SYLLABUS

18BUS101 PRINCIPLES OF MANAGEMENT 3 1 0 4

Objectives: To acquaint the students with the challenges and opportunities they will face when managing their lives, the time and skills of other people, and the resources of an organization; to help the students understand management theory from functional perspectives; to provide students with opportunities to develop the basic managerial skills of planning, organizing, leading & controlling; to gain experience in working as part of a team and to develop skills necessary for effective work team performance.

Unit 1 Management Concepts

Unit 2 Planning

Unit 3 Organising

Unit 4 Staffing and Directing

Unit 5 Managerial Control
Definition, Characteristics - Significance – Limitations – Process - Requirement of an effective control system - Feedback mechanisms resistance to control - Overcoming resistance to control.

Skill Development Activities:
- L Collect the photograph and Bio-data of any three contributors to Management thought.
- M Draft organizational chart and discuss the authority relationship.
- N Identify the feedback control system of an organization.
- O List out your strengths and weaknesses considering yourself as a manager.
- P Visit any recruitment firm and write down their process of recruitment.

TEXTBOOKS:
1. T. N Chhabra, Principles of Management
2. Samuel C Creto And S. Trevis Certo, Modern Management

REFERENCES:
Objectives: To provide the students an opportunity to learn the fundamentals of logistics and to relate the concepts to real life business and to become efficient suppliers.

Unit I Logistics: Definition - History and Evolution - Objectives – Elements - Activities Importance - The work of logistics - Logistics interface with marketing - Retail logistics - Emerging concept in logistics.


Unit III Outsourcing logistics: Reasons: Third party logistics provider - Fourth party Logistics providers (4 pl)- Stages - Role of logistics providers.


Unit V Quality customer service & integrated logistics: Customer service-importance elements - the order cycle system - distribution channels - Functions performed - Types designing - Logistical packaging.

REFERENCE BOOKS

TEXTBOOKS

UNIT-2 Ship registration Tonnage & Load lines – Description of various tonnage and types of Ships, cargo gears, Crude oil and Product tankers. The Dry Cargo Chartering market: Introduction – Chartering – various charter parties and description of charter parties.


Text Books:

Reference Book:

18BUS191 On-site learning at Logistics and Shipping Industries 1 Credit

The students will have to visit organizations in Logistics and Shipping Industry to learn what is happening in the real world. This is meant for acquiring hands-on exposure on the concepts they are studying during their course of study. Each student is required to submit a report of the visit depicting the knowledge they acquired on the basis of which evaluation will be done.

18BUS201 Supply Chain Management 3 0 0 3

Objectives: To understand the basic concepts of supply chain management from raw materials supply to finished goods delivery to the end users; to learn the re-engineering of existing logistics networks.

Unit II Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM-Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence.

Unit III Purchasing and Supply Management: Introduction-importance, Objectives. Purchasing process; purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-JIT purchasing.

Unit IV Outsourcing in SCM: Meaning -Need-Outsourcing risks-outsourcing process -outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.


REFERENCE BOOKS
Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

Text book:

18BUS202 ORGANISATIONAL BEHAVIOUR 3 0 0 3

Objectives: To understand the foundations of individual behaviour, to understand the main components of attitudes, job satisfaction parameters, personality and values, interpersonal skills, and leadership skills to understand the role, demands of the role, leadership skills required, and motivational/development efforts needed to increase role efficacy and the effectiveness of the individual.

Unit 1 Introduction to Organizational Behaviour
Meaning – Definition – Importance of Organizational Behaviour – Scope - Process - Importance of process.

Unit 2 The Individual
Individual Behaviour, psychological foundations of individual behavior, perception, factors affecting perception, attribution theory, learning, learning process, motivation.

Unit 3 Interpersonal Behaviour
Interpersonal Relations in organization, interpersonal communication, transactional analysis, life position analysis, Games analysis.

Unit 4 Group Process
Group Behaviour, Group formation, group cohesiveness, conflict management.

Unit 5 Organisational Change and Development
Role of individual in organizational culture, climate and change, organizational effectiveness.
Skill Development Activities:
- Characteristics of attitude as a component of successful organization – A brief discussion and prepare a report of it
- List the determinants of personality
- Factors influencing perceptions – Group discussion and preparation of a report on it
- List the characteristics of various leadership styles.

TEXT BOOKS:
1. Organizational Behavior - Robbins and Judge, Prentice Hall, India.
2. Understanding Organizational Behavior - Udai Pareek, Oxford University Press.

REFERENCE TEXTS:
2. Organizational Behavior - Uma Sekaran

18BUS203 INTRODUCTION TO MARKETING MANAGEMENT 3003

Objectives: The course of marketing will be appreciated through the fundamentals of marketing. Primarily the concept of formulating STP strategies being the one of the major elements of the marketing mix with emphasis to product gives the basis to marketing.

Unit 1 Fundamental concept of marketing
Market- meaning, definition, features, classification of markets. marketing- introduction, definition of marketing, evolution of marketing concept (marketing philosophy), objective of marketing, features, market and marketing , marketing and selling, importance of marketing, modern marketing, features, marketing functions (Scope), Marketing management, task of marketing management/ marketing manager. Marketing mix - meaning, definition, elements of marketing mix. Marketing environment - the marketing process - marketing strategy

Unit 2 Market Segmentation, targeting and positioning

Unit 4 Marketing Research
Meaning, definition, objectives, benefits, scope, types, MR process, methods of data collection- observation, experimental, survey etc., marketing information system- meaning, need and importance of marketing information system, Marketing information system and marketing research, marketing intelligence.

