

First Trimester		
IT Orientation-Applications & Trends	Fundamentals of Management	Management Accounting-I
Managerial Economics	Marketing and e-Marketing	Management Communication (IBEC)
Management Information System		
Second Trimester		
Financial Management	Quantitative Analysis for Managerial Applications	OB/HR
Sales & Distribution Management	Product and Brand Management	Rural Marketing
Management Accounting-II		
Third Trimester		
Operations Research	Capital Market & Derivative Market	Supply Chain Management
Management Communication (IBEC)	CRM and e-CRM	Market Research
Insurance & Risk Management		
Fourth Trimester		
Business Law	Retail Management	Marketing of Services
Consumer Behaviour	Project Management	
Fifth Trimester		
Business Policy & Strategic Management	Research Methodology	PR, Mass Communication and Advertising
Management Communication (IBEC)		

First Trimester

IT Orientation-Applications & Trends

Objectives

- To understand the fundamentals of Microsoft Windows as applied to this course.
- To give the students a hands-on experience of using Microsoft Office 2007 (Word, Excel, Access, and PowerPoint).
- To familiarize students with the Internet technologies and WWW.
- To impart knowledge on the current trends of IT in Business

Detailed Syllabus

UNIT I

- Introduction to Computers and Windows
- Basics of Computers
- Introduction to Operating Systems Concepts
- Hands-on MS Windows and Linux

UNIT II

- MS Office-MS Word, MS PowerPoint, MS Excel,
- Introduction to DBMS, using FoxPro & MS Access

UNIT III

- Overview of RDBMS: ORACLE 8i Architecture , Oracle Web WB, SQL* Plus, Querying Multiple tables, Data Manipulation and Control, PL/SQL And Advanced PL/SQL, SQLJ.
- Oracle Enterprise Manager
- Developer 2000
- Forms 6i
- Reports 6i
- Java Virtual Machine

UNIT IV

- Internet Technologies-Introduction to Internet and WWW

- Browsing, Surfing, Downloading, and Installing Applications
- Introduction to Web pages and Websites
- Introduction to HTML
- Hands-on MS FrontPage

UNIT V

- Current Trends in IT: Introduction to Virtual Reality, Artificial Intelligence and Expert System
- Datawarehouse and Data Mining
- Geographic Information System
- E-Commerce-Introduction to E-Commerce
- Mobile Commerce
- Concept of Network Enterprise
- Cross Functional Business Applications

UNIT VI

- CCN: Computer communication and network: Fundamental of communication
 - Components of communication
 - Modes of communication
 - Fundamental of computer network
 - Network component
 - Types of network
 - Network topologies
 - Network media
 - Network operating system
 - Access methods
 - Extension of LAN (Gateways, Routers ,bridges)
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Fundamentals of Management

UNIT – I

Management: Concept, Nature, Importance; Management : Art and Science, Management As a Profession, Management Vs. Administration, Management Skills, Levels of Management, Characteristics of Quality Managers.

Evolution of Management: Early contributions, Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Hawthorne Experiments and Human Relations, Social System Approach, Decision Theory Approach.

UNIT – II

Introduction to Functions of Management

Planning: Nature, Scope, Objectives and Significance of Planning, Types of Planning, Process of Planning, Barriers to Effective Planning, Planning Premises and Forecasting, Key to Planning, Decision Making.

Organizing: Concept, Organisation Theories, Forms of Organisational Structure, Combining Jobs: Departmentation, Span of Control, Delegation of Authority, Authority & Responsibility, Organisational Design.

UNIT – III

Staffing: Concept, System Approach, Manpower Planning, Job Design, Recruitment & Selection, Training & Development, Performance Appraisal

Directing: Concept, Direction and Supervision

Motivation: Concept, Motivation and Performance, Theories Of Motivation, Approaches for Improving Motivation, Pay and Job Performance, Quality of Work Life, Morale Building.

UNIT – IV

Controlling: Concept, Types of Control, Methods: Pre-control: Concurrent Control: Post-control, An Integrated Control System, The Quality Concept Factors affecting Quality, Developing a Quality Control System, Total Quality Control, Pre-control of Inputs, Concurrent Control of Operations. Post Control of Outputs.

Change and Development: Model for Managing Change, Forces for Change, Need for Change, Alternative Change Techniques, New Trends in Organisational Change.

UNIT – V

Leadership: The Core of Leadership: Influence, Functions of Leaders, Leadership Style, Leadership Development.

Communication: Communication Process, Importance of Communication, Communication Channels, Barriers to Communication.

Management Accounting-I

Unit I

- Basic terms: Assets and Liabilities, Shares and Debentures, Debtors and creditors, Capital and Revenue
- Types of Organizations
- Capital structure of a company, Accounting need, importance and Limitations,
- Accounting for Management
- Role of Cost in decision making
- Comparison of Management Accounting and Cost Accounting
- Types of cost, cost concepts,

Unit II

- Financial Accounting: concepts, conventions and principles; Accounting Equations, International accounting principles and standards, Policies related with depreciation, inventory and intangible assets like copyright, trademark, patent and goodwill
- Financial accounting using Tally software
- Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; Ledgers, Trial balance, Format for income statement and Balance sheet. Preparation of Final Accounts with simple adjustments. P/L Accounts, P/L Appropriation account and Balance Sheet, Preparation of Cost Sheet, Methods of Costing, Reconciliation of Cost and Financial Accounting
- Understanding annual reports
- Cases

Unit III

- Financial statements Analysis: Ratio analysis: solvency ratios, profitability ratios, Activity ratios, liquidity ratios, market capitalization ratios, Application of ratio analysis for manufacturing & service organization
- Cases
- Project exercise:

- Download Balance Sheet and Profit and Loss account of any company and analyze strength and weaknesses of the company
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Managerial Economics

