



PSG College of Arts & Science
An Epitome of Quality Learning

BBA(RM)

**BACHELOR OF
BUSINESS ADMINISTRATION
(RETAIL MARKETING)**

2017 - 2020

BUSINESS ADMINISTRATION PROGRAMME (BBA – Retail Management)
SCHEME OF EXAMINATIONS
(For students admitted from 2014-2015 onwards)

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
First Semester						
	<i>Part –I</i>					
14LAU01 12LAU01 14LAU01	Tamil – I OR Hindi – I OR French-I	3	25	75	100	3
	<i>Part –II</i>					
14EU01	Communicative English - I- Interpersonal Communication	3	25	75	100	3
	<i>Part –III</i>					
14RMU01	Management Process	3	25	75	100	3
14RMU02	Accounting For Managers	3	25	75	100	3
14RMU03	Business Mathematics & Statistics (Allied – ST)	3	25	75	100	5
Second Semester						
	<i>Part –I</i>					
14LAU02 12LAU02 14LAU02	Tamil – II OR Hindi – II OR French-II	3	25	75	100	3
	<i>Part –II</i>					
14EU02	Communicative English II– Academic Communication	3	25	75	100	3
	<i>Part –III</i>					
14RMU04	Organisational Behaviour	3	25	75	100	3
14RMU05	Introduction to Retailing	3	25	75	100	3
14RMU06	Cost Accounting (Allied – MS)	3	25	75	100	5
	Outbound Training	-	-	-		2
	<i>Part –IV</i>					
14VEU01	Value Education	--	100	--	100	2
Industrial Training - Students undergo 30 days training in a manufacturing organisation at the end of Second semester.						

CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
Third Semester						
	Part –III					
14RMU07	Retail Stores Management	3	25	75	100	3
14RMU08	Human Resource Management	3	25	75	100	3
14RMU09	Marketing Management	3	25	75	100	3
14RMU10	Applied Operations Research (Allied – ST)	3	25	75	100	5
14RMU11	Legal Aspects of Retailing	3	25	75	100	3
14RMU12	Lab: Office Automation System	3	40	60	100	2
14RMU13	Industrial Training	-	40	60	100	2
	Part - IV					
14ESU01	Environmental Studies	-	100	-	100	2
Fourth Semester						
	Part –III					
14RMU14	Research Methods for Management	3	25	75	100	4
14RMU15	Entrepreneurship Development and Project Management	3	25	75	100	4
14RMU16	Promotion Management	3	25	75	100	4
14RMU17	Financial Management	3	25	75	100	5
14RMU18	Buyer Behaviour	3	25	75	100	4
14RMU19	Practice Workshop	3	40	60	100	2
	Part –IV					
14SBU01	<u>Skill Based Subject</u> : Internet Security	--	100	--	100	2

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CODE NO.	SUBJECT	EXAM DURATION (Hrs)	Max. Marks			Credit points
			CA	CE	Total	
Fifth Semester						
	<i>Part –III</i>					
14RMU20	Taxation	3	25	75	100	5
14RMU21	Event Management	3	25	75	100	4
14RMU22	<u>Core Elective-I</u> : Business Ethics and Corporate Governance	3	25	75	100	4
14RMU23	E-Business	3	25	75	100	4
14RMU24	Customer Relationship Management	3	25	75	100	4
14RMU25	Major Project	-	40	60	100	5
	<i>Part – IV</i>					
14NME01	<u>Non- Major Elective(1):</u> EDC	-	100	-	100	2
14NME02	<u>Non- Major Elective(2):</u> General Awareness (On-line Test)	1 1/2	-	100	100	2
Sixth Semester						
	<i>Part –III</i>					
14RMU26	Services Marketing	3	25	75	100	4
14RMU27	Export Marketing	3	25	75	100	4
14RMU28	Supply Chain Management	3	25	75	100	4
14RMU29	<u>Core Elective-II</u> : Strategic Management	3	25	75	100	4
14RMU30	Brand Management	3	25	75	100	4
		Total Credits				136

PART-V			Credits
1.	<u>Extension Activity</u> : NSS / NCC / Sports / Department Activity	I – VI semesters	2
2.	<u>Competence Enhancement</u> : Add-on Course / Women's Studies / Extra paper	I – VI semesters	2
Grand Total			140

14RMU01

MANAGEMENT PROCESS

TOTAL: 55 Hours

OBJECTIVE: The objective of the subject is to make the students knowledge with the basic management concepts and with the theory of the organizations to enrich with the skills of planning organizing, coordinating, directing and controlling.

UNIT-I (12 Hours)

Introduction to Business – Nature and Scope – Management- Introduction – Nature – roles of a manager – managerial skills – Development of Management Thought- Classical, Neo – Classical & Modern Approaches to Management- Management Process-Managerial Levels & Skills required.

UNIT-II (10 Hours)

Planning- Nature – Characteristics of a sound plan- Planning Process-types and forms of plans– Planning tools & techniques - MBO – SWOT Analysis-Contemporary Issues in Planning. Decision Making – Types of decisions – Decision making Process – Decision Making Styles.

UNIT-III (12 Hours)

Organizing – Importance – Principles of Organizing – Formal & Informal Organisation- Departmentation – Basis of Departmentation - Delegation of Authority – Centralization Vs Decentralization – Co-ordination – Need for Co-Ordination.

UNIT-IV (12 Hours)

Staffing - directing – Principles of directing – Communication process – Barriers to effective communication – Communication networks. Motivation – Importance – Types of motivation - Leadership – Characteristics – Managerial Grid- Functions of a leader – Qualities of a leader – Leadership styles.

UNIT-V (9 Hours)

Controlling – purpose of control – control process –Control Techniques – requirements of a good control system.

TEXTBOOKS:

- 1.Gupta,R.N, Principles of Management,S.Chand & Company Ltd,NewDelhi,Second Revised Edition, ISBN: 81-219-2458-8, 2007.
2. Stephen Robbins and Mary Coulter, Management,Pearson Education Inc.,Upper Saddle River, USA,Eighth Edition ,ISBN: 81-7758-724-2, 2005

REFERENCE BOOKS:

1. Sivalingam.T, Fundamentals of Management, Vrinda Publications (P) Ltd,Delhi,First Edition,ISBN:81-8281-028-0, 2005
2. Chhabra,T.N. and Suri,R.K.,Management Process and Perspectives,Kitab Mahal Publishers, ISBN: 81-225-0210-5, First Edition 2000.

14RMU02

ACCOUNTING FOR MANAGERS

TOTAL: 55 Hours

OBJECTIVE: Accounting is very vital for any organization or business. The objective of this subject is to equip the students with sufficient knowledge on book-keeping methods and maintaining various accounts related records in order to run the business efficiently.

UNIT- I (12 Hours)

Basic accounting concepts and conventions – principles of double Entry System – Journal – Ledger – Trial Balance – Final Accounts – Trading, Profit and Loss Account and Balance Sheet

UNIT- II (12 Hours)

Bank Reconciliation statement – Subsidiary books – Purchase book – Sales book- Purchase return book– Sales return book – Cash book – Single column cash book - Double column and triple column cash book

UNIT- III (10 Hours)

Bills of Exchange – Types of Bills - Insurance claims – Claims for loss of stock – Claims for loss profit.

UNIT- IV (10 Hours)

Company accounts – Issue of shares – Issue of shares at par, at discount and at premium

UNIT- V (11 Hours)

Depreciation – Meaning – Need – Methods: straight – line method and Annuity method, Diminishing balance method only.

Consignment accounts – joint venture (simple problems)

Note: 1. Questions should be asked in the proportion of 60 marks for problems and 15 marks for theory.

TEXT BOOK:

1. T.S. Grewal, Introduction to Accounting, Sultan Chand & Sons, 2008

REFERENCE BOOKS:

1. S.P. Jain & K.L. Narang, Advanced Accountancy, Kalyani Publishers, 2009
2. R.L. Gupta & Radha Samy, Advanced Accountancy, Sultan Chand & Sons, 2011
3. M.C. Shukla & T.S. Grewal, Advanced Accountancy, Sultan Chand & Sons, 2010

Since - 1947

14MSU03/14ISU03/14RMU03

BUSINESS MATHEMATICS AND STATISTICS

(for BBA (A & B), BBA(IS) & BBA (RM))

Semester – I

Objective:

The motive of the course is to develop the mathematical skills of the students and to explain the extent of the application of analytical skills in decision making.