Unit 5 Product Management
Product: Meaning, definition, classification, product hierarchy, product policies- product planning and development, product line, product mix, product standardization, branding, positioning, packaging, branding, brand loyalty, brand equity, brand rejuvenation, labeling, product life cycle- strategies in different phases , stages in new product development, marketing myopia.

Skill Development Activities:
• Identify the product of your choice and list out all details of the product in terms of the manufacturer, expiry date etc.
• Describe the above product and its stages of Product Life Cycle
• Suggest strategies for development of a product of your choice
• Study the Purchase Behaviour for a product of your choice in a Super Market
• Develop an Advertisement copy for a product.
• Prepare a chart for distribution network for a manufactured product
• Case study analysis and group discussion in the class rooms.

TEXT BOOKS:
1. Principles of Marketing - Armstrong/ Philip Kotlar
2. Marketing Management - Philip Kotlar

REFERENCE BOOKS:
1. Marketing Management - Sherlaker
2. Marketing Management - Kotler, Keller, Koshy

18BUS205 OPERATIONS MANAGEMENT 3 0 0 3

Objective:

Unit I

Unit II
Plant Location: Nature, Factors considered in location, Methods and Type of areas. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.

Unit III

Unit IV
Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management.

UNIT V

Text Books:
**Objectives:** To familiarize the student with modern trends in the management of an organisation’s key resource i.e. people; to give the student a working knowledge of key elements and functions of human resource management; to enable the student to understand the links between best practice in human resource management and the overall achievement of the firm’s strategic objectives.

**Unit 1 Introduction to HRM**

**Unit 2 Recruitment and Performance Appraisal**
Recruitment & Selection, Training & development, Performance management and appraisal, Job analysis
Job analysis - forecasting personnel requirements. Recruitment function - Internal and external sources of recruitment - selection process.

**Unit 3 Compensation management & employee relations and security**

**Unit 4 Managing careers**
Career developments: role of employee and employer - career management and employee commitment - planning and handling promotion – transfer – retirement.

**Unit 5 Introduction to Labour and Industrial Laws**

**Skill Development Activities:**
- Prepare a Chart showing the objectives of HRM and a briefly explain the need for each function
- Prepare an advertisement for recruitment/ selection of candidates for any organization of your choice.
- Give observation report of industrial safety practices followed by any organization of your choice
- Develop a format for performance appraisal of an employee.
- Choose any MNC and present your observations on training programme

**TEXT BOOKS:**
2. V S P Rao – Human resource Management

**REFERENCE BOOKS:**

2. Human Resource Management – B Subrao

18BUS213 INTRODUCTION TO RESEARCH METHODS 3003

**Objectives:** To equip the students with the required knowledge about the ethical issues related to research, to conduct a simple research, to analyze the data with the help of statistical tools and to derive conclusions.

**Unit 1**

**Unit 2**

**Unit 3**

**Unit 4**

**Unit 5**

**Skill Development Activities:**
- To do a survey on any relevant topic using questionnaire and present the research
- Pretest the questionnaire with any sample data in your college
- Prepare a chart showing the application of statistical analysis in a corporate
- Analyze the chronological order of a good report prepared in your college

**TEXT BOOKS:**

2. M C Khothari - Research Methodology

**REFERENCE BOOK:**


18BUS217 Warehousing and Inventory Management 3003

Unit-2 Introduction to inventory management – role in supply chain – role in competitive strategy: Role of inventory – functions of inventory – types of inventory – WIP inventory – finished goods inventory – MRO inventories – cost of inventories – need to hold inventory.

Unit-3 Warehouse management systems – the necessity of WMS – Logics of determining locations and sequences – independent demand systems – uncertainties in material management systems – dependent demand systems – distribution resource planning.

Unit-4 ABC Inventory control – managing inventories by ABC – multi-echelon inventory systems

Unit-5 The principles and performance measures of material handling systems – Vehicle travel path (time) – Handling time – vehicle utilization – number of loads completed – congestion – Effective performance systems – Fundamentals of various types of material handling systems – automated storage and retrieval systems Bar coding technology and applications RFID technology.

Text Book:

Reference Books:

Unit V Information Technology for supply chain management: Bull whip effect-IT in supply chain-Business Process Reengineering-ERP and EDI problem; Impact of Internet on SCM.

REFERENCE BOOKS

TEXTBOOKS

18BUS291 MINI PROJECT 3 Credits
It is meant to understand the practical aspects that are happening in the real world of supply chain and logistics industry. The students will have to do an assignment on a topic related with their area of study and evaluation will be done on the basis of a Mini Project Report submitted by each student.

18BUS301 PRINCIPLES OF INTERNATIONAL BUSINESS 3003

Objectives: To introduce students to the contemporary issues in International Business that illustrates the unique challenges faced by managers in the international business environment; understand the conceptual underpinnings of Multinational Enterprises (MNE's), the environment to which they operate, and the management challenges posed by the environment; to understand ma laws and institutions, and the regulatory environment governing international trade, to learn the basics of international financial management, in particular foreign exchange exposure, management to learn about the effect of cultural differences on the environment of international business; to understand the ethical and social responsibilities of MNE's.