Unit I

- Definition, nature and scope of Managerial Economics
- Managerial Economics and Micro-economics
- Managerial Economics and Macro-economics
- Applications of Economics in Managerial decisions making

Unit II

- Business Organizations and Globalization
- Organizational Goals - Profit Maximization, Sales Maximization
- Satisfying Theory - Enhancing value of the firm and its goals
- Demand Analysis - Determinants of Market Demand - Law of Demand - Elasticity of Demand - Measurement and its use
- Demand Forecasting - Techniques of Demand Forecasting

Unit III

- Production and Costs - Meaning of Production Function
- Law of variable proportions
- Law of Supply and Elasticity of Supply
- Costs and Cost Functions
- Short Terms Costs and their use in decision making
- Determinants of cost
- Economies and Diseconomies of scale
- Break Even Analysis

Unit IV

- Pricing and output determination
- Pricing decisions under different market forms like perfect competition, monopoly, oligopoly
- Pricing Methods and Strategies

Unit V

- Capital Budgeting- Concept and techniques.
 - Government and Business - Need for Government intervention in the market - Price Controls - Support Prices and Administered Prices - Protection of consumers' interest - Economic Liberalization
 - Process of disinvestments - Need and methods
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Marketing and e-Marketing

Unit I

- Fundamentals of Selling: What selling is
- The buying process
- The selling process
- Developing marketing orientation
- Differentiating between selling and marketing
- Understanding organizational buying behavior
- Different modes and types of selling & salesmanship: Sales force - objectives, Territories, Overview of Evaluation Process, Qualities of a successful sales person
- Customer Prospecting
- Case studies

Unit II

- Introduction to marketing: Understanding Basics, Core Concepts of Marketing, Importance, Need and Scope of Marketing as business function
- Marketing Management – planning and strategies
- Understanding customer, competition & competitive environment
- Different environments and their influence on marketing
- Understanding Consumer & Industrial markets
- Case Studies

Unit III

- Marketing Planning Strategy and Marketing-Mix
- 4 Ps of marketing: Product, Price, Place and Promotion
- Market Segmentation, Targeting & Positioning
- Marketing of Services
- Product Management, Branding Management, Packaging, Pricing and Promotion.
- Basics of marketing research and role of MIS
- Study of consumer buying behaviour

- Distribution Management: Types of channels - wholesalers and retailers
- Wholesaling, Store and Non-store retailing
- Case Studies

Unit IV

- Goods, Products & Services – Concept, Difference, Types
- Managing Products: PLC, NPD
- Overview of Marketing of Services
- Overview of Pricing Strategies
- Overview of Market Research
- Overview of Marketing Strategies and Efforts
- Strategy Formulation & Implementation Efforts – Organizing, Evaluating and Controlling
- Branding and Advertising: Branding – Concepts, Methods and Strategies; Advertising– Concept, Efforts and Evaluation
- Case studies

Unit V

- E-Commerce and e-Business: Introduction to e-Business, Overview of e-Business: Information Service, Interpersonal Communication, Shopping Service, Virtual Enterprises
 - E-Commerce: Origin and Need of e-Commerce
 - Factors affecting e-Commerce
 - Business dimension and technology dimension of e-Commerce
 - E-commerce model: Just in time, b2b
 - Changing dynamics of banking
 - MKIS
 - Modern trade practices in India
 - Marketing Finance
 - Case Studies
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Management Communication (IBEC)

Unit1

- Introduction to communication- Process of communication, Importance of communication, Method of communication
- Verbal and non verbal communication
- Body language
- Media of communication: Mail, Courier, Telegraph, Electronic Communication- Telephone, Fax, Email, Internet; Newspaper, Magazines, Film, Television
- Barriers of communication: Physical and Socio-psychological barriers

Unit 2

- Liquid English edge
- Listening skills
- Blocks to effective listening
- Improving listening skills

Unit 3

- Punctuation- punctuation marks
- Pronoun, noun, adjective
- Essentials of good communication
- 7 Cs of communication
- Language of business writing
- Business letter – planning, beginning and ending a business letter, use of language, layout
- Interpersonal communication-memo, inter -office memo, warning letter
- Quotations
- Reports- Individual reports, committee reports

Unit 4

- Presentation – making preparation, finding about the environment, preparing the text, visual aid, speaker’s personality
- Practicing presentation delivery

Unit 5

- Office management- filing, security system, secretarial works
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Management Information System

Unit I

- The meaning and role of MIS: What is MIS?
- Systems approach, the systems view of business
- MIS organization within the company
- Managers' view of Information systems

Unit II

- Management organizational theory and the systems approach
- Development of organizational theory
- Management and organizational behaviour
- Management, information, and the systems approach
- Using Information systems for feedback

Unit III

- Information systems for decision making: Evolution of an information system
- Basic information systems
- Decision making and MIS
- Simons Decision making Model
- MIS as a technique for making programmed decisions
- Decision assisting information systems
- Communication systems basics
- Decision Support System

Unit IV

- Strategic and project planning for MIS: General business planning
- Appropriate MIS response
- MIS planning-general
- MIS planning-details

Unit V

- Conceptual system design: Define the problems, set system objectives, establish system constraints, determine information needs, determine information sources, develop alternative conceptual designs and select one, document the system concept, prepare the conceptual design report

Unit VI

- Detailed system design: Inform and involve the organization, aim of detailed design, project management of MIS detailed design, identify dominant and trade off criteria, define the subsystems, sketch the detailed operating subsystems and information flows, determine the degree of automation of each operation, inform and involve the organization again, inputs, outputs, and processing, early system testing
- Software, hardware and tools
- Propose an organization to operate the system, document the detailed design, revisit the manager-user

Unit VII

- Implementation, evaluation and maintenance of the MIS: Plan the implementation, acquire floor space and plan space layouts, organize for implementation, develop procedures for implementation, train the operating personnel, computer related acquisitions, develop forms for data collection and information dissemination, develop the files, test the system, cutover, document the system, evaluate the MIS, control and maintain the system.

