseas agents - *#Logistic management in International distribution#*.

UNIT – IV International Promotion Strategies 18 Hours
Communications across Countries - Complexities and Issues - *#International Promotion Planning and Tools#* – Advertising, Personal Selling, Publicity and Sales Promotion - Developing International Promotion Campaign - Standardization - Planning for Direct Mail, Sales Literature, Trade Fairs and Exhibitions

UNIT – V International Marketing Trends 18 Hours
Emerging trends in International Marketing - International Marketing through Internet - Ecological Concerns and International Marketing Ethics – Role of Government in Promoting International Marketing - *#International Marketing Problems and Prospects in India#*.

Note: #.....# Self - Study portion.

Text book Recommended:

1. Bhattacharya - Export Marketing Strategies for Success - Global Business Press, New Delhi -1991

Books for Reference:

1. Cateora, Phillip R. and John L. Graham -International Marketing -10 th ed., Irwin McGraw Hill
2. Jain, Subash C - Internatiional Marketing Management - 6th ed., South Western College Publishing – International Thompson Publishing Company. Cincinnati -2004.
3. John - International Marketing - Prentice Hall of India Private Ltd., New Delhi – 2007.

**PREPARED BY
Dr. T.M. BASHEER AHAMED**

**SEMESTER IV: CORE – XV
EXPORT MANAGEMENT**

Course Code : 17PCO4C15
Hours/ Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

Objectives:

- 1) To make the students familiar with Export Business.
- 2) To enable them to become an Exporter when they choose such option in future.

UNIT-I

18 Hours

Export Management: Meaning & Features – Objectives & Scope - Export Management Functions - Export Department – Structure - Preliminaries for starting Export Business – **#Problems of Exporters#** - Guidelines for successful Exporting.

UNIT-II

18 Hours

Export Planning & Control: Importance – Steps in Export Planning – Types of Export Plan - Planning Products for Export Markets – Factors – Quality Control for Export Products - Methods - Selection of Overseas Buyers – Criteria – **#Control on Overseas Market Entry – Strategies#**.

UNIT-III

18 Hours

Export Procedure & Documentation: Methods of Exporting – Stages in Export Procedure – Types of Documents in Export – Payment of Export Proceeds - Methods – ISO 9001 Certification – **#Procedure of Obtaining#**.

UNIT-IV

18 Hours

Export Finance & Assistance: Pre-Shipment Credit – Post-Shipment Finance – Types and **#Procedure of Obtaining#** - EXIM Bank – Export Credit & Guarantee Corporation (ECGC) – Functions – Assistance and Incentives for Exporters – Financial and Non-financial.

UNIT-V

18 Hours

Export Promotion & Policy: Objectives – Importance – Export Promotion Measures - Export Promotion Organisations – Classification – WTO - Functioning - **#TRIPS, TRIMS, MFN, GSP#** – Highlights of 2015-20 EXIM Policy.

Note: # Bolded Topics# are Self - Study Portion.

Text Books:

1. Balagopal, T.A.S - Export Marketing, Himalaya Publishing House, New Delhi.
2. Acharya, W.K and Jain Khushpat, S - Export Marketing, Himalaya Publishing House, New Delhi.

Books for Reference:

1. Natarajan. L – International Marketing, Margham Publications, Chennai.
2. Francis Cherunilam - International Trade and Export Management, Himalaya Publishing House, New Delhi.

**PREPARED BY
Dr. K. KHAJA MOHIDEEN**

**SEMESTER – IV: ELECTIVE – IV
INDUSTRIAL RELATIONS**

Course Code : 17PCO4CE4A
Hours/ Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

OBJECTIVES:

1. To familiarize students with the causes for industrial conflicts and grievances and measures to prevent and settle them.
2. To identify the role of trade unions in Industry
3. To appreciate the need for harmonious relation in an organization

UNIT – I

20 hours

Concepts of Industrial Relations – Characteristics – Scope – Factors influencing industrial relationship – Theories of Industrial Relations – Importance of harmonious Industrial Relations – **#Recent Trends in Industrial relations in India#.**

UNIT – II

20 hours

Trade Unionism – Features – Functions – Approaches - **#Problems of Trade Unionism#** – Suggestions for improvement in Trade Union – Growth of Trade union – Pattern of Structure - **#Trade Union Movement in India#.**

UNIT – III

15 hours

Industrial Disputes – Meaning – **#Causes#** – Types – Strike and Lock-out – Prevention and Settlement– Conciliation Machinery, Arbitration and Adjudication Machinery.

UNIT – IV

20 hours

Collective Bargaining – Features – **#Need and Importance#** – Functions of Collective Bargaining – Procedure of Collective Bargaining – Workers’ Participation in Management – Needs – Forms – **#Workers’ Participation in Management in India#.**

UNIT – V

15 hours

Standing Order and Code of Conduct – Grievance – Meaning – **#Nature and Causes#** – Grievance Procedure – Indiscipline – **#Causes of Indiscipline#** – Disciplinary Procedure.

Note: #.....# Self - Study portion.

Text Book

P.C. Tripathi, Personnel Management and Industrial Relations, S.Chand & Sons, New Delhi.