Unit 1 Conceptual Underpinnings, Environment and Challenges

Unit 3 Laws, Regulation and Institutional Framework Brief only: Global trading environment, Trade in commodities, Commodity agreements OPEC, Trade blocs, Bilateral and Multilateral Trade laws, GATT and WTO, UNCTAD, Regional Trading Agreements and NAFTA, ASEAN, TRIPS, TRIMS, National Regulation of International Business: Free Trade versus Trade protection, Forms of trade regulation, Regulation of FDI in India, Problems and prospects for Indian business.

Unit 4 Foreign Exchange Exposure and Foreign Trade, Meaning and an elementary understanding only. Foreign exchange, Foreign exchange market, Exchange rate, Traditional Foreign exchange Instruments: Spot transactions, Forward transactions; Derivatives Options, Currency swaps, Futures contracts. Export and Import: Meaning, Merits and demerits, characteristics, types, strategic advantages to an economy. Export Documentation: Objectives, Letter of Credit, Draft, Bill of Lading, Additional Documents


Skill Development Activities:
- List out any 10 Joint Ventures of India
- Conduct a group discussion on impact of unemployment on GDP and prepare a report on it
- Organize a debate on Regulation of FDI in India
- List out traditional foreign exchange instruments
- Prepare a report on Social Responsibility of a MNE

TEXT BOOK:

REFERENCE BOOKS:
2. Rathod, Export Management

18BUS302 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY 3 0 0 3

Objectives: The primary objective is to help students understand the relevance of ethics in their personal as well as professional life.

Unit 1 Business ethics - An overview
Unit 2 Ethics in business in Indian perspective
Importance of ethical behaviour in personal and professional life - law of karma – meaning - how it operates.

Unit 3 The ethical organization and its corporate code

Unit 4 Corporate Social responsibility & Environment ethics

Unit 5 Ethical Dilemmas - workplace, functional areas & ethical issues in global business

Skill Development Activities:
- Make a survey of local political influence on Business.
- Make report on the recent ethical issues.
- Make an environment impact assessment for an upcoming project in your local area.
- Prepare a report based on CSR activities of one of the companies near your locality.
- Presentation on preparing Corporate Code of different companies
- Case studies on how CSR is being carried out in different companies

TEXT BOOK:
1. Hartman & Chatterjee, Perspectives in Business Ethics

REFERENCE BOOKS:
1 John R Boatright, Ethics and the conduct of business
2 Illustrations and supporting articles from business journals

18BUS304
Retail Logistics
Unit 1 Logistics Framework: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing and Unitization, Control and Communication.

Unit II Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics.


Unit V Organizational Structure for Global Logistics excellence, The Organizational Implications of Sectorial Logistics Co-Operation, The International Factor in Global Organizations.

SUGGESTED READINGS:

18BUS305 TAXATION – LAW AND PRACTICE 3104

Objective: To familiarize the students with the basic principles and practices of Income Tax.

Unit 1

Unit 2

Unit 3
Exemptions from Total Income.

Unit 4
Deductions from Gross total income - 80C - 80CCC - 80CCD - 80CCF - 80D - 80DD - 80DDB - 80E - 80G - 80GG - 80GGA - 80GGC - 80QQB - 80RRB - 80TTA - 80U.

Unit 5
Computation of Total Income and Calculation of Tax Liability of Individual assessees only, Concepts of TDS, GST and Advance Tax

TEXT BOOKS:
1. Dr. H C Mehrotra, Dr S P Goyal - Income Tax Law and Practice, Sahitya Bhawan Publications.

REFERENCE BOOKS:
1. Dr Bhagavathi Prasad - Direct Taxes Law & Practice – Wishwa Prakashan, New Delhi.

18BUS311 ENTREPRENEURSHIP DEVELOPMENT 2103
Objectives: To provide the students an opportunity to relate the concepts to real life business and acquire the knowledge to become successful entrepreneur.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

Skill Development Activities:
- Collect information on the factors that have helped to start an enterprise by any two successful personality
- Prepare the flow chart with the determinants that have helped to establish an organization in your locality.
- Success stories of Entrepreneurs in the region to be discussed

TEXT BOOKS:
1. Entrepreneurship: Rajeev Roy, Oxford University Press
2. Entrepreneurial Development: Vasant Desai

REFERENCE BOOKS:
1. Entrepreneurial Development: Bhanucholi
2. Entrepreneurship Development: Dr. K. G. C. Nair

18BUS313 INTRODUCTION TO STRATEGIC MANAGEMENT 3 1 0 4

Objectives: To appreciate the complexities of managing a formal organisation; to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firms situation.
Unit 1 Strategic Concepts

Unit 2 Internal Assessment and External Assessment
Key internal forces - management audit - basic functions or activities that make up the different functional areas of business.
Key external forces - sources of external information - Porters five forces model of competition - cooperative vs competitive strategies.

Unit 3 Strategies for Managing Business

Unit 4 Strategy Analysis
Three stage strategy formulation - SWOT matrix - SPACE matrix - BCG matrix - value chain analysis.