UNIT – I (12 Hours)

Mathematics of finance – Annuities, sinking funds – Discount and present value – Simple interest, compound interest, AP, GP, Average cost, Marginal cost – Average revenue, Marginal revenue, Elasticity of demand, Marginal profit.

Statistics – its application and uses in management. Collection of data - primary and secondary data – Classification and Tabulation of data – Diagrammatic and Graphical representations – Bar, Pie, Histogram, Frequency polygon, Frequency Curve and Ogives.

UNIT – II (9 Hours)

Measures of Central Tendency – Definitions – Merits and demerits. Absolute and relative measures of Dispersion – Definitions – Merits and demerits (simple problems). Skewness - Definitions – Karl Pearson's and Bowley's co-efficient of Skewness - simple problems – Kurtosis (Concept only)

UNIT – III (9 Hours)

Simple Correlation – types and its uses - Karl Pearson's & Spearman's co-efficient of correlation – Scatter diagram – Simple regression – Finding regression equations – method of least square methods (simple problems)

UNIT – IV (8 Hours)

Time series – Definition – Application – Methods of measuring trend by least square and Moving averages – Merits and demerits – Methods of measuring seasonal variations - Simple average and Ratio-to-moving average methods - Merits and demerits.

UNIT – V (10 Hours)

Index Numbers - Definition – Uses – Construction of unweighted and weighted Index – Laspyre's, Paasche, Fisher's index numbers- Time Reversal and Factor Reversal Tests – Cost of living Index (Simple Problems).

NOTE:

Proof and derivation are excluded. Theory carries 30 marks and problems carries 45 marks.

TEXT BOOK:

Business Statistics : S.P.Gupta, Sultan Chand & Co

An Introduction to Business Mathematics : V.Sundaram & Jayaseelan

Statistics : RSN Pillai & Bagavathi

Business Mathematics and Statistics : PA Navneetham

Statistical Methods : S.P.Gupta, Sultan Chand & Co



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14RMU04

ORGANISATIONAL BEHAVIOUR

TOTAL: 55 Hours

OBJECTIVE: The aim of this subject is to enable the readers to understand the ideas and motives behind the behaviour of the humans in working environment and the method to improve the efficiency of the individuals.

UNIT- I (10 Hours)

Organizational behaviour – Definition –Contributing disciplines- Models of organization behaviour – Evolution of OB – Hawthorne experiment.

UNIT- II (12 Hours)

Individual difference – Personality – Determination of personality – Development of personality – Personality traits – Learning – Intelligence – Emotional and mental intelligence – Perception– Attitude.

UNIT- III (10 Hours)

Groups – Definition – Types – Development – Group norms – Group cohesiveness — conflict – Individual conflict – Interpersonal conflict – Group conflict – Conflict – resolution.

UNIT- IV (12 Hours)

Motivation – Maslow’s need hierarchy theory, Herzberg’s two factor theory – Vroom’s expectancy theory – Theory X - Theory Y – McClelland’s theory- Financial and non Financial incentives

UNIT-V (11 Hours)

Organisational culture – Understanding culture – characteristics of culture – Cultural system – managing cultural shock.– Organizational Climate - Organisational change – Resistance to change.

TEXT BOOK:

1. L.M. Prasad ,Organisational Behavior, Sultan Chand and Sons,3rd Edition 2004

REFERENCE BOOKS:

- 1.M.N. Mishra ,Organizational Behaviour, Vikas Publishing House Pvt Ltd.1 e,2008
- 2.Fred Luthans, Organisational Behaviour, Mc Graw Hill,11th Edition,2006
- 3.Jerahi Greenberg, Managing Behaviours in Organisations, Pearsons Education Ltd, 5e,2010
- 4.Stephen .P. Robbins, Organisational Behaviour, Prentice Hall India, 9 e,2002

Since - 1947

OBJECTIVE: To identify and understand the significance of retailing in the current business environment, to develop guidelines to build a retailing business and also to learn retail development in India and global retail markets

UNIT -I (11 Hours)
Definition-scope of retailing-Retailing Scenario-Key drivers of Retailing in India – Retail evolution –Theories of Retail Development – Life cycle in Retail. Challenges to Retail Development in India.

UNIT - II (12 Hours)
Understanding Retail Formats –Classification of Retail Formats : store based formats on the basis of product mix offered and on the basis of merchandise offered- Non – store and Non – traditional Retail Formats :Catalogue showrooms , Direct Marketing , Television shopping ,Electronic shopping ,Automated vending / Kiosks , Airport Retailing .

UNIT-III (11 Hours)
Retail strategy: meaning of strategy, steps involved in developing a retail strategy. Growth strategy-Methods of Retail Expansion: FDI, Franchising-Ethics in retailing-importance of IT in retail-Internet retailing-factors affecting internet retailing

UNIT-IV (11 Hours)
Concept of shopping-shopping process-shopping behaviour-Demographics of Indian shoppers-psychographic profile of Indian shoppers-values and lifestyle of Indian shoppers-media graphics of Indian shoppers-behaviour based segmentation-shopping patterns in India.

UNIT-V (10 Hours)
Mall Management: emergence of Mall in India – New Mall Concepts in India – Customer Perception of Malls in India – Facilitates Management in Malls-Category Management – Private Labels -Advantages of Private Labels.

TEXT BOOKS:

1. Swapna Pradhan , Retailing Management Text and Cases, , Mc Graw Hill education (India) Private Limited ,New Delhi, 4th edition, 2012
2. Michael Levy and Barton Weitz, A, Retailing Magnet , Tata Mc Graw – Hill publishing company limited ,New Delhi, 2003 edition. ISBN :0-07-058204-1.

REFERENCE BOOKS:

1. Gibson Vedamani .G , Retail Management – Functional Principles for practices , Jaico Publishing House , Mumbai –Third Edition,2008.ISBN 81 – 7992 -151 – 4
2. Dr.Harjit singh, “Retail Management”, A Global Perspective Text and cases, S.Chand and Company Ltd, New Delhi, First edition, 2009. ISBN : 81-219-3207-6

14RMU06

COST ACCOUNTING

TOTAL: 55 Hours

OBJECTIVE: To gain understanding of costing concepts and the detailed procedure and documentation involved in cost ascertainment systems.

UNIT - I (12 Hours)

Nature and scope of cost accounting – Advantages and limitations of cost accounting – difference between cost and financial accounting – classification of cost – elements of cost – cost sheet – preparation of cost sheet – Materials – classification of materials – material control – Stock levels – Issue of materials – (FIFO, LIFO, simple average, weighted average only).

UNIT - II (12 Hours)

Labour – Timekeeping – Time booking – Remuneration – Time rate – Piece rate (Straight and Taylor's differential piece rate only) incentive plans (Rowan and Hal say only) – overhead – Allocation – Apportionment – Absorption – Primary and secondary distribution Summary (Repeated distribution method, simultaneous equation method).

UNIT - III (10 Hours)

Marginal costing – meaning and Importance of marginal costing – CPV Analysis – Marginal Costing Equations – contribution – Break Even Analysis – P/V Ratio – Margin of Safety – problems of key factor – Application of marginal costing.

UNIT - IV (11 Hours)

Process costing – Features – Advantages – Disadvantages – Losses and gains in process – Normal loss – Abnormal losses – Abnormal Gains.

UNIT - V (10 Hours)

Contract Costing – Operating Costing – Job Costing.

Note: Question should be asked in the proportion of 60 marks for problems and 15 marks for theory.

TEXT BOOK:

1. S.P. Jain and KL Narang - Cost Accounting, Kalyani Publishers 16th Edition 2013.

REFERENCE BOOKS:

1. T.S. Reddy, Hari Prasad Reddy - Cost Accounting, Margham Publishers 5th Edition 2013.
2. Prasad N.K - Principles and Practice of Cost Accounting, Mc Graw – Hill, New York 3rd Edition 1991.
3. RSN Pillai V. Bagavathi S - Cost Accounting , Sultan Chand & Co Fifth Edition 2008

14RMU07

RETAIL STORES MANAGEMENT

TOTAL – 55 Hours

OBJECTIVE: To explain the significance of location and design techniques and educate the importance of Inventory Management.