Books for Reference

1. P.Subba Rao, Human Resource Management and Industrial Relations, Himalaya Publishing House, New Delhi.
2. Dr. T.N. Bhogliwal and Sahitya Bhavan, Economics of Labour and Industrial Relations
3. K. Viswanath Kumar, Industrial Relations, Chand & Sons, New Delhi.
4. B.P. Singh, T.N.Chhabra and P.L.-Taneja, Personnel Management and Industrial Relations.
5. Arun Monappa, Industrial Relations & Labour Laws, Mc Graw Hill Education (India) Pvt. Ltd, New Delhi.

**PREPARED BY
Dr. M. ABDUL HAKKEEM**

**SEMESTER – IV: ELECTIVE – IV
KNOWLEDGE MANAGEMENT**

Course Code : 17PCO4CE4B
Hours/ Week : 6
Credit : 5

Max. Marks : 100
Internal Marks : 25
External Marks : 75

OBJECTIVE:

To impart basic knowledge of accounting procedure and practices relating to the chapters mentioned below:

UNIT I: Knowledge Management – An Insight 18 hours

Knowledge Management – Meaning - Evolution – Importance – Reasons for implementing KM System – Key Benefits – Organisational Knowledge Management Drivers – Knowledge Management Approaches – **#Knowledge Management Process#** – **#Knowledge Sources#**.

UNIT II: Essentials of Knowledge Management 18 hours

Knowledge – Meaning – **#Basic types of Knowledge#** – Organisational Knowledge Management – Knowledge Conversion – Organisational Meta-knowledge

UNIT II: Knowledge Management Techniques, Systems and Tools 18 hours

Organisational Knowledge Creation – Organizational Knowledge Acquisition – Knowledge Analysis – **#Organizational Knowledge Dissemination#**.

UNIT IV: Organisational KM Architecture and Implementation Strategies 18 hours

Developing a KM Framework – KM System Components – Implementation Strategies – Organization Organic Capabilities Architecture – Organizational KM Architecture – **#Organizational Knowledge Repositories#**.

UNIT V: KM Applications and Org. Knowledge Measurement Techniques 18 hours

KM Applications – Organizational Collaborative Platforms – Organizational Knowledge Measurement Framework – Organizational Knowledge Measurement Techniques – **#Organizational Implementation Barriers#**.

Note: #.....# Self - Study portion.

Text Book Recommended

E. Sudhir Warier ‘Knowledge Management’ Vikas Publishing House Pvt. Ltd.

Books for References

1. Guus Schreiber, Hans Akkermans, Anjo Anjewierden, Robert de Hoog, Nigel Shadbolt, Walter Van de velde and Bob Wielinga, “ Knowledge engineering and Management”, University Press, 2001
2. Srikantaiah. T.K., & Koenig M., “Knowledge Management for the information Professional” Information Today, Inc., 2000.
3. Elias. M. Award & Hassan M.Ghaziri – “Knowledge Management” Pearson Education 2003.

**PREPARED BY
Dr. M. MARIMUTHU**

**SEMESTER – IV: EXTRA CREDIT COURSE – II
TRAINING & DEVELOPMENT**

Course Code : 17PCO4EC2
Credit : 5*

Max. Marks : 100*

Objectives : To provide an in-depth understanding of the role of training in human resource development and enable the learners to develop basic skills for designing and conducting training.

UNIT I :

Training – Role and Relevance, Definition, Scope, Objectives, Beneficiaries, Problems, Future trends – Training Process – **#Key Factors in Designing and Development of a Programme#.**

UNIT II:

Training Design – Important considerations - **#Factors affecting Training Design#** – Constraints in Design – Budgeting for Training.

UNIT III:

Types of Training – On- the-Job and Off-the-Job Training – Lecture or Presentation Method, Group Discussion Method, Case Study Method, Role Play Method, Computer Based Training Method – **#Advantages and Limitations#.**

UNIT IV:

Implementation of Training – Arrangements, Tips for effective implementation – **#Class room Management#** – Training Policy- Factors influencing, Contents, Advantages of Training Policy.

UNIT V:

Evaluation of Training – Need, Criteria, Objectives, Principles, Role of Evaluation – **#Types of Evaluation, Instruments and Techniques#.**

Note: #.....# Self - Study portion.

Text Books:

T.B.1 Dr. B. Janakiram, Training and Development, Himal Impressions, New Delhi.

Unit I Chapter 1,3,5**T.B.1.**

Unit II Chapter 2,3 **T.B.1.**

Unit III Chapter 3 **T.B.1**

Unit IV Chapter 7 **T.B.1**

Unit V Chapter 10 **T.B.1**

Books for Reference:

1. Rolf Lynton, Udai Pareek: Training for Development, New Delhi, Sage Publications India (P) Ltd., 1990

2. Raymond Andrew Noe: Employee Training & Development, New Delhi, Tata McGraw Hiss, International Ed., 1999

3. Aggarwala, D.V., Manpower Planning, Selection, Training and Development, New Delhi, Deep & Deep Publications (P) Ltd., 1999.

**PREPARED BY
Mrs. A. SOPHIA ALPHONSE**