Unit 5 Implementation Strategies, Strategies Review and Evaluation
Meaning - Strategy formulation vs strategy implementation - matching structure with strategy - creating strategy supportive culture - challenges in strategy implementation.

Skill Development Activities:
- Present a chart showing Strategic Management Process.
- Select any organization and undertake SWOT analysis, SPACE matrix and BCG matrix
- Present strategy followed by an FMCG company in Indian Market.
- Select any sector and make competitive analysis using Porter's five forces model.
- List social responsibility action initiated by any one company.
- Select any organization and identify the Key Result Areas

TEXT BOOK:
1. Fred R David, Strategic Management Concepts and Cases

REFERENCE BOOKS:
1 V S P Rao And V Hari Krishna, Strategic Management Text And Cases
2 Amita Mital, Cases in Strategic Management
4 Upendra Kachru, Strategic Management Concepts and Cases.

Unit – III Airline marketing and customer service standardization in logistics – airfreight exports and imports – sales and marketing – understanding marketing, environment, marketing research, strategies and planning, audits, segmentation, SWOT, marketing management control, consignee controlled cargo – sales leads – routing instructions – customer service, future trends.


Books for Reference:
1. Simon Taylor, Air transport logistics, Hampton
3. Peter S. Smith, Air Freight: operations, marketing and economics, Faber.

Text books
Reaching for the sky by Oliver Press Ecommerce : An Indian persoective, 2nd Ed. PT Joseph, SJ

18BUS331 FINANCIAL SERVICES AND MARKETS 3 0 0 3

Objectives: Financial markets have been increasingly influenced in recent times by financial innovations in terms of products and instruments, adoption of modern technologies, opening up of the market to the global economy, stream lining of regulatory frame works and so on. Keep this in mind, the aim of this course is to make the students aware of the ever changing scenario of financial markets and services.

Unit 1

Unit 2
Factoring and forfeiting: The concept of Factoring and Forfeiting - Export Factoring - Forfeiting - RBI and Forfeiting.

Unit 3
Securitization and Credit Rating: The concept of Securitization - Credit Enhancement Securitization in India - Legal Framework. The concept of Credit Rating - Rating Framework - Credit Rating Agencies in India - CRISIL, CIBIL etc. Credit Rating Agencies and SEBI.

Unit 4
Mutual Fund: The concept of Mutual Fund - Mutual Fund in India - The Structure of a Mutual Fund Types of Mutual Fund - Analyzing the Mutual Fund - Regulations Regarding Mutual Funds.

Unit 5

Skill Development Activities:
- Collection of Share certificate/ debenture certificate.
- Collect any specimen of new Financial Instruments and record the same.
- Select any Mutual Fund and examine the various closed and open-ended schemes offered.
- Visit any Housing Finance Companies and analyze the features of various financing schemes offered.
- Visit a Stock Broking Office and collect new issue application form and fill it,
- Ask the students to prepare a diagram showing the working of a Stock Exchange,
- Collect an advertising copy of the mutual fund scheme and paste it,
- List the various types of Credit Cards issued by financial service sector, and
- Prepare a list of various Mutual Fund Schemes and classify them under Open-ended and Close-ended Scheme

TEXT BOOKS:

REFERENCES:
1. Rajesh Kothari – Financial Services in India, Sage Publications
2. Tripathy – Financial Services, Prentice Hall of India.

18BUS334 Total Quality Management 3 0 0 3
UNIT - 1 : INTRODUCTION
Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs - Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

UNIT - 2 : TQM PRINCIPLES

UNIT - 3 : STATISTICAL PROCESS CONTROL (SPC)
The seven tools of quality, Statistical Fundamentals - Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of six sigma, New seven Management tools.

UNIT - 4 : TQM TOOLS

UNIT - 5 : QUALITY SYSTEMS

TEXT BOOKS

REFERENCES

18BUS352 CUSTOMER RELATIONSHIP MANAGEMENT 3 0 0 3

Objectives: On successful completion of the course the students should have: Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing.

Unit 1: Introduction to relationship marketing
Overview of Relationship marketing – Meaning and Definition, Basis of building relationship – Types of relationship marketing, Customer information Database – Customer Profile Analysis - Customer perception, customer life cycle.

Unit 2: Understanding CRM
CRM – Meaning and Definition, Overview and evolution of the concept – CRM and Relationship marketing, Transactional Vs Relationship Approach, CRM as a strategic marketing tool – CRM significance to the stakeholders

Unit 3: CRM Structures

Unit 4: CRM Planning and Implementation

Unit 5: Trends in CRM

e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages, Database Marketing – Prospect database

REFERENCE BOOKS:
3. Philip Kotler, Marketing Management, Prentice Hall, 2005
4. Saroj Kumar and Supriya Singh – Customer Relationship Management, Thakur Publishers Chennai

Objectives: The digital marketing landscape has changed more rapidly by the adoption of mobile and social media to engage customers in dynamic, multi-party conversations. It has revolutionized how marketers operate, and the skills they need to be successful. The course is designed to introduce students to the world of multi-channel marketing, and provide them with the advanced technical skills and marketing savvy they need to identify, engage, and develop relationships with customers in a digital environment.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

TEXTBOOKS:
Objective: The objective of this course is to familiarize the students with the essentials of export management to equip them to be independent export entrepreneurs or employed in export houses of the country. The emphasis obviously is the Indian context.