UNIT– I (11 Hours)

Introduction to Retail Operation – Retail Stores - Store Location – Importance – Types – Isolated – Unplanned Shopping centers – Planned Shopping centers – other Locations - Opportunities – Location and Retail strategy – evaluating specific areas for location – location decision process – Location characteristics.

UNIT- II (11 Hours)

Trade Area – definition – Factors affecting the size of trade area – Site evaluation and selection – store design – Objectives interior & exterior design – Store Layout – Types – Merchandising – Factors affecting Merchandising– Location of Merchandise within departments – Space Planning - Retail Planogram- use of planogram.

UNIT- III (11 Hours)

Visual Merchandising – objectives - Concept – Merchandise representation techniques – store atmospherics – Visual Communication – lighting – colour – music – scent – displays – Pop’s – Racks & shelves – Payment Counters – Essentials of successful merchandising – Trends in visual Merchandising in India.

UNIT- IV (11 Hours)

Operation Management – Operations in a retail store – operations blueprint – store maintenance – energy management & Renovation – store security – insurance – credit management – category management – Management of Retail store – duties and responsibilities of store manager – Types of retail theft – Retail loss prevention.

UNIT – V (11 Hours)

Inventory Management – Planning & Controlling stock levels – ordering – allocation & replenishment of stock – managing obsolescent stock – vendor managed inventory – Warehouse management

TEXT BOOKS:

1. Dr.Harjit singh, “Retail Management”, A Global Perspective Text and cases, S.Chand and Company Ltd, New Delhi, First edition, 2009.
2. Swapna Pradhan, Retailing Management Text and Cases, Mc Graw Hill education (India) Private Limited ,New Delhi,Fourth edition -2012
3. Michael levy, Barton a Weitz, Ajay Pandit, “Retail Management”, Tata Mc Graw Hill, 5th Edition 2004

REFERENCE BOOKS:

1. Gibson Vedamani .G, Retail Management – Functional Principles for practices , Jaico Publishing House , 3e , Mumbai,2008
2. David Gilbert ,”Retail Marketing and Management”, Pearson Education Ltd, 2007.

14RMU08

HUMAN RESOURCE MANAGEMENT

TOTAL: 55 Hours

OBJECTIVE: To provide students the basic knowledge about management of people in organisation. The subject emphasizes on proactive approach of managing human resources.

UNIT - I (10 Hours)

Introduction to Human resource management – meaning – functions - nature and scope – HR manager – role- qualities – Difference between Personnel Management and Human resource management – Human resource planning – need - objectives and process.

UNIT - II (10 Hours)

Job analysis – job specification - job description meaning and its contents – Recruitment – sources - process – Selection – selection policy – process - induction and placement – Job evaluation – objectives - procedure and methods.

UNIT – III (11 Hours)

Human resource development - Introduction – Training and Development – Meaning - training need analysis – objectives - training methods - Implementation and evaluation of training programme – Wage and Salary administration – objectives - factors determining wage and salary administration - process and types of wage plans.

UNIT – IV (12 Hours)

Performance management – meaning – Performance appraisal – meaning – objectives – process – methods - merits and demerits – Potential appraisal – meaning - objectives and evaluation - relationship between performance appraisal and potential appraisal – Career planning - Career development – Organisational development – process and interventions.

UNIT – V (12 Hours)

Motivation of human resources – empowerment - workers participation in management – Maintaining HR – promotion – demotion – transfer – separation - downsizing - Grievance handling – Industrial Relations – meaning – significance - causes of poor IR - effect of poor IR and suggestions to improve IR - Strategic HRM - International HRM - HRIS and Future of HRM.

TEXT BOOKS:

1. L. M. Prasad, Human resource management, Sultan Chand & Sons, 3rd Edition 2003.
2. P.C. Tripathi, Personnel Management and Industrial Relations, Sultan Chand & Sons, 21st Edition, 2013

REFERENCE BOOKS:

1. C. B. Mamoria, Personnel Management, Sultan Chand & Sons, 5th Edition, 2002.
2. Arun Manoppa & Mirza S Saiyadain, Personnel Management, Tata McGraw Hill Publishers, 2nd Edition, 2004
3. Biswajeet Pattanayak, Human Resource Management, Prentice Hall India Publishers, 3rd Edition, 2003
4. R. Wayne Mondy, Human Resource Management, Pearson Education, 10th Edition 2008

14RMU09

MARKETING MANAGEMENT

TOTAL: 55 Hours

OBJECTIVE: To impart the basics of marketing and to develop the knowledge on the modern-day marketing practices.

UNIT – I

(10 Hours)

Introduction to Marketing Management – Marketing Vs Selling – Scope of Marketing – Evolution of Marketing- Concepts of Marketing-Functions of Marketing Management- De-Marketing- Re- Marketing - Societal Marketing-Marketing Environment- Macro and Micro Environment.

UNIT – II

(12 Hours)

Consumer Behaviour – Factors influencing Consumer Behaviour - Consumer decision making process – Post purchase dissonance – Market Segmentation-Benefits – Methods-Target Market - Marketing Mix - Elements- Importance - Factors determining Marketing Mix.

UNIT – III

(12 Hours)

Product Planning – Objectives - Product Mix- Branding – Types of Branding - Packaging – Labeling – Positioning-Positioning Strategies- New Product – New Product Development-Marketing Myopia- Product life cycle.

UNIT – IV

(10 Hours)

Pricing – Factors affecting Pricing - Pricing strategies - Channels of Distribution – Importance - Wholesalers- Retailers- MLM, Web Marketing - Channel Conflicts & Management.

UNIT -V

(11 Hours)

Promotion management – Objectives - Promotion mix – Advertising - Personal selling – Sales Promotion – Publicity – Public relations – Physical distribution – Components & Importance.

TEXT BOOKS:

- 1) Philip Kotler and Kevin Lane Keller “Marketing Management” Prentice Hall, 14th Edition - 2012
- 2)V.S. Ramaswamy, S. Namakumari “ Marketing Management: Planning, Implementation and Control”, Macmillan and Company, ed.2002

REFERENCE BOOK:

1. William G. Zikmund, Michael D’Amico “Basic Marketing” West Publication Company, ed 1996.
- 2.Rajen Saxena, Marketing Management , Tata Mc Graw Hill Publishing, 2002
3. C.B.Gupta & N.Rajen Nair, Marketing Management, sultan Chand & Sons, 14th Edition 2012.

14MSU10/14ISU10/14RMU10

APPLIED OPERATIONS RESEARCH

(for BBA (A & B), BBA(IS) & BBA (RM))

Semester - III

Objective: The objective of the subject is to make the students familiar with the statistical and linear programming techniques. The main focus is however in their application in business.

Unit I

(12 hours)

Introduction to operations Research – Definition and nature of operations research – Scope of operations research – General linear programming problem – Mathematical formulation of linear programming problem - Solution to linear programming problem by graphical method - Simplex method – Simple problems.

Unit II

(11 hours)

Transportation problems – Attaining initial basic feasible solution using North / West Corner Rule and Vogel's Approximation Method – Optimal solution – Simple balanced problems and Unbalanced problems on the above method without degeneracy – Assignment problems – Hungarian method.

Unit III

(10 hours)

Sequencing problem – Johnson's rule for n jobs – 2 machines, n job 3 machines problems – Replacement problems – Simple method – items that deteriorate with time and money value is fixed.

Unit IV

(10 hours)

Game theory – concept of pure and mixed strategies – value of games – solving 2 person zero sum games with saddle point – solving 2X2 games without saddle point – simple problem – dominance principle – simple problem. Queuing theory – introduction – characteristics - queuing system – description of Poisson queues – problem on (M/M/1 FIFO/∞) only.

Unit V

(11 hours)

Net Work analysis: concepts of PERT & CPM – simple problem. Simulation - process Monte Carlo simulation -simple problems

Note: proof of theorem and derivatives are excluded.

Text Book:

Operation research - Dharani Venkatakrishnan, Keerthi
Publications

Operations Research, Sultan Chand & Co - Kantiswarup, P.K. Gupta & ManMohan

Operations Research, Dhanpat Rai & Sons - Nair N.G.



Since - 1947

14RMU11

LEGAL ASPECTS OF RETAILING

TOTAL: 55 Hours

OBJECTIVE: The objective of this subject is to develop insights into emerging laws in retailing & to acquaint the students to the importance of various councils, instruments & to the knowledge regarding to contracts.