Unit VIII

- Pitfalls in MIS development: Fundamental weaknesses
- Soft spots in planning
- Design problems
- Applications of information systems to business
- Security and ethical issues of information systems

Second Trimester

Financial Management

Unit I

- Introduction: Management, Meaning, Functions & Objectives of Financial Management
- Concept of Finance, scope and objectives of finance, Profit maximization vs. Wealth maximization
- Functions of Finance Manager in Modern Age
- Financial decision areas
- Time Value of Money
- Risk and Return Analysis
- Indian financial system and players of Financial market
- Sources of finance in India: short term and long term sources of finance
- Leasing & Hire purchase
- Venture Capital Financing
- Raising of Foreign Capital: External Commercial Borrowings
- ADR & GDR
- Workings of stock exchange in India-BSE, NSE, OTCEI and NASDAQ
- Regulatory authorities: SEBI, Rating; agencies
- Recent issue in Finance: Derivatives- futures and options, Mergers and Acquisitions, Venture capital funds, Mutual funds

Unit II

- Working Capital Decision: Concept, components
- Factors affecting working capital requirement
- Working Capital Management: Management of cash, inventory and receivables
- Introduction to Working Capital Financing
- Concept and simple numerical on EOQ model

Unit III

Dividend Decision: Concept of retained earnings and plough back of profits, Relevance and Irrelevance Theories of dividend decision : Walter's Model, Gordon's Model and Modigliani Miller Model; Factors affecting dividend decision.

Section IV

- Sources of Finance: Potentiality of equity shares, preference shares, debentures and bonds as sources of long-term finance; Concept and Approaches of capital structure decision : NI, NOI, Traditional and Modigliani Miller Approach; Cost of Capital : Cost of equity, preference shares, debentures and retained earnings, weighted average cost of capital and implications.

Section V

- Capital Budgeting Decisions (Investment Decision): Appraisal of project; Concept, Process & Techniques of Capital Budgeting and its applications; Risk and Uncertainty in Capital Budgeting; Leverage Analysis – financial, operating and combined leverage along with implications; EBIT-EPS Analysis & Indifference Points.
- Project exercise: NCFM Financial market Beginners module

Quantitative Analysis for Managerial Applications

UNIT-I

BASIC MATHEMATICS FOR MANAGEMENT: Quantitative decision-making – An overview, Functions and Progressions, Matrix algebra and applications.

UNIT- II

DATA COLLECTION AND ANALYSIS: Collection of data, Presentation of data, Measures of Central Tendency, Measures of Dispersion, Skewness and Kurtosis.

UNIT - III

PROBABILITY AND PROBABILITY DISTRIBUTIONS: Basic concepts of probability, Binomial, Poisson and Normal Distributions.

UNIT - IV

SAMPLING AND SAMPLING DISTRIBUTIONS: Sampling methods, sampling distributions, Association of Attributes, Testing of Hypothesis, Z-test, t-test, F-test, Chi Square Test, ANOVA.

UNIT - V

FORECASTING METHODS – Business forecasting, Correlation, Regression, Concept of multiple and partial correlation and regression, Time Series Analysis, Index Numbers, SPSS.

Unit I

Organizational Behavior (OB): Concept, nature, characteristics, conceptual foundations, determinants and importance; concept of knowledge management & Emotional Intelligence in contemporary business organisation. Perception: Concept, nature, process, importance. Management and behavioral applications of perception. Attitude: Concept, process, and importance. Attitude measurement. Personality: Concept, nature, types and theories of personality shaping. Learning: Concept and theories of learning.

Unit II

Motivation: Concept, principles, theories – content and process. Monetary and non-monetary motivation. Analysis of Interpersonal Relationship, developing interpersonal relationship. Power, Politics and Authority. Group Dynamic: Definition of Group, stages of Group Development, Punctuated Equilibrium Model, Group Structure, Group Decision Making. Leadership: Concept, functions, styles, and theories of leadership-trait, behavioural, and situational.

Unit III

Nature and the development of personnel management: historical context in India, the welfare tradition, the industrial relations tradition, the control of labor tradition, the professional tradition. Personnel function: personnel as a specialist function, policies, strategies, and operating plans of personnel, and the personnel activities. Difference from HRM. Human resource management (HRM): political, social, and social context of change, HRM within organisation structure. Human resources planning: definition, purposes, processes and limiting factors; human resources information systems (HRIS): personnel records and statistics, the use of information systems in HRM, HR accounting and audit.

The systematic approach to recruitment: recruitment policy, recruitment procedures, job analysis, job description, personnel specification, recruitment methods, and evaluation. The systematic approach to selection: the selection procedure, the design of application form, selection methods, the offer of employment, and evaluation of process.

Unit IV

Training and development: purpose, methods, and issues in training and management development programs.

Performance Management system: definition, purpose of appraisal, procedures and techniques including 360 Degree Appraisal, the appraisal interview, and follow up, competency based PMS.

Reward management: job evaluation, purposes and methods, factors affecting compensation policy, effect of job evaluation on human relations, compensation systems: base and variable, fringe benefits, the legal framework on pays and benefits.

Unit V

Discipline and grievance procedures: definition, disciplinary procedure model, the other procedures, grievance procedures and interview. Industrial relations: aspect of industrial relations (IR), nature and importance of union-management relations. Termination of employment: retirement, resignation, and termination of contract: layoff and exit interviews.

Dealing with the human aspects of terminations: procedures for terminations, counseling, training and notice of dismissal.