Unit 1 Introduction
Concept of foreign trade – Trade and development: Foreign trade as an engine of growth. Exporting: Meaning and importance to a growing economy – Growth of world trade. Trends in India’s export trade since independence: Value, Composition and direction of India’s export trade - Direction of India’s export trade, India’s share in world trade, Reasons for India’s poor share in world trade - Export of services. Export promotion measures. Functions of an export manager.

Unit 2 Starting an Export Business

Unit 3 Export Strategy and Export Marketing
Marketing strategies: Issues involved – Steps in exporting – Export marketing plan: Need, steps involved: setting of marketing objectives, market segmentation, market research, product characteristics, export pricing, distribution channels, promotion and budget and time schedule. Analysing the company’s strengths and weaknesses: Assessing the past performance, assessing its competitors, find export opportunities, deciding on exports marketing objectives, and preparing action plans to achieve the objectives.

Unit 4 Export Finance
Export finance needs – Terms of payment: Payment by documentary credit, Advance payment, Cash against documents (CAD), Documents on Acceptance (DA) Consignment bills – Packing credit/ pre-shipment credit and its formalities – Post-shipment finance: Short, medium and long term.

Unit 5 Institutional Agencies in India

TEXT BOOKS:

REFERENCES:

Websites: www.eximbankindia.in; www.ecgcindia.in; www.fieo.org; www.dgciskol.nic.in; www.rbi.org.in

18BUS355 TRAVEL AND TOURISM MANAGEMENT 3003

Objectives: To create a basic knowledge on the genitism, growth and development of tourism; to have an understanding of various national and international tourism organizations: to define the term "tourist" and measurement of tourism phenomenon.

Unit 1 Growth and Development of Tourism
Tourism as an ancient phenomenon - pleasure travel - religion as a motivator - industrial Revolution and development of tourism - effects of Great World Wars on transport system - advent of jet and high speed trains - causes of rapid growth - meaning, nature and components of tourism - basic travel motivations.

Unit 2 Organisation of Tourism
Need for organization - factors influencing types of organization - the national tourist organization - tourist organisation in India - International organization of tourism - International Union on Official Travel Organisation (IUOTO) - World Tourism Organisation (WTO) - Pacific Area Travel Association (PATA) - International Air Transport Association (IATA) - American Society of Travel Agents (ASTA).

Unit 3 Measurement of Tourism
Need for measuring tourism phenomenon - methods of measurement - importance of tourist statistics - types of tourist statistics - definition of the terms tourist, domestic tourism and international tourism - tourism planning and development - planning for tourism - assessment of tourist demand and supply - basic infrastructure - financial planning - human resources planning - tourism marketing - environmental and regional planning.

Unit 4 Tourism and Economic Development
Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development - employment opportunities - cultural tourism - international understanding.

Unit 5 Role of travel agencies in tourism
Thomas Cook and organisation of travel - introduction of railway and air travel - travel agency - tour operator - need for legislation - travel agencies in kca - Travel Agents' Association of India (TAAI).

Skill Development Activities:
• List any five natural tourist spots and identify the special features,
• History and scope for making them revenue generating sources.
• Prepare a tour plan to organize a tour for your family/students’ tour.
• List the travel agencies and tour operators in your area/taluk/district.
• List the package tours organized by travel agencies.
• Prepare a chart showing the organization structure of a travel agency.

TEXT BOOKS:
1. Vara V V Prasad - Travel and Tourism Management. Excel Books
2. Ghosh, Biswanath - Tourism and Travel Management, Vikas Publishing House

REFERENCE BOOKS:
1. Douglas Foster - Travel and Tourism Management, Pa/grave Macmillan
2. B. S. Badan, Harish Bhatt - Travel Agencies and Tourism Management, Commonwealth Publishers

18BUS356  E-COMMERCE AND ERP  3003

Objective: To provide the students the basic concepts of e-Commerce and enterprise resource planning

Unit 1

Unit 2

Unit 3
Enterprise – An overview, ERP introduction, Business function and business process, Basic concepts of ERP, ERP myths, history of ERP, Risks and benefits of ERP.

Unit 4
ERP related technologies, BPR, data warehousing, data mining, online analytical process, product life cycle, CRM, OLAP, GIS, BA, BI, PLM, Intranets and Extranets.

Unit 5
ERP functional modules: Functional modules of ERP, ERP implementation Life cycle, objectives of ERP implementation, Phases of ERP implementation, why do many ERP implementation fail, ERP project teams-composition and organization, consultants and vendors.

TEXT BOOKS:
2. Alexis Leon - Enterprise resource Planning, TMH

18BUS357  Shipping Finance and Marine Insurance  3003
Unit-1
Overview of the Shipping Industry -Importance of the Sector -Participants in the Shipping Business (Redefining Agency Cost) -Shipping Cycles and their Drivers Ship (Asset) Valuation -Models of Ship Valuation: Case Study -Probability of Default: Case Study -(Basel II &Basel III criteria)

Unit-2
Sources of Ship Finance-Equity (IPO’s): Case Study -Debt Financing and the Bond Markets: Case Study -KG Funds-KS Funds: Case Study -Islamic Finance: Case Study -Debt/Equity Structure Decision of a Shipping Company -Corporate Governance in Shipping: Discussion of Empirical Results -Corporate Social Responsibility: Discussion of Empirical Results

Unit-3

Unit-4

Unit-5

Text Books:
1. Marine insurance By Institute of charted ship brokers
2. Marine insurance clauses by Hudson.
3. Marine cargo insurance by DuntJhon.