UNIT-I (10 Hours)

Indian contract act 1872-Essential elements of valid contract- Offer & Acceptance – Types of Contract-Consideration – Performance of contract- Attempted Performance -Breach of contract & its remedies – Free Consent- Contractual capacity.

UNIT-II (11 Hours)

The sale of goods act 1930- Sale of goods-Transfer of Ownership –Condition & warranties-Doctrine of caveat emptor-Rights of unpaid seller-Buyer right against the seller-Liability of principal & agent- Rights & duties of Principal & Agent.

UNIT-III (12 Hours)

Negotiable instrument act-1881-Promissory note-Bill of Exchange- Crossing of Cheque-Rules regarding to dishonor & discharge of negotiable instruments- The consumer protection act1986-Consumer Dispute-Legal provisions of district forum-State commission – National commission- Central ,state, district consumer protection council.

UNIT-IV (11 Hours)

Information Technology act2000-Laws on Intellectual property-TRIPS-TRIMS- Patents-Copyright-Trademark-procedure for registration of trademark-Effects of registration-Franchisee Contract-Unfair trade practices-Fair trading act1973- Legal Issues in Retail Audit.

UNIT-V (11 Hours)

Food & Safety act 1990- Food standards act1999-Drugs Act-- Shop act1950- Weight & Measurement act1985- Packaging & labelling act- franchising-Labour law-Consumer product safety act1972- Fair credit bill act- Consumer credit act1974.

TEXT BOOKS:

1. Akhileshwar Pathak “Legal Aspects of Retailing”, McGraw Hill Companies, Third Edition 2008.

REFERENCE BOOKS:

1. N.D.Kapoor, Element Of Mercantile Law, Sultan Chand & Sons, NewDelhi,32nd Revised Edition,2011.
2. P.P.S.Gogna, A Text Book Of Mercantile Law, S.Chand , Revised Edition,2011
3. Ravinderkumar,Legal Aspects Of Retailing, Cengage Learning ,Delhi,First Edition2009
4. R.S.N.Pillai & Bhagavathi, A Textbook Of Business Law, Sultan Chand,Revised Second Edition 2003

OBJECTIVE:

This lab makes the students to gain practical knowledge and depth working application principles in the office packages for the day to day office transactions.

SOFTWARE: MS – OFFICE Package

EXERCISES:**Word**

1. Create Table with four columns and five rows. Do the following options using that Table:

1. Sorting
2. The Sum Function
3. Merge cell
4. Table Headings

Convert Text to a table, Splitting a Table and Table AutoFormat. Show with example.

2. Assuming yourself as the General Manager of a company draft an appointment letter to a candidate short-listed through an interview. (Use Mail Merge)

3. Create atleast two pages of text with multicolumn layouts like magazines and newspapers.

Add the following options:

1. Header and Footer
2. Borders and shading for title
3. Use WordArt for heading
4. Use Text Box

Excel

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subjects details and Calculate how many students pass and fail by including one column as result in the mark sheet.

2. Prepare an EMPLOYEE Database of an Organization with the following details: (Atleast 10 Details)

Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station

- Draw Chart to Find Out The % Of Male & Female Working (Pie Chart)
- Find Out How Many Employees Drawn Salary Above 10000.
- Draw a Chart For Emp Id And Salary Drawn.

3. Create Balance Sheet and Profit & Loss Statement by your own data for an organization and use atleast 10 Different Formulas in Different Cells.

4. Graphically present the following sales data from ABC Corporation Limited

	Sales in Lakhs			
	1 st quarter	2 nd quarter	3 rd quarter	4 th quarter
North	23	26	32	30
South	21	25	30	30
East	24	26	29	27
West	21	26	28	29

Use the following chart types:

- a. Bar Chart
- b. 3-D Column

Power Point

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.

- a. Set a suitable timing between two slides.
- b. Use appropriate templates, fonts and styles.

c. Store a copy of the presentation as a PowerPoint show (ie., with a pps extension)

d. The timing between slides is 30 seconds.

e. Use different animation effects for each slide.

Prepare at least seven slides.

2. Design presentation slides for a products of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.

a. Changing background colour, font colour using wordart

b. Use manual mode for the slide show

c. Use Top-down, Bottom-up, Zoom in and Zoom out effects

Access

1. Create a table, form and report for the database: "Patient_details"

Fields are: Patient_ID, Patient_name, Patient_age, Patient_Gender, Patient_address, Patient_phone, Patient_mobile, Patient_email, Doctor_detail, Patients_reports
(Atleast 10 records should be included)



Since - 1947

14RMU14

RESEARCH METHODS FOR MANAGEMENT

TOTAL: 55 Hours

OBJECTIVE: To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of decision-making.

UNIT- I (9 Hours)

Meaning of research - Objectives of research - Types of research -Research approaches - significance of research - Research process - Criteria of good research .

UNIT-II (10 Hours)

Defining the research problem : Research problem definition – Identification of research problems – Selection of research problem – Formulation of research problem – hypothesis – Procedure of hypothesis testing.

UNIT- III (12 Hours)

Research design: – Features of a good design – Important concepts relating to research design – Types of research design. Sampling design: Steps in sampling design – Criteria of selecting sampling – Different types of sampling designs. Measurement and scaling techniques: - Measurement: Measurement scales – Sources of error in measurement. Scaling :Scale classification bases – Important scaling techniques – Scale constructions techniques.

UNIT- IV (12 Hours)

Methods of data collection-Data processing and analysis - Measures of central tendency – measures of dispersion – chi-square test – simple correlation and regression. Interpretation and report writing– different steps in writing report – layout of the research report – types of reports – mechanics of writing a research report.

UNIT -V (12 Hours)

Marketing research- Nature of Marketing Research –Techniques of Marketing Research- Characteristics of good Marketing Research - Marketing research plan. New Product Research – Consumer Behaviour Research in Retail-Advertising Research –Media Selection Research – Motivation Research –Sales Control Research.

TEXT BOOKS:

1. Kothari, C.R, Research Methodology Methods And Techniques, Second Edition, New Age International (P) Limited Publishers, New Delhi,2004- ISBN: 81-224-1522-9.
2. Gupta, S.L, Hitesh Gupta – Business Research Methods, McGraw Hill Education (India) Private Limited, New Delhi, 2012
3. Sharma, D.D Marketing Research – Principles , Applications And Cases, Second Revised Edition , Sultan Chand And Sons , New Delhi,2010 ISBN: 978 -81-8054-685-3.

REFERENCE BOOKS:

1. Uma Sekaran – Research Methods for Business – A Skill Building Approach – Wiley Student Edition.Wiley India Pvt.Ltd new Delhi-2003 ISBN : 81-265-0928-7
2. William G. Zikmund/Barry J. Babin -Essentials of Marketing Research- Thomson – south-western – ,2010.ISBN 81-315-0281-3.

14RMU15 ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

TOTAL 55 Hours

OBJECTIVE: To enable the students understand the concept of entrepreneurship and make them acquire entrepreneurial skills, attitude and knowledge.

UNIT-I (11 Hours)

Entrepreneurship- Meaning-Characteristics- Functions – Factors influencing entrepreneurship- Barriers to entrepreneurship - Role of entrepreneurship in economic development- Entrepreneur- Definition- Entrepreneurial Competencies- Entrepreneur and Manager – Intrapreneur- Women entrepreneur

UNIT- II (11 Hours)

Entrepreneurial Culture – Need for Innovation in entrepreneurship- entrepreneurial motivation- Entrepreneurship Development Program (EDP)- Need for EDP- Objectives- Phases of EDP- Course content and curriculum of EDP- Evaluation of EDP- Steps for Starting a SSI unit- Selection of forms of Organization- Sickness of SSI Unit.

UNIT-III (11 Hours)

Institutional Support to Entrepreneurs - Central level institutions: NSIC, SIDO, MSME-DI, SIDBI, NABARD, NIESBUD, IDBI, IFCI, ICICI, KVIC, NEDB and MDI- State level institutions: DIC, SFC, SSIDC, SIDC, TCO-Commercial Banks – Venture Capital, Incubation support- Incentives for SSI units- Cluster Development Programme

UNIT-IV (11 Hours)

Concept of a Project- Characteristics of a project- Project classification- project life cycle- Project Identification- Sources of Information- Selection – Project formulation-Project report- Content of a project report- Importance- Preparation of a Project Report-Project Appraisal

UNIT-V (11 Hours)

Project Management-Meaning-Functions: Project Definition-Project Planning and Project Control-Project Manager-Responsibilities of a Project Manager-Project Network Design-Application of Network Techniques-Project Contracting-Project Control-Project Audit-Computer aided project Management.