Contemporary HR Practices, HR Audit, HRD Score card, Strategic HRM, HRIS. International HRM Practices.

SALES & DISTRIBUTION MANAGEMENT

Unit I

Selling as a part of marketing, Personal selling, (The selling process: Pre-sale preparation, Opening, Development of Sale, Canalizing the buying criteria', Proposing a solution, Elimination doubts and handling objections, Closing a sale, Post-sale follow-up. case studies

Unit II

Recruitment & selection of Sales Force, Size and Design of the Sales Force, Compensating and Motivating the Sales Force, & Controlling the Sales Force, Training Distributor's Sales Team, case studies

UNIT III

Analyzing Market Demand & Sales Potential, Designing & managing sales territories, Primary sales analysis, Tertiary Sales Analysis, Collection Status Analysis, Retail sales analysis, Productivity analysis Daily sales and collection report. .case studies

UNIT IV

(Sales and Distribution go together- Sales in relation to distribution, channel management, channel objective and distribution, joint decision making, sales displays, motivating the retailer, Distribution sales and supply chain management unit 1)Policies, Types of channels & their functions, Designing and developing channel network. case studies, ROI .

UNIT V

Selection, Motivation and Control of Intermediaries, Distributor appointment, retail coverage retailing norms ,Channel Evaluation, Warehouse Location, Logistics & Supply Chain, channel conflict & Resolution. case studies

PRODUCT AND BRAND MANAGEMENT

Unit I

Product management Process Product planning system, Product Development Organization, Balancing Product Portfolio New Product Development Integrated approach to new product development, Economic Analysis. diffusion of consumer innovation. case studies

Unit II

Test Marketing and new Product launch Branding and packaging, Branding and brand Positioning. Branding: Concept, Types Same existing course unit5) Different Tools to assess Brands, Brand Equity , and Brand personality Branding/ Advertising/ Brand P.R. case studies

Unit III

(The media Promotional Scene in India-Media use and User, marketing Communication process, planning, managing and Evaluating-Promotion Consumer promotion ad channel promotion, PR Strategy, managing sales promotion., case studies

Unit IV

Packaging & Decisions: packaging Decisions, Definition, importance, and its types. Case studies

Unit V

Labeling: Meaning and importance, key factors in Labeling in India. case studies

RURAL MARKETING

Unit I

Evolution of Rural Marketing, Definition, Objectives, Scope and Challenges of Rural Marketing, Rural business environment & Over view of Development in Rural India, Hierarchy of Rural Market Rural Market Index, Structure of Rural markets,

Unit II

Rural Consumer, Profile and behavior of rural consumer, Classification of Rural Consumer, Rural Marketing Mix, Challenges in Marketing research & information gathering

Unit III

Marketing Strategy for rural products, Rural Market Segmentation, Targeting, Positioning, Pricing of products in rural market,

Unit IV

Issues in Rural distribution and promotions, Rural logistics, Promotion Mix, an external & Non conventional media in rural areas.

Unit V

Marketing and sales of agriculture products, Rural financial system, Training (to Rural masses) for rural marketing, Rural models and case studies

Management Accounting II

Section I

Funds Flow Statement: Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis; Cash Flow Statement: Various cash and non-cash transactions, flow of cash, preparation of Cash Flow Statement and its analysis.

Section II

Marginal Costing: Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis for various types of decision-making like single product pricing, multi product pricing, replacement, sales etc. Differential Costing and Incremental Costing: Concept, uses and applications, Methods of calculation of these costs and their role in management decision making like sales, replacement, buying etc.

Section III

Budgeting: Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Advantages and Limitations of Budgetary Control. Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications.

Section IV

Responsibility Accounting & Transfer Pricing: Concept and various approaches to Responsibility Accounting, concept of investment center, cost center, profit center and responsibility center and its managerial implications, Transfer Pricing : concept, types & importance ; Neo Concepts for Decision Making: Activity Based Costing, Cost Management, Value Chain Analysis, Target Costing & Life Cycle Costing : concept, strategies and applications of each.

Third Trimester

Operations Research

UNIT - I

Introduction: Definition of OR; application of OR in managerial decision-making. Linear programming: Mathematical formulations of LP Models; graphical and simplex method of solving LP problems; duality; sensitivity analysis. Transportation Model. Assignment Model: Algorithm, applications.

UNIT - II

Decision Theory: Decision-making under certainty, uncertainty and risk; Decision tree approach and its applications. Game Theory: Concept of game; Two-person zero-sum game; Pure Strategy Games; Principle of Dominance; Methods for solving Mixed Strategy Games.

UNIT - III

Sequencing Problem: Johnson's Algorithm for n Jobs and Two machines, n Jobs and Three Machines, n jobs and m Machines. Queuing Theory: M/M/I Queue model.

UNIT - IV

Project Management: Network diagram; CPM and PERT; Crashing.

UNIT - V

Replacement Problem, Simulation. Computer-based optimisation techniques, TORA.