Reference Books
1. Reference book of marine insurance by Whither by Publishers UK
2. Collected papers on marine claims by GoodAcre J.K.

18BUS358 Product and Brand Management 3003

Purpose of the course
The purpose of the Product and Brand Management class gives a fundamental understanding of how to build, measure, and manage a brand. Course activities include readings, discussions of the readings and cases that will allow students to apply the theories and strategies learned as well as the opportunity to work on a brand project.

Course description
As products, pricing and distribution increasingly become commodities, the new competitive arena is brand value, which creates long-term profitable brand relationships. Building brand equity involves managing brands within the context of other brands, as well as managing brands over multiple categories, over time, and across multiple market segments.

Objectives
• To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management.
• To equip the students with the various dimensions of product management such as Product-line decisions, product platform and product life cycle.
• To provide a framework to understand the new product development process, the organizational structures for new product development and product management functions within an organization.
• To explore the various issues related to Brand Management and to enhance the understanding and appreciation of this important intangible strategic asset including brand associations, brand identity, brand architecture, leveraging brand assets, brand portfolio management etc.
• To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.

Topics
Unit 3: Introduction to Brand Management and Crafting of Brand Elements, Consumer Brand Knowledge, Brand Identity, Personality and Brand Associations.

Reading Material and Other references:


18BUS359 Shipping Management 3 0 0 3

Course Objective: To make the students understand the commercial, operational and technical components of ship management.

Unit-I: Functions of Shipping
Ship: Types of ships-Principal dimensions-Ship’s tonnages (GT, NT, DWT)-Cargo carrying capacity. Ship owners, operators and managers: Ship manager-Structure of ship owning and management organizations-Ship’s personal-Agents.
Unit-II: Ship Registration, Classification and Insurance

Registration-Types of registries-Flag-Classification-Port State Control-Inspections-Surveys-Conditions of survey and inspections-Other surveys. Insurance: Hull and machinery insurance-General average-Salvage-Third party recoveries-Claims and handling-Protection and indemnity.

Unit-III: Operations and Voyage Estimation


Unit-IV: Cargo and Geographic Factors


Unit-V: Crew Management and Ship Manager’s Legal Relations


Text Book

Reference Books

Websites
1. www.consulting.xerox.com/case-studies/...shipping-co/ enus.html(International Shipping Company Case Study)
2. www.sugarcrm.com/industry/shipping-and-transport/case- study (CRM Shipping and Transport Case Studies)
3. http://businesscasestudies.co.uk (Shipping Sector-Case Studies)
4. www.tcs.com › Home › Resources › Case Studies (TCS Resources: Case Study Leading Indian Shipping)

18BUS391 MINOR PROJECT 3 Credit

Minor project is basically meant to understand the practical aspects of concepts learned during all the semesters in the real life scenario. The project would impart practical exposure to all the students in the Industry. The students will be doing projects relating to the different business practices as chosen by them. They have to publish the outcome of the minor project in reputed national / international journals.

18BUS399 PROJECT 6 Credit

It is oriented towards developing the skills, knowledge and attitudes needed to make an effective start as a member of the Management profession. Every student will have to do a assigned project work on a
particular topic relevant to the area of their study. The final project evaluation will be done at the end of the semester on the basis of the dissertation submitted by the student duly signed by the project supervisor.

18COM103  FINANCIAL ACCOUNTING  3104

Objectives: To provide basic knowledge of the framework of financial accounting to the extent it is useful for managers

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

Skill Development Activities:
• Accounting Concept - Illustration on Dual Aspect Concept,
• Correcting a wrong trial balance,
• Correcting a wrong Trading, and Profit and Loss Account,
• Correcting a wrong Balance Sheet.
• Collection of Joint Venture Agreement and brief analysis,
• Preparation of Joint Bank Account with imaginary figures,
• Preparation of Proforma Invoice and Account Sales
• Preparing a Bank Reconciliation Statement with imaginary figures

TEXT BOOKS:
Objectives: To understand the basic concepts and processes used to determine product cost; to gain knowledge of preparation of budgets, standard costs and variance statements; to gain the skills required for cost ascertainment and decision making.

Unit 1
Cost, Costing - Cost Accounting - Cost Accountancy - Objectives – Advantages and Disadvantages - Distinction between Cost Accounting, Financial Accounting and Management Accounting - Methods of Costing, Cost Classification – Cost Center and Cost Unit - Preparation of Cost Sheet - Estimated Cost Sheet

Unit 2
Materials: Meaning - Direct and Indirect - Purchase Procedure - Centralized and Decentralized Purchasing - Stock Levels (Problems on Stock Levels) - Issue of Materials - Pricing of Issues (LIFO, FIFO.)