TEXT BOOKS:

1. E.Gordon and Dr.K.Natarajan, Entrepreneurship Development, Himalaya Publishing House, 2013.
2. Prasanna Chandra, “Projects”, Tata Mc Graw Hill Publication New Delhi, Fifth edition 2005.

REFERENCE BOOK:

1. B.Gupta and N.P.Srinivasan, Entrepreneurship Development, Sultan Chand and Sons, New Delhi.2012.

OBJECTIVE: The subject will help students to be fully aware of modern tools and techniques in the areas of promotion management. The subject will provide a basic idea about the creative realms of promotion mix, wherein they can make the organisations to win over the competition

UNIT-I (11 Hours)

Promotion-Meaning - Promotion as communication - Promotion mix – meaning - Elements of promotion mix – Advertising - Sales Promotion - Personal Selling - Publicity and Public Relations – Promotional Strategies – Push and Pull strategies. Advertising – meaning – objectives – functions – social - economic and ethical aspects of advertising.

UNIT – II (12 Hours)

Medias of Advertising – indoor – outdoor - direct advertising and display media - Online advertising - Media selection considerations. Advertisement Copy - Advertisement layout - Advertising agency – meaning – types - criteria for selection of an agency - agency compensation - ISCA .

UNIT – III (12 Hours)

Sales promotion – meaning – objectives - reasons for the increase of sales promotion - types of sales promotion activities – Consumer oriented sales promotion – objectives – techniques - Trade oriented sales promotion – objectives - techniques – Sales promotion programme – factors influencing sales promotion decision.

UNIT – IV (10 Hours)

Personal selling – meaning - theories of personal selling – objectives - steps in personal selling – Salesmanship – meaning - qualities of sales force – Sales force management – motivation and compensation of sales force.

UNIT – V (10 Hours)

Public Relations – meaning - publics of the company - public relations programme - tools of public relations - types of public relations activities
Publicity – meaning - publicity messages - publicity plans - publicity organisation and evaluating publicity results.

TEXT BOOK:

1.S.A. Chunawalla, Advertising, Sales and Promotion Management, Himalaya Publishing House, 4th Edition, 2008.

REFERENCE BOOKS:

1. P.K.Agarwal, Advertising, Sales Promotion and CRM, Pragati Prakasan Educational Publishers, 2nd edition, 2013.
2. Neeru Kapoor, Advertising and Personal Selling, Pinnacle Learning Publishers, 2nd Edition, 2005.
3. CN Sontakki, Advertising and Sales Management, Kalyani Publishers, 2006 Edition
4. SL Gupta & VV Ratna, Advertising and Sales Promotion Management, , Sultan Chand & Sons, 2011 Edition.
5. MN Mishra, Sales Promotion &Advertising Management, Himalaya Publishing House, 2014.

TOTAL: 55 Hours

OBJECTIVE: The purpose of the subject is to familiarize the students with the broad frame work of financial decision making in a business unit.

UNIT- I (12 Hours)

Financial management: meaning – Scope and objectives of financial management – Profit maximization – Wealth maximization – Funds flow statement (Problems only) – Cash flow statement. (Problems only)

UNIT- II (10 Hours)

Leverages: Meaning–Types of leverages - EBIT – EPS Analysis- Point of indifference point – Cost of capital – Cost of equity – Cost of preference capital – Cost of debenture capital – Capital structure – Capital structure theories.

UNIT - III (12 Hours)

Ratio analysis – Merits and limitations of ratio analysis - Classification of ratios – Capital structure ratios – Liquidity ratios – Turnover ratios and profitability ratios

UNIT- IV (11 Hours)

Management of working capital – Cash management (theory only) – Accounts receivable and inventory management (theory only)

UNIT V (10 Hours)

Capital Budgeting – Meaning – Importance – Payback period – Accounting rate of returns – Internal rate of return method – Net present value methods – Profitability index

Note: Question in problems and Theory shall be distributed as 60 marks for problems and 15 marks for theory.

TEXT BOOK:

1. M. Y. Khan & P.K Jain, Financial management:, Tata Mc Graw Hill, Fourth edition, 2011

REFERENCE BOOKS:

1. R.K. Sharma & shashi K. Gupta., Financial management: Kalyani Publishers, 2003
2. Prasanna Chandra Financial management:, Tata Mc Graw Hill, 2011
3. Pandey . I.M. Financial management –Vikas publication, New Delhi, 2011

OBJECTIVE: The aim is to enhance student learning and facilitate the application of consumer behaviour concepts to marketing practices and to provide insights into consumer behaviour in depth and to address marketing issues in today's global economy.

UNIT- I (11 Hours)

Meaning, nature and importance of consumer behaviour, consumer involvement, decision making process and purchase behaviour, marketing implications, consumer behaviour models

UNIT- II (11 Hours)

A frame work for consumer analysis- elements of consumer analysis, levels of consumer analysis, consumer product knowledge and involvement- Attention and comprehension, - attitude and intention.

UNIT- III (11 Hours)

Behaviour and marketing strategy- model of overt consumer behaviour, conditioning and learning processes, strategic model for influencing consumer behaviour- Environment and marketing strategy- cultural & cross cultural influence, sub culture & social class, reference groups & family.

UNIT-IV (11 Hours)

Consumer behaviour and product strategy – product affect and cognition, product environment- product strategy. Consumer behaviour and pricing strategy- price affect and cognition, price environment- price strategy. Consumer behaviour and promotion strategy- promotion affect & cognition, promotion environment, managing promotion strategies.

UNIT-V (11 Hours)

Consumer behaviour- channel strategy- store related behaviour, non-store consumer behaviour, consumer strategies for electronics & store exchanges- the borderless consumer market and buying behaviour- research and applications of consumer responses to direct market approaches- issues of privacy and ethics.

TEXT BOOK:

1. J Paul Peter, Jerry C Olson, Consumer Behaviour & Marketing Strategy. The MC Graw Hill Companies, seventh edition, 2011.

REFERENCE BOOKS:

1. Loudon, David L, Bitta, Albert J. Della, Consumer behaviour, Concepts & applications, Tata MC Graw Hill. Fourth edition, 2007.
2. Henry Assel, Consumer Behaviour and Marketing Action Kent publishing Company, New York, Third edition, 1987
3. Harold W Berkman, Christopher C Gilson, Consumer behaviour: Concepts and strategies. Kent publishing company, Third edition, 1986
4. Bennet Peter D. and Kassarian, Horold., Consumer Behaviour – Prentice Hall of India, Fifth edition, 1976.

14RMU19

PRACTICE WORKSHOP

OBJECTIVE: To make the students become familiar in business correspondence and help them to understand the procedures involved in Banking, Insurance and Share trading activities.

Module 1 - BUSINESS COMMUNICATION

Exercise No. 1:

- I. Write an enquiry letter seeking quotation for manufacture/purchase of any components/products.
- II. Write a letter for placing an order for any product of your choice.

Exercise No. 2:

- I. Write a sales letter about your Company's product to your client.
- II. Write a complaint letter to your supplier towards the supply of defective products.

Exercise No. 3

- I. Collect Annual Reports of five different companies. Use the balance sheet of a company and analyse the financial position with the help of Financial Ratios. (Liquidity, Solvency and Profitability Ratios)
- II. Prepare a Circular, Agenda and Minutes of the Annual General Meeting of a firm.

Exercise No. 4

Collect and fill up various tax application forms (VAT & Service tax)

Module 2 - BANKING PROCEDURES

Exercise No. 5

Fill up the following forms:

- I. Opening Savings Bank Account of a nationalised bank.
- II. Pay in slip for deposit.
- III. Withdrawal slip
- IV. Challan for taking Demand Draft
- V. Fixed deposit and Recurring deposit forms
- VI. Current account application form and seeking Overdraft facility

Exercise No. 6

- I. Fill in the application form for opening Online account.
- II. Learn the procedure for seeking Credit Card and Debit Card.
- III. Collect and fill up the ATM card application form.