Capital Market & Derivative Market

Capital Market

- Unit 1: Trading-Introduction, Neat System, Market Types - Normal Market, Odd Lot Market, Retail Debt Market, Auction Market, Corporate Hierarchy, Local Database, Market Phases - Opening, Open Phase, Market Close, Surcon, Logging on, Log Off/Exit from the Application, Neat Screen, Invoking An Inquiry Screen - Market Watch, Security Descriptor, Market by Price, Previous Trades, Outstanding Orders, Activity Log, Order Status, Snap Quote, Market Movement, Market Inquiry, Auction Inquiry, Security/Portfolio List, Multiple Index Broadcast and Graph, Online Backup, Basket trading, Buy Back Trades, Supplementary Functions, Order Management - Entering Orders, Order Modification, Order Cancellation, Order Matching, Trade Management Trade Modification, Trade Cancellation, Auction - Entering Auction Orders, Auction Order. Modification, Auction Order Cancellation, Auction Order Matching, Limited Physical Market, Retail Debt Market (RDM), Trading Information Downloaded to Members, Internet Broking, Wireless Application Protocol

- Unit 2: Clearing and Settlement-

- Introduction - Transaction Cycle, Settlement Process, Settlement Agencies, Risks in Settlement, Settlement Cycle, Securities Settlement, Funds Settlement, Shortages Handling, Risk Containment Measures - Capital Adequacy Requirements, Margins, Settlement Guarantee, No-Delivery Period, International Securities Identification Number, Dematerialization And Electronic Transfer of Securities, Investor Protection Fund, Clearing Software - Reports, File Transfer Protocol

- Unit 3: Trading Membership-

- Stock Brokers - Introduction, Membership in NSE, Sub-Brokers, Broker-Clients Relations - Know Your Client, Unique Client Code, Margins from the Clients, Execution of Orders, Accumulation of Orders, Contract Note, Payments/Delivery of Securities to the Clients, Brokerage, Payment of Stamp Duty, Segregation of Bank Accounts, Sub-Broker-Client Relations - Know Your Client, Orders, Purchase/Sale Note, Payments/Delivery of Securities, Sub-Brokerage, Dispute, Arbitration and Appeal, Code of advertisement

- Unit 4: Legal Framework-
- Securities Contracts (Regulation) Act, 1956, Securities Contracts (Regulation) Rules, 1957, Securities and Exchange Board of India Act, 1992, SEBI (Stock Brokers & Sub-Brokers) Rules, 1992, SEBI (Stock Brokers & Sub-Brokers) Regulations, 1992, SEBI (Insider Trading) Regulations, 1992, SEBI (Prohibition or Fraudulent And Unfair Trade Practices Relating to Securities Markets) Regulations, 1995, The Depositories Act, 1996, Indian Contract Act, 1872, The Companies Act, 1956, Public Debt Act, 1944, Income Tax Act, 1961

- Unit 5: An Overview of the Indian Securities Market- Introduction –

Market Segments, Products and Participants, A Profile - Dependence on Securities Market, Investor Population, Primary Market ,Secondary Market, Derivatives Market, Market Design Primary Market, Secondary Market, Derivatives Market, Regulatory Framework, Research in Securities Market, Testing and Certification, Understanding Financial Statements - Comparative Financial Statements, Common Size Statements, Ratio Analysis, Equity Research - Bhav Copy Database, Index Database, Order Book Snapshots, Database, Trades Database

Derivative Market

- 1-Introduction to derivatives
- 1.1 Derivatives Defined
- 1.2 Factors driving the growth of derivatives
- 1.3 Derivatives products
- 1.4 Participants in the derivatives markets
- 1.5 Economic function of the derivative market
- 1.6 Exchange-traded vs. OTC derivatives markets
- 1.7 NSE's derivatives market

- 2-Market index
- 2.1 Understanding the index number
- 2.2 Economic significance of index movements
- 2.3 Index construction issues
- 2.4 Types of indexes

- 2.5 Desirable attributes of an index
- 2.6 The S&P CNX Nifty
- 2.7 Application of index
 - 2.7.1 Index derivatives
 - 2.7.2 Index funds
 - 2.7.3 Exchange Traded Funds

- 3 Introduction to futures and options
 - Forwarded contracts
 - Limitations of forwarded markets
 - Introduction to futures
 - Distinction between futures and forward contracts
 - Futures terminology
 - Introduction to options
 - Option Terminology
 - Futures and options
 - Index Derivatives

- 4 Applications of futures and Options
 - Trading underlying versus trading single stock futures
 - Futures payoffs
 - Pricing Futures
 - Application of futures
 - Option Payoffs
 - Pricing options
 - Application of options
 - Hedging: Have underlying buy puts
 - Speculation: Bullish security, buy calls or sell puts
 - Speculation: Bearish security, sell calls or buy puts

5 Trading

- 5.1 Futures and options trading system
 - 5.1.1 Entities in the trading system
 - 5.1.2 Basis of trading
 - 5.1.3 Corporate hierarchy
 - 5.1.4 Client broker relationship in derivative segment
 - 5.1.5 Order types and conditions
- 5.2 The trader workstation
 - 5.2.1 The market watch window
 - 5.2.2 Inquiry window
 - 5.2.3 Placing orders on the trading system
 - 5.2.4 Market spread/combo order entry

- 5.2.5 Basket trading
- 5.3 Futures and options market instruments
 - 5.3.1 Contract specifications for index futures
 - 5.3.2 Contract specification for index options
 - 5.3.3 Contract specifications for stock futures
 - 5.3.4 Contract specifications for stock options
- 5.4 Criteria for stocks and index eligibility for trading
 - 5.4.1 Eligibility criteria of stocks
 - 5.4.2 Eligibility criteria of indices
- 5.5 Charges

6 Clearing and settlement

- 6.1 Clearing entities
- 6.2 Clearing mechanism
- 6.3 Settlement mechanism
- 6.4 Risk management
- 6.5 Adjustments for corporate actions

7 Regulatory frameworks.

- 7.1 Regulation for derivatives trading
- 7.2 Forms of collaterals acceptable at NSCCL
- 7.3 Requirements to become F&O segment member.
- 7.4 Requirements to become authorized/approved user
- 7.5 Position limits
- 7.6 Reporting of client margin.
- 7.7 Accounting for futures
- 7.8 Accounting for equity index options and equity stock options
- 7.9 Taxation of derivatives transaction in securities



SUPPLY CHAIN MANAGEMENT

Unit I

Sales and Distribution go together- Sales in relation to distribution, , channel management, channel objective and distribution, joint decision making, motivating the retailer. Case Studies