Unit 3
Overheads: Meaning – Classification - Allocation, Apportionment and Absorption of Overheads - Primary Distribution of Overheads and Secondary Distribution Summary - Calculation of Machine Hour Rate.
Operating Costing: Transport costing - Calculation of Cost Per Km. - Cost Per Passenger Km. - Cost Per Tonne Km. Contract Costing: Recording of Cost-Profit on Incomplete Contracts - Notional Profit and Calculation of profit on the basis of Estimated Profit.

Unit 4
Budgeting and Budgetary Control: Meaning – Importance - Types of Budgets - Problems on Flexible Budget and Sales Budget.
Marginal Costing: Meaning - Importance – Assumptions - Problems on - Break Even Point – Profit /Volume ratio - Margin of Safety

Unit 5
Reconciliation between Cost Profit and Financial Profit.

Skill Development Activities:
• Classification of costs incurred in the making of a product.
• Identification of elements of cost in services sector
• Cost estimation for the making of a proposed product with imaginary figures
• Collect a draft documents relative to Labour
• Collection and Classification of overheads in an organization
• Prepare a stores ledger with imaginary figures of transaction under FIFO and LIFO method
• Prepare a flexible budget with imaginary figures
• Prepare a sales budget with imaginary figures

TEXTBOOKS:
2. Khanna Pandye and Ahuja – Cost Accounting

REFERENCES:
2. Horngren Foster and Datar – Cost Accounting.
3. S N Maheshwari – Cost Accounting

18COM390 LIVE-IN-LAB. 3 Credit
This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester or fourth semester) and if they identify a worthwhile project, they shall register for a 3-credit Live-in-Lab project, in the fifth semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

18CSA185 BUSINESS AND MIS LAB. 0 0 3 1

Unit 1 MS Word Exercises
1. Open a new document and set page size to A4, margins to left (2 cm), right (2cm), top (2.5m), bottom (2.5cm)
   a. Type the following text:
      Through Her extra ordinary acts of love and self sacrifice, Amma has endeared Herself to millions. Tenderly caressing everyone who comes to Her, holding them close to Her heart in a loving embrace, Amma shares Her boundless love with all. Be they young or old, sick or poor everyone who comes to Her receives the same unconditional love.
      Amma’s compassion has given rise to a vast network of charitable and spiritual activities, which is drawing attention throughout ourthe world. At the root of these services lies Amma’s teaching that the divine exists in everything—in every person, plant and animal. Perceiving this unity is the essence of spirituality and the means by which to end all suffering. It is through this simple, yet powerful message that Amma is transforming our world, one embrace at a time.
   b. Make the document error free using Spelling and Grammar
   c. Replace the word ‘compassion’ using Thesaurus utility.
   d. Practice Cut, Copy and Paste.
   e. Apply Page Borders, Paragraph Borders and shade the paragraphs.
f. Give appropriate heading in the Header and Page number, date in the Footer.
g. Apply paragraph settings to the document.
h. Format the text and apply bullets and numbering using menu.
i. Insert a picture in the document (use OLE feature)
j. Change one paragraph of the document into newspaper layout.
k. Practice tab settings.

2. Insert a table containing 6 rows and 7 columns: Headings – Student No, name, Mark1, Mark2, Mark3, Total, and Average.
   a. Enter the details of 5 students.
   b. Calculate Total & Average using ‘Formula’ option.
   c. Sort the details of students in the order of Average.
3. Generate 10 copies of interview letters to candidates from different states informing the place and time of interview. (Mail Merge)

**Unit 2 MS Excel for data analysis exercises**
1. Open a new work book and enter the details:
   - Employee No Name Basic Pay DA HRA PF Net Pay
   - E001 Anu 6000
   - E002 Anju 8000
   - E003 Pavan 4500
   - E004 Jyothy 7600
   - E005 Manu 6500
   Calculate DA as 7.5% of Basic Pay, HRA as 5% of Basic Pay PF as 6% of Basic Pay and Net Pay = Basic Pay + DA + HRA – PF.
2. Create a series using AutoFill handle.
3. Save the workbook & give suitable title in the Header and date in the Footer, Preview the file.
4. Create a name for a range of cells in the work sheet.
5. Practice Rows, columns, Cells and work sheet format options.
6. Clear the formats of 5 the row.
7. Delete the last sheet of the workbook
8. Make a copy of the first sheet and rename it.
9. Practice paste special options.

**Spread Sheet Application – MS Excel**
1. Find the Sum of Net Pay using function.
2. Write a function to find the count of employees in G20 cell.
3. Insert comments in different cells and practice hyperlinks.
4. Create your own style for worksheets.
5. Create a database having the headings Roll No, Name, Mark1, Mark2, Mark3 and Total. Before entering data give validation rules:
   a. For roll no – Enter numbers between 1 and 50
   b. For name – Enter names that have text length between 3 and 15.
   c. For marks – Enter marks between 0 and 99
6. Insert records and Sort the records.
7. Create a chart for the above details.
8. Create a pie chart for the student with highest mark.