Exercise No. 7

- I. Collect information related to getting an Educational Loan from a Nationalised bank. Fill in the application form for obtaining educational loan.
- II. Collect information related to sending funds through online money transfer system from your bank account.

Exercise No. 8

- I. Prepare a Project Report to obtain financial assistance from a Nationalised Bank for starting a new business.
- II. Fill in the form to seek entrepreneurial support from DIC.

Module 3 - INSURANCE CORREPENDENCE

Exercise No. 9

- I. Write a letter to insurance company seeking claim for loss of products due to fire accident.
- II. Collect information related to various life and general insurance.

Exercise No. 10

- I. Fill in the application form for obtaining personal life insurance and vehicle insurance.
- II. Fill in the application form for seeking medi-claim policy of an insurance company.

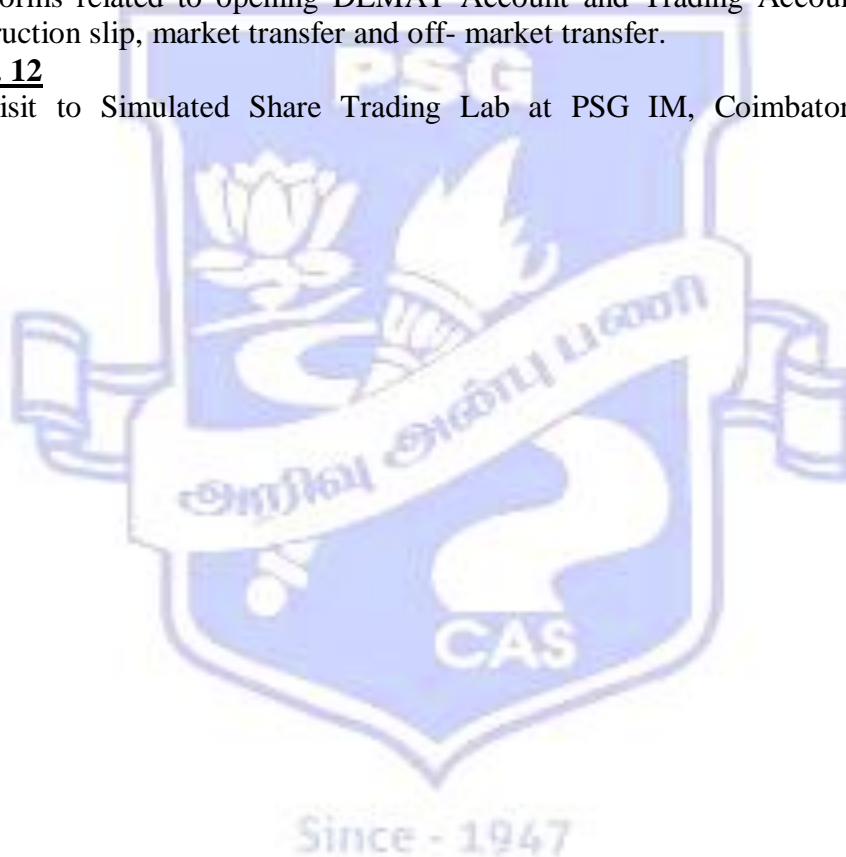
Module 4 - SHARE TRADING

Exercise No. 11

Collect information related to opening DEMAT Account and Trading Account. Fill up the forms related to opening DEMAT Account and Trading Account along with delivery instruction slip, market transfer and off- market transfer.

Exercise No. 12

Visit to Simulated Share Trading Lab at PSG IM, Coimbatore and Report submission.



14RMU20

TAXATION

TOTAL: 55 Hours

OBJECTIVE: The subject focuses on the broad framework on the direct taxes amended by the government and which influences on financial decisions of a firm.

UNIT – I (10 Hours)

Income tax Act 1961-current finance act – definition-residential status – scope of income liable to tax incomes – Exemption from income tax.

UNIT- II (12 Hours)

Income from salary –computation – allowance – perquisites – profit in lieu of salary – deductions us 16 – Saving qualifying for rebate.

UNIT –III (11 Hours)

Income from House property – self occupied and let out house property – Deduction us 24. Profits and gains from business of profession – Deductions expenses allowed and disallowed – general deduction – Depreciation.

UNIT- IV (12 Hours)

Capital gains – short term and long term capital gains – Exempted capital gains – Incomes taxable under the head other sources – Deductions - Clubbing of income-set off and carry forward losses – Deductions from gross Total income (Sec 80D to 80U)

UNIT –V (10 Hours)

Assessment of individual's income – Computation of income tax - Computation of wealth tax (Individual & company)

Note:

Questions in theory and problems shall be distributed as 60 marks for problems and 15 marks for theory.

TEXT BOOK:

1. Gaur and Narang - Income Tax Law and Practice, Kalyani Publications, Revised First Edition, 2013-14.

REFERENCE BOOKS:

1. Dinkar Pagare - Income Tax Law and Practice, Sultan Chand & Co, Revised First Edition, 2013 -14.

2. Hariharan.N - Income Tax Law and Practice, MC Graw Hill, 4th Edition, 2013.

14RMU21

EVENT MANAGEMENT

TOTAL: 55 Hours

OBJECTIVE: To explain the need and significance of Event marketing and educate the students to know about the management strategies in organising events.

UNIT- I (11 Hours)

Event – Meaning, Definition – 5C’s of Events – Key elements of Events – Event Infrastructure – Target Audience – Client- event Organisers – Venue – Media –Problems associated with Traditional Media(Event as a Marketing Tool).

UNIT- II (11 Hours)

Event Management – objectives – activities in events management concept and design - Planning – Protocols – Staging – operations and Logistics – Safety and Security – risk management – types - Crowd management and evacuation – monitoring, control and evaluation of events

UNIT- III (11 Hours)

Concept of products in events – benefit levels – event hierarchy categories of events and their characteristics – concept of pricing in events – event budget – typical event expenditure – event marketing – concept of markets for events – segmentation and targeting of the market for events.

UNIT- IV (11 Hours)

Concept of promotion in events – steps involved in creating a promotional Campaign for the event - networking components – revenue generating – non-revenue generating customers – positioning in events and the concept of event property – repositioning of events – reach of an event – interaction – reach – interaction matrix – event variation – Development to watch.

UNIT – V (11 Hours)

Event Management of corporate events– Trade shows – Seminars – Meetings – Press Conferences – Team Building Events - Networking Events – Product Launches – VIP Events – Award Ceremonies – Incentive and personal events.

TEXT BOOK:

1. Lynn Vas Der Wagen and Brenda R.Carlos, “Event Management”, Pearson Education Ltd, Fourth Edition, 2009.

REFERENCE BOOKS:

1. Ashutosh Chaturvedi, “Event Management: A professional and development approach”, Global India publication pvt Ltd, First edition, 2009.
2. Sanjai Singh and Sanjai.V.Saggere, “Event marketing and management”, Pearson Education Ltd, Third Edition, 2009.
3. Purnima Kumari, “Event Management” , Anmol Publication Pvt Ltd, First Edition, 2013.

14RMU22

CORE ELECTIVE - I
BUSINESS ETHICS AND CORPORATE GOVERNANCE

TOTAL: 55 Hours

OBJECTIVE: To know about the ethical issue practices of Indian industry and business and to sensitize the social principles in evaluating the societal problems and assessing the global concerns.

UNIT- I **(12 Hours)**

Ethics - Meaning- definition- nature- importance- characteristics of managerial ethics- ethical theory- teleological framework/ deontological frame work/ mixed frame work- structure and business ethics - contemporary issues in business ethics.

UNIT- II **(12 Hours)**

Ethical dilemma, ethical decision making, code of ethics, guidelines for developing code of ethics- work ethics-work culture- benefits of managing ethics in work place- ethical values- the role of corporate culture and leadership. Concept of CSR- changing expectations of social responsibility.

UNIT- III **(11 Hours)**

Ethics & business (marketing/ HR/ advertisement)- ethics and environment, ethics and health care, ethics & information technology, ethics and financial reporting- Ethics in global economy- Evaluation of corporate ethics- establishing ethics training programmes, ethical audit- system to monitor and enforce ethical standards.