Unit - II

Distribution Logistics and Warehousing- distribution system in India, Distribution, Warehousing, Inventory Decisions, Transport decisions, distribution cost, customer service. Distribution analysis, control and management- Characteristics of physical distribution, Risk-return analysis, control. Issues, Controlling Channel members, Tools for control, Control problems, control standards. Case Studies

Unit III

Introduction: Basic Concept & Philosophy of Supply Chain Management; essential features, infrastructure, flows (cash, value and information), key issues in SCM, benefits and case examples. Case Studies

Unit IV

Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, bullwhip effect in logistics, outbound logistics- Distribution and warehousing Management. Case Studies

Unit V

Recent Issues in SCM: Role of Computer/IT in Supply Chain Management, CRM Vs SCM, Benchmarking - concept, feature and implementation, Outsourcing - Basic concept, value addition in SCM concept of demand chain management. Case Studies

MANAGEMENT COMMUNICATION (IBEC)

Unit 1

Introduction to communication-process of communication ,importance of communication ,method of communication-verbal and non verbal communication ,body language, media of communication- mail,courier,telegraph,electroniccommunication- telephone,fax,email,internet,newspaper,magazines-film, television, barrier of communication -physical, socio psychological barriers

Unit 2

Liquid English edge, listening skill – blocks to effective listening – improving listening skill

Unit 3

Punctuation-punctuation marks, pronouns, nouns, adjectives, essential of good communication,-7cofcommunication,language of business writing business letter – planning, beginning and ending a business letter- use of language layout ,interpersonal communication-memo, inter office memo, warning letter, quotations ,reports-individual report, committee reports.

Unit 4

Presentation – making preparation, finding about the environment, preparing the text, visual aid, speakers, personality, practicing of delivering presentation.

Unit 5

Office management- filing, security system, secretarial works.

CRM AND e-CRM

Unit I

Definition; Concept of G-SPOT, Strategies for building Relationships, Customer analysis, Evolution of CRM as a strategic tool. Pareto's Principle, Case Studies.

Unit II

Customer Interaction Management, Customer Acquisition, Customer retention, Customer Loyalty, Customer Loyalty ladder, Value Orientation Frame, Customer Lifetime Value, CRM tools, Project Assignment for assessment of companies adopting CRM philosophy. Case studies

Unit III

CRM Tools-Sales Force Automation, Enterprise Marketing Automation (EMA)
Case Studies

Unit IV

E-CRM, Concepts, Requirements for e-CRM implementation, e-CRM tools, difference between CRM and e-CRM. Case studies

Unit V

Enterprise Resource Planning (ERP)- Brief Overviews, CRM-ERP Integration, Internet Marketing. Case studies

MARKET RESEARCH

Unit I

Introduction: Definition of market research, Objective of Market research, Application & Limitations of Market Research, Scientific Method of Investigation: Distinction between Scientific & Non- Scientific Methods. Case Studies

Unit II

Defining the market-research problem, Research design exploratory, descriptive and causal, Basic method of collecting data: questionnaire method /observation method, precaution in preparation of questionnaire

Sampling – design and procedures. Case Studies

Unit III

Scaling and its measurement, types of scales Hypothesis null hypothesis and alternate hypothesis, Testing of Hypotheses Analysis of Variance. Case Studies

Unit IV

Data processing analysis bi-variate analysis chi square correlation rank correlation, regression analysis. Case Studies

Unit V

Report-writing and Presentation, Areas of MR applications –consumer research, product research, brand research, advertising research etc ,Use of tools such as SPSS. Case Studies

INSURANCE & RISK MANAGEMENT

UNIT 1: Introduction to Insurance, Basics of Insurance, Recent trends about Insurance, Functions & Principles of Insurance, Scope & Growth of Insurance, Insurance Organizations & Companies of India,

UNIT II: Classification of Insurance, Essentials of an Insurance Contract, Types of Insurance Marine Insurance, Fire Insurance & General Insurance.

UNIT III: Introduction to Life Insurance, Procedure of taking Life Insurance, Key Parameters of an Life Insurance Policy Bond (Explanation), IRDA and its guidelines.

UNIT IV: Live Case Studies with presentations on Life Insurance Companies on the basis of:

- SIP
- Effective Recruitment of Advisors
- Comparison of various ULIP plan with respect to Allocation charges, Partial Withdrawal, Surrender Charges etc.

UNIT V: Introduction and basics of Risk, Basic categories of Risk, Objectives of Risk management, Types of Pure Risk, Risk Management, Risk Management Process, Enterprise Risk Management (ERM) and its future market, Case Study base on ERM.

Fourth Trimester

Business Law

UNIT - I

Information Technology Act 2000: Digital Signature, Overview of technology involved, Certifying Authorities, Appellate and Tribunals

UNIT - II

Consumer Protection Act 1986: Introduction, Consumer complaints- Machinery and Process, Consumer Disputes Redressal Machinery

Contract/Acceptance/ consideration/consent/performance of contracts, Discharge of contract.

UNIT - III

Law of Agency, Sale of Goods Act 1930: contract of sale and Agreement to sale, Rights of unpaid Seller, Doctrine of Caveat Emptor.

The Law of Partnership, Nature of Partners, Registration of Firms, Duties and Liability of Partners, Dissolution of Firm

UNIT - IV

The Negotiable Instrument Act 1881: Types of instrument, Promissory Note, bill of exchange, Cheque, Holder in due course, Dishonor of instruments.