**Unit 3 MS Power-point for business presentation and Communications**
1. Open a new Presentation and insert a new slide.
2. Apply appropriate slide transition to it.
3. Insert a number 4 more slides and set up the show for all.
4. Text and Word art into slides and apply custom animations.
5. Format the text and word art in the slides and apply design templates to slides.
6. Hyper link the slides (use text for link).
7. Use action buttons for hyperlink.
8. Create a PowerPoint presentation that contains News Headlines for a TV channel.
9. Create a presentation with minimum 5 slides regarding the programmes on Annual Day celebrations.
10. Create a presentation with minimum 5 slides regarding various products offered by a particular company.

**Unit 4 Multimedia tools for Communication**
1. Introduction to Image Editing tools for Communication.
2. Image size and resolution - Acquiring images from cameras and scanners - Creating, opening, and importing images - Placing files - High dynamic range images
3. Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise - Adjusting image sharpness and blur - Transforming objects - Liquify filter - Vanishing Point - Create panoramic images
4. Creating type - Editing text - Formatting characters - Fonts - Line and character spacing - Scaling and rotating type - Formatting paragraphs - Creating type effects
5. Saving images - Saving PDF files - Saving and exporting files in other formats - File formats
7. Video and animation in Photoshop - Creating images for video - Interpreting video footage –
8. Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations

**Unit 5 Multimedia tools for business**
1. Resizing and editing image for business presentation.
2. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various products offered by a particular company.
3. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various courses offered by any college.

**TEXTBOOKS:**
2. Photoshop® CS3 Layers Bible by Matt Doyle (Author), Simon Meek (Author)

**REFERENCE BOOKS:**
1. Microsoft Office 2000 Complete, BPB publications

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**18CSA287 ACCOUNTING PACKAGES – TALLY LAB**

**Unit 1**
Getting started with Tally – Company information – Features and configuration.

**Unit 2**
Unit 3

Unit 4

Unit 5

TEXTBOOKS:
1. Tally complete reference material

REFERENCE BOOKS:
1. Tally for everyone – Roopa, Add to Cart Publishing
2. Kogent Learning Solutions – Tally ERP 9 in Simple Steps, Dreamtech Publication
3. Dinesh Mайдасани – Mastering Tally ERP 9, Firewall Media

18ECO101 BUSINESS ECONOMICS 2103

Objective: The objective is to help the student to understand the various economic parameters that interact with each other so that an economy may function effectively and efficiently. The main focus is on making the various theoretical concepts clear and intelligible to a student.


Unit 3 Demand and Supply Analysis: Concept of demand - Demand schedule and demand curve – Change in demand and change in quantity demanded – Law of demand: Basis for its operation and factors influencing demand. Elasticity of demand: Types and measurement. Supply: Concept, Supply schedule and supply curve – Change in supply and change in quantity supplied – Law of supply. Factors influencing supply. Equilibrium.


Unit 5 Theory of Markets: Meaning and types of markets – Main features of Competitive, Monopoly, Monopolistic and Oligopoly markets. Price discrimination: Meaning and Types.
**Skill Development Activities:**

- An illustration on calculation of Incremental Cost and Incremental Revenue, Determination of Fixed and Variable Cost, Determination of Average Cost, Marginal Cost and Total Cost
- Diagrammatic presentation of Price and Output Determination in different Market situations,
- Construction of Average Revenue and Marginal Revenue under Imperfect Market, and Fixation of Price under Target Pricing based on Rate of Return Method

**TEXT BOOKS:**

1. John B. Taylor and Rithika Gugnani - *Principles of Economics*
2. Samuelson and Nordhaus - *Micro Economics*
3. Samuelson and Nordhaus - *Economics*

**REFERENCES BOOKS:**

2. Craig Petersen, W. Chris, Managerial Economics.

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**18LAW111 BUSINESS LAWS**

Objective: The objective is to provide basic principles of general contracts and other special contracts like Bailment/ Pledge/ Indemnity and Guarantee/ and Agency.

**Unit 1**
Introduction to Business Law – Definition – Meaning - Scope of Business Law - Need to study law - Introduction to legal systems - Sources of law - The Civil and the Criminal law.

**Unit 2**

**Unit 3**

**Unit 4**

**Unit 5**
The Contract of Agency - Definition of Agent and Principal – Essentials - Kinds of agents - Rights and Duties of an agent and Principal - Creation of agency and Termination of agency.
Cyber Law, importance, major categories of cybercrimes, introduction to IT Act, Authorities, Enforcement powers, offences and penalties.
**Skill Development Activities:**

- Prepare a chart showing sources of business law
- Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract.
- Draft an Indemnity Bond with imaginary contents
- Presentations of real case studies
- Prepare a chart showing different kinds of Agencies

**TEXT BOOKS:**
1. Legal aspects of Business - Akileswar Pathak
2. Business Law for Management - Saravanavel and Sumitha
3. Company Law & Secretarial Practice G.K. Kapoor
4. Labour Law - Ajay Garg

**REFERENCE:**
1. Business Laws – Bhagavathi and Pillai

**18LAW201 INDIAN CONSTITUTION 2002**

**Objective:** The preliminary objective is to ensure that every student has some knowledge about Indian Constitution.

**Unit 1**
Meaning and Importance of Constitution, Preamble and Salient Features of the Constitution.

**Unit 2**
Fundamental Rights, Right to Equality, Right to Freedom, Right against exploitation, Right to freedom of religion, Cultural and Educational Rights, Right to Constitutional Remedies and Duties, Directive Principles of State Policy.

**Unit 