UNIT- IV **(10 Hours)**

Corporate governance- issues of corporate governance, board of directors- types of BOD, role of BOD, structure, training of BOD, disclosure to outsiders, and performance evaluation of the board.

UNIT- V **(10 Hours)**

Protection of stake holders, changing roles of corporate boards with change in time. Indian ethos in management- principles- approaches.

TEXT BOOKS:

1. R V Badi, N V Badi, Business Ethics, Vrinda Publications Pvt Ltd, 2007
2. Bowie, Norman and Ronald Duska, Business Ethics, Englewood cliffs, NJ, Prentice Hall. Second edition,2008

REFERENCE BOOKS:

1. B N Ghosh, Business ethics & Corporate Governance, Tata McGraw Hill education Pvt Ltd, 2011
2. Laura P. Hartman, Perspectives in Business Ethics, Tata McGraw Hill, Third edition,2007.
3. C S V Murthy, Business ethics & corporate governance, Himalaya publishing house Pvt Ltd, Mumbai, 2012 edition
4. Peter A Stanwick, Sarah D Stanwick, Understanding Business ethics, Pearson Education Inc, Publishing, First edition,2011

14RMU23

E-BUSINESS

TOTAL: 55 Hours

OBJECTIVE: The Subject imparts understanding of the concepts and various application issues of e-business like e-Business models, e-Business strategy, internet infrastructure, e-business development, digital marketing and global issues in e-Business

UNIT - I (10 Hours)

Introduction to e-Business: Meaning of e-Business – e-Business Vs. e-Commerce – Characteristics of e-Business – Elements of an e-Business solution – e-Business roles and their challenges – e-Business requirements – Impacts of e-Business – Inhibitors of e-Business

UNIT - II (11 Hours)

e-Business Strategy: Strategic positioning – Levels of e-Business strategy – The changing competitive agenda – Strategic planning process – Strategic alignment – The consequences of e-Business theoretical foundations – Success factors for implementation of e-Business strategies - e-Business models – Classification of business models

UNIT- III (12 Hours)

e-business relationships –Types and characteristics - Building an e-Business design, Development and Management: e-Business technological infrastructure: Technological e-Business challenges – Basic infrastructure web technologies and applications – Collaborative technologies – The role of enterprise information system in e-Business

UNIT- IV (10 Hours)

e-Procurement – Purchasing process- Developments in purchasing – IT and purchasing - Key procurement activities – e-procurement models- The components of e-procurement system- e-procurement solutions – Internet –based e-catalog systems - Online career services- Online banking and investing.

UNIT –V (12 Hours)

Digital marketing – The effects of e-Business technologies on marketing strategy – Customer retention and e-CRM – Measuring the extent of digital marketing activity – Market analysis – First generation digital marketing tools – Second generation digital marketing tools – Viral marketing – Future challenges and opportunities in the e-Business

TEXT BOOK:

1. Michael P. Papazoglou and Pieter M.A Ribbers; e-Business (Organizational and technical foundations) Kay Kay Printers, New Delhi (2011)

REFERENCE BOOKS:

1. Harvey M. Deitel, Paul J. Deitel and Kate Steinbuhler ; e-Business and e-commerce for managers ; Published by Prentice Hall, Indian edition published by Dorling Kendersley (India) pvt ltd (Pearson) education in South Asia (2011)
2. Janathan Reynolds ; e-Business (A management perspective) Oxford publication, 2010
3. Gary P. Schneider; E-commerce, India Edition, – Cengage Learning. 2012.
4. Laudon and Traver, “e-Commerce: Business Technology & Society, Pearson Education, 2011.

14RMU24

CUSTOMER RELATIONSHIP MANAGEMENT

TOTAL: 55 Hours

OBJECTIVE: To inculcate the fundamentals and applications of CRM in the contemporary business units.

UNIT -I (11 Hours)

CRM – Importance of CRM – Advantages of CRM – Scope of CRM - Guidelines for effective CRM – Customer Loyalty – Planning and managing Loyalty Program -Customer Life Cycle – Customer Life Time Value.

UNIT-II (11 Hours)

CRM in B2B – Significance of CRM in B2B markets – ERP – SCM – Supplier Relationship Management – CRM & Call centers – Sales Force Automation – Benefits of Sales Force Automation – Multi Channel CRM.

UNIT -III (12 Hours)

Implementing CRM – Steps – Technological tools for CRM – Operational CRM – Collaborative CRM – Analytical CRM – Data Warehouse – Data Mining – Role of Interactive technologies.

UNIT – IV (10 Hours)

E-CRM – Benefits – Challenges to E-CRM – Components of E-CRM – Emerging trends in E-CRM – Applications of E-CRM – Mobile CRM – PRM – Benefits.

UNIT – V (11 Hours)

Privacy and ethical consideration in CRM – Consumer Privacy Concerns – Organisation Privacy concerns – Latest Developments in CRM – Future of CRM – CRM practices in Indian service business.

TEXT BOOKS:

1. Urvashi Makkar & Harinder Kumar Makkar “Customer Relationship Management” Tata McGraw Hill Education – ed.2012
2. P.P. Singh & N. Jinender Kumar “Customer Relationship Management”, Regal Publication, ed.2009

REFERENCE BOOKS:

1. Jill Dyché “ The CRM handbook: a business guide to customer relationship management” Addison – Wesley, ed.2002

Since - 1947

14EDCMSU

**EVENT MANAGEMENT AND MARKETING
(Cluster-V)**

TOTAL: 24 Hours

OBJECTIVE: To impart the significance of Event Management and Marketing and educate the students to know about the management strategies in organising events.

UNIT- I

(8 Hours)

Event – Definition – 5C’s of Events – Key elements. Event Management – objectives – activities -concept and design - Planning – Protocols – Staging – operations and Logistics – Safety and Security – risk management – types - Crowd management and evacuation – monitoring, control and evaluation of events

UNIT- II

(8 Hours)

Event Management of corporate events– Trade shows – Seminars – Meetings – Press Conferences – Team Building Events - Networking Events – Product Launches – VIP Events – Award Ceremonies – Incentive and personal events.

UNIT- III

(8 Hours)

Event marketing – concept– segmentation- targeting of the market for events- Concept of products in events -concept of pricing in events – event budget- Concept of promotion in events

TEXT BOOK:

- 1) Lynn Vas Der Wagen and Brenda R.Carlos, “Event Management”, Pearson Education Ltd, Fourth Edition, 2009.

REFERENCE BOOKS:

- 1) Ashutosh Chaturvedi, “Event Management: A professional and development approach”, Global India publication pvt Ltd, First edition, 2009.
- 2) Sanjai Singh and Sanjai.V.Saggere, “Event marketing and management”, Pearson Education Ltd, Third Edition, 2009.
- 3) Purnima Kumari, “Event Management” , Anmol Publication Pvt Ltd, First Edition, 2013.

Since - 1947

OBJECTIVE: The objective is to develop the understanding of services & service marketing with emphasis on various aspects which make it different from goods marketing.

UNIT-I (11 Hours)

Introduction of services- Evolution & Growth of service sector in India- Characteristics of services marketing-Nature & Scope-Difference between goods and services-Classification of services-Expanded marketing mix for services-Service Quality- Introduction to Gaps Model & SERVQUAL dimensions.

UNIT-II (12 Hours)

Managing demand & capacity-Strategies for managing demand & capacity- Consumer behaviour in services-Customer expectation & perception-Factors influencing expectation & perception-Service recovery-Building recovery strategies –Service encounter-Service scape-Service supply relationship.

UNIT-III (10 Hours)

Service product – Levels of Service Product-New service development- Service lifecycle- Pricing for service-Emerging service pricing strategies-Service delivery & Service communication.

UNIT-IV (11 Hours)

People in Services - Role of employees in Services marketing- Challenges for people element-Internal marketing- Service Process-Physical Evidence-Service Design & Positioning-Service Blueprinting-Customer participation in designing of service- Customer retention techniques- Relationship marketing.

UNIT-V (11 Hours)

Service marketing strategies for marketing financial services, Information services, Health & Hospitality services ,Hotel, Tourism, Professional services, Public utility services, Educational services, Entertainment services.

TEXT BOOK:

1.Nimit Chowdhary & Monika Chowdhary,"Marketing of Services" (The Indian experience)published by Macmillan Publishers India Ltd, second edition-2010.