UNIT - V

The Companies Act 1956: Meaning, Classification and Formation of Company, Board of Director, Remuneration of Directors, Shares and Debentures, Dissolution of Company, Memorandum and Articles of Association, Prevention of oppression and Mismanagement

Indian Penal Code, Writs, Private Defence in IPC, Specific Relief Act 1963, Carriage Act

RETAIL MANAGEMENT

Unit I

Retailing Environment and Management Job Description of a Salesperson Different Retailing Formats & their characteristics Retail Selling Process , Functions of retailing, Building and sustaining relationships. Case studies

Unit II

Retail Customer Buying Behavior Loyalty programs, Choosing a Store Location Store layout & design, Structural change & market structure. case studies

Unit III

Introduction to Retail Operations, Retail Supply Chain Merchandising/POS/Displays, Management Retail Promotions Role of pricing in retail, Building retail organization: start up: standardize and full rollout. Case studies

Unit IV

Delivering the product retail information system retail pricing development and implementation plans people in retailing, Operations Management in retail, Perceptions of service quality. Retailing norms case studies

Unit V

International retailing, internationalization and globalization shopping at world stores. Going international, process culture business and international management. Case studies

Unit I

Introduction to Service concept services marketing, Difference in goods and service in marketing, Unique characteristics of services, its marketing implications, Myths about services. Classification of services, Service marketing triangle. & Role of service in economy, Reasons for the growth of service sector, Service marketing mix. case studies

Unit II

Consumer behavior in services: Search, Experience and Credence, Customer expectation of services, Two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services Customer perception of services- Factors that influence customer perception of service, Service encounters, Customer satisfaction, Service quality, Strategies for influencing customer perception, Understanding customer expectation through market research. case studies

Unit III

Market, segmentation-Process & targeting in services, Retention strategies-Monitoring relationship Service design and Positioning - New service development types, stages. Service blue printing- Using & reading blue prints. Service positioning, Pricing factors & strategies in Services, Using intermediaries in service delivery- franchisee mechanism. Delivery through intermediaries- Key intermediaries for service delivery, Intermediary control strategies Promotional tools for services. case studies

Unit IV

Employee role in service designing: Importance of service employee, Boundary spanning roles,, Source of conflict. Customers role in service delivery- Importance of customer & customers role in service delivery, Strategies for enhancing- Customer participation, Process & Physical evidence in services: Service Quality, GAP models of service quality, Service demand and supply-Strategies for managing demand. Case Studies

Unit V

Marketing of financial services with special reference to Banking, Insurance and Mutual fund, Marketing of Hotel and Tourism sector Hospital Service marketing Telecom Service, marketing

CONSUMER BEHAVIOUR

Unit I

Consumer decision and choice making process. Consumer, customer and the decision process- information processing motivation and involvement; attitude; personality and self-concept; perception, learning and memory; cultural and sub-cultural influences; social-class and social group influences; family, personal and other influences. (Choice-making- choice heuristics; situational influences on the purchase process- physical and social surroundings, task definition, temporal factors and antecedent states; non-store buying. Post-purchase behavior marketers response strategies, Personality and psychographics- definition of personality; theories of personality- Freudian, trait and factor, self concept; psychographics/ AIO. case studies

Unit II

Consumer . behavior in marketing - marketing opportunities and target markets; marketing-mix, Lifestyle marketing- Characteristics of lifestyle; influence of lifestyle on consumer behavior; types of lifestyle, VALS system of classification- Positioning and repositioning of products. Global/cross-cultural diversity in consumer behavior. case studies

Unit III

Attitude Development: Attitude development in buying decisions- product attributes; importance weights; brand beliefs; attitude and evaluation of alternatives- utilitarian, ego-defensive and value-expressive function of attitude. case studies

Unit IV

Organizational behavior in relation to buying and Post-purchase : Organizational buying-organizational customers; influences on organizational buying - environmental, organizational, interpersonal and individual factors; perceived risk; organizational-buying situation; organizational-buying-behavior models; selection of suppliers, Problem recognition- marketing efforts; information load; sources of information . Case studies

Unit V

The family as a consuming unit- consumer factors; influencing factors; stages in family decision-making; dynamics of family decision-making; family life- cycle- consumption pattern in different stages, Social and cultural influences- Social classes; social influences on buying behavior; functions and types of reference groups; types of social Power; influence of reference groups on products and brands; opinion leadership; cultural factors - internal mental and external material culture. Overview of models of consumer buying. case studies

PROJECT MANAGEMENT

UNIT – I

Project decision – conceptual Overview, Area of Project Decision/Types of projects, Capital budgeting process: Overview – Project Planning, Project appraisal/analysis, project selection, project implementation, project review.

UNIT – II

Project Planning – Generation of idea, preliminary screening, Project appraisal/Analysis: Overview – Market analysis, Technical analysis, financial analysis, Economic analysis, Ecological analysis.

UNIT – III

Relevancy of Project Management in corporate restructuring feasibility report: contents of feasibility report.

UNIT – IV

Financial analysis: Estimate of cost of project, estimate of sales & production, estimate of cost of production, working capital requirements and its financing, profitability projections, (Estimate of working capital requirements), Estimate of BEP (Break even Point).

UNIT – V

Project Selection: Estimate of overall cost of capital: cost of specific sources – equity, debenture, preference capital, retained earning and loan, exercises, Developing project cash flow for next 3/5/10 years, exercise, Applying appraisal criterion, Non discounting: PBP, ARR exercises, Discounting, NPV, BCR, IRR Exercises, Risk Analysis, Types of measure of project risk Sensitivity analysis, Standard deviation method, Selection.

FIFTH Trimester

Business Policy & Strategic Management

UNIT - I

Business policy and strategy- An overview, concept and nature of business policy, concept of corporate strategies, Strategic Intent, Concept of corporate governance.

UNIT - II

Strategic Management and Planning, Process importance, Mckinsey's 7-S Framework, Strategic planning for Multinationals, Public Sector Enterprises, NGOs, Chaos Theory, Case Studies.