REFERENCE BOOKS:

1. S.Balachandran,Service Marketing,Shroff Publishers & Distributors Pvt Ltd,First Edition, 2011.
2. Dr.S.Shajahan,Service Marketing, Himalaya publishers, Second Edition-2009
3. Dr.S.L.Gupta ,Marketing of Services, International Book House,First Edition-2011
- 4.R.Srinivasan, "Services Marketing",Prentice Hall of India Pvt Ltd, Second printing – Aug'2004
5. Ravishankar,"Service Marketing" Excel Books, First Edition-2002.
- 6.Bholanath Dutta & B.Rose Kavitha, "Services Marketing" I.K.International publishinghousePvtLtd,firstedition-2011.

14RMU27

EXPORT MARKETING

TOTAL: 55

Hours

OBJECTIVE: The basic aim of the subject is to acquaint the students with the export import procedures, documentation and logistics.

UNIT-I (12 Hours)

Export marketing-Definition-Orientation and stages- Reasons for going international-domestic Marketing Versus International Marketing-Export business environments – Economic –Technological- Political-Social Factors - Export barriers – Tariff and Non Tariff Barriers- Role of GATT and WTO

UNIT-II (12 Hours)

Export marketing Information and research–International Market Entry Strategies-Indian institutional infrastructure for exports – Export – import policy – Export assistance, EPZ, EOU, SEZ.

UNIT-III (11 Hours)

Export Procedure-Product planning and decisions – Export marketing channels – Physicals distribution – transportation – packaging and marine insurance – promotion of exports – pricing for exports.

UNIT-IV (10 Hours)

Quality control and pre-shipment inspection – Export Documentation – Export financing Procedure - Import Management-Stages in Import Process – Import Documentation.

UNIT - V (10 Hours)

State Trading-Foreign Exchange Regulations for Exports– FEMA- Globalization –Global Mergers and Acquisitions-Future of International Management in India.

TEXT BOOKS:

1. B.S.Rathor and J.S.Rathor, "Export Marketing Himalaya Publisher, Student Edition, 8 e, 2005
2. R.L. Varshney and B.Bhattacharyya, International Marketing Management, Sultan Chand & sons, 24e, 2012.

REFERENCE BOOKS :

1. Francis Cherunilam, International Trade and Export Management, Himalaya publishing house, 2004.
2. B.S.Rathor & J.S.Rathor, Export Marketing, Himalaya publishing house, 3 Edition, 2006.
3. Cateora, Philip R., John L. Graham, International Marketing, McGraw Hill, 13th Edition, 2008.
4. Douglas, Susan P., and Craig, C.S., Global Marketing Strategies, McGraw-Hill, 2007.
5. Subhash C. Jain, International Marketing, Cengage Learning India Pvt Ltd, 2008.

14RMU28

SUPPLY CHAIN MANAGEMENT

TOTAL: 55 Hours

OBJECTIVE: To understand the concepts and the methods which will enable the students to increase the probability of the supply chain management concepts to be applied.

UNIT – I (12 Hours)

Supply chain management - Definition - Scope, SCM Approach - Traditional and Modern approach - SCM - Functions and contributions – types – Major drivers of supply chain - need for SCM in market today – Key issues in SCM.

UNIT – II (12 Hours)

SCM strategy – Model strategy formulation in SCM –Inventory management in supply chain - Inventory planning-Types of inventory- inventory costs - Vendor managed inventory system - Distribution management - distribution strategies - Warehousing - types of warehouse - Site selection process.

UNIT – III (11 Hours)

Transportation management in supply chain - material handling - Packaging - logistics requirements of packaging - Transportation management - Transportation selection - participants in transportation - Transport documentation.

UNIT – IV (10 Hours)

Reverse supply chain -Reverse supply chain Vs forward supply chain - Types of reverse flows, Issues in management of reverse supply chain - 3 PL Service provider - logistics implementation - measuring evaluation & performance - 4 PL Key components - Information Technology in supply chain.

UNIT –V (10 Hours)

Integration and collaboration supply chain - Efficient Consumer Response (ECR) - B2C e-commerce. Logistics management -Components of logistics management-Logistics customer service – Value added logistics services.

TEXT BOOK:

1. D.K.Agarwal, “ A Text book of Logistics and Supply Chain management”, Mac Millan publishers India Ltd,2003

REFERENCE BOOKS:

- 1.R.P. Mohanty, S.G.Deshmukh, “Supply chain management Theories and practices”, Biztantra publication,Indian text Edition – 2005,
2. Rahul V. Atlekar,”Supply chain management – Concepts & Cases”, PHI Learning Pvt.Ltd,Seventh printing -2005.
3. Sunil chopra/Peter Mrindl / D.V.Kalra ,”Supply chain management”, Pearson publication Pvt Ltd.,Fifth dition ,2010.

14RMU29

**CORE ELECTIVE-II
STRATEGIC MANAGEMENT**

TOTAL: 55 Hours

OBJECTIVE: The aim of this subject is to make the students understand the theoretical concept and to help them gain knowledge in the strategic process.

UNIT-I (12 Hours)
Introduction to Strategic Management- Definition- Need- Benefits and Challenges of Strategic Management – Strategic Management Process – Hierarchy of Strategic Intent: Vision – Mission – Objectives – Goals – Strategy – Tactics.

UNIT-II (11 Hours)
Strategic Analysis – External Environment – Internal Environment – Environmental Scanning – Sources of Information for Scanning – Techniques of Environmental Scanning – Porter's Industry analysis.

UNIT-III (11 Hours)
Strategy Formulation – Strategic Choice: Corporate level, Business level and Functional Strategies - Portfolio analysis: Meaning – Models- Strategic Alternatives: Mergers, Acquisitions, Joint Ventures, Strategic Alliance and Outsourcing.

UNIT-IV (11 Hours)
Strategy implementation – Structural, Functional and Behavioural implementation – Strategic Evaluation and Control – Five Step Model – Strategic Audit – Strategic Information System – Balanced Score Card – 7S's Framework model.

UNIT-V (10 Hours)
Global Strategic Management – Features, Strategic choice – International, Multinational, global strategy, Strategic alliance – Global Strategic Management process – Blue Ocean Strategy- Meaning and its features.

TEXTBOOK:

1. P.Subba Rao, Business Policy and Strategic Management (Text and cases), Himalaya Publishing House, Mumbai , 2010

REFERENCE BOOKS:

1. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill Publication, New Delhi, 2/e
2. Francis Cherunilam, Business Environment , Himalaya Publishing House, New Delhi, 12/e
3. R.Srinivasan, Strategic Management – The Indian Context, Prentice Hall of India Pvt. Ltd., New Delhi , 2008.

14RMU30

BRAND MANAGEMENT

TOTAL: 55 Hours

OBJECTIVE: To understand and appreciate the significant influence of brands and their reach in ensuring customer retention and continued loyalty.

UNIT- I (11 Hours)

Brand: definition- concept of a brand –brands and products- brand perspectives: The six possibilities – Anatomy of a Brand – brand evolution – brand levels – value hierarchy

UNIT-II (11 Hours)

Brand positioning – Meaning – Concept - evolution of Brand Positioning – position and product position- 3 c 's of positioning – Competitive positioning: POP's and POD's- positioning strategy- on line positioning- on - brand equity-Definition- measuring brand equity – building brand equity

UNIT-III (11 Hours)

Brand and consumers: The Buying decision – consumer perspectives – consumer decision making – Post purchase behaviour – Brand selection– Building superior brands _ Key drives of buying.

UNIT-IV (11 Hours)

Brand and firm – product building- line branding- range branding –umbrella branding – source/ double - endorsement branding- Brand relationship spectrum- choosing a branding strategy –Brand Valuation – methods.

UNIT –V (11 Hours)

Managing brand image – concept management – functional brands – symbolic brands – Experiential brands-forces affecting brands – Brand revitalization – Brand elimination – Brand extension- types – Brand extendibility.

TEXT BOOK:

1. Harsh .V, Verma, Brand Management , Excel Books New Delhi 2002

REFERENCE BOOKS:

1. Bhall. A.K, Brand Management, Macmillan Publication ,New Delhi 2011

2. Mahim, Sagar, Brand Management, Ane Books, New Delhi 2009.

3. Subroto Sengupta, Brand Positioning strategies for competitive advantage, Tata McGraw Hill, 2010.

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