UNIT - III

Strategic formulation, Objectives and goals of organization, ETOP, Competitive analysis, Internal Environment Scanning, SAP analysis and Critical Success Factors, Mission and Vision statements, Assignments to assess the SWOT of different companies.

UNIT - IV

Strategy analysis and choice of strategy, Business level strategies, Generic, Cost Leadership, Focus, Differentiation, Evaluation of Alternatives and Selection of Strategies, Case Studies. BCG, Ansoff Model, GE Analysis, Implementing Strategy through Structure, Leadership and Culture, Case Studies

UNIT – V

Technology in Strategic Planning
Corporate Social Responsibility in Strategic Planning

RESEARCH METHODOLOGY

UNIT I

Introduction: Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers. Process of Research: Steps Involved in Research Process.

UNIT II

Research design: meaning and significance, criteria of a good research design. Research problem: defining a problem, Data collection methods- Primary data – observation method, personal interview, telephonic interview, mail survey, questionnaire, Secondary data- internal sources of data, external sources of data.

UNIT III

Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Preparation of Questionnaire, Types of Questions, Sequencing of Questions, Precautions in Preparation of Questionnaire.

UNIT IV

Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis, Use of SPSS in Data Analysis, Application and Analysis of Variance (ANOVA), Measurement of Central Tendency, Measure of Dispersion and their Advantages.

UNIT V

Report Preparation: Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report: Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

PR, MASSCOMM AND ADVERTISING

Unit I

Definition , elements functions, History of Communication, Forms of Communication, personal, non-verbal communication and body language, Models of communication, characteristics. case studies

Unit II

Communication Theories, Bullet Theory, theory of individual. Difference concept of Selective Exposure, Selective perception, Selective Retention Personal Influence, Theory-Two-step flow and multi-step flow hypothesis' sociological theory cultivation, Agenda setting. case studies

Unit III

Mass communication and Limitations of Mass communication, future trends in Mass communication, Media of Mass communication, Newspaper, magazine, Radio, Television, Films, Books, and Internet. Role of Public Relations, marketing public relations, objectives of public relation. PR practices in India, PR agency, negotiating with PR and AD agency, media plan case studies

Unit IV

Selection, Motivation and Control of Intermediaries, Distributor appointment, retail coverage retailing norms , Channel Evaluation, Warehouse Location, Logistics & Supply Chain, channel conflict & Resolution. case studies

Unit V

Media Selection Planning, Scheduling and execution, Preparing for advertising campaign, Strategic check points, PR Agencies, Negotiating with PR and AD Agencies, PR Practices in India. Case studies

MANAGEMENT COMMUNICATION (IBEC)

Unit1

Introduction to communication-process of communication ,importance of communication ,method of communication-verbal and non verbal communication ,body language, media of communication-mail,courier,telegraph,electroniccommunication-telephone,fax,email,internet,newspaper,magazines-film, television, barrier of communication -physical, socio psychological barriers

Unit 2

Liquid English edge, listening skill – blocks to effective listening – improving listening skill

Unit 3

Punctuation-punctuation marks, pronouns, nouns, adjectives, essential of good communication,-7cofcommunication,language of business writing business letter – planning, beginning and ending a business letter- use of language layout ,interpersonal communication-memo, inter office memo, warning letter, quotations ,reports-individual report, committee reports.

Unit 4

Presentation – making preparation, finding about the environment, preparing the text, visual aid, speakers, personality, practicing of delivering presentation.

Unit 5

Office management- filing, security system, secretarial works.

IBEC – FIRST TRIMESTER

UNIT 1: BASICS OF GRAMMAR

- Simple, compound, complex, assertive, interrogative, imperative, exclamatory etc.
- Articles : usage of 'a' 'an' 'the'

UNIT 2 : FUNCTIONAL GRAMMAR

- Nouns : countable & Uncountable
- Pronouns
- Verbs & Verb Structure
- Tenses
- Reported Speech
- Voice : active & passive

UNIT 3: TRANSLATION

IBEC – SECOND TRIMESTER

UNIT 1: COMPREHENSION

- Reading
- Writing
-

UNIT 2: VOCABULARY

- commonly mis-spelt words
- homonyms

- antonyms
- synonyms
- words commonly confused
- word power
- word formation : suffix & prefix

UNIT 3: WRITTEN COMPOSITION

- paragraph writing
- letter writing

IBEC – THIRD TRIMESTER

BUSINESS COMMUNICATION

UNIT 1: Dimensions & Channels of Communication

- Upward, Downward, Lateral & Diagonal Communication

- Written & Oral Communication
- Guidelines to Effective Communication
- Barriers to Effective Communication

UNIT 2: Intra-Organizational Communication

- Memoranda
- Notices
- Circulars & Orders
- Agenda & Minutes
- Report Writing

UNIT 3: Business Correspondence

- Layout of Business Letters
- Kinds of Business letters
- Circulars
- Inquiries & Replies
- Complaints & Follow-ups
- Collection Letters
- Sales or Offer letter
- Goodwill letter

UNIT 4: Business Idioms & Phrases

IBEC – FOURTH TRIMESTER

SOFT SKILLS TRAINING

UNIT 1: Communication Skills

- Listening Skills
- Body Language
- Verbal & Non-Verbal Communication

UNIT 2: Presentation Skills

- Effective Speaking
- Individual & Team Presentations
- Telephone, E-mail, Dining Etiquettes
- Teleconferencing & Video Conferencing

UNIT 3: Personnel Effectiveness Skills

- Business Etiquettes (Corporate Dressing)

- Time & Stress Management
- Creativity & Innovation

UNIT 4: C. V. & Resume Writing

- Types of Resume
- E-resume

UNIT 5: Managerial & Supervisory Skills

- Delegation
- Motivation
- Performance Appraisal
- Leadership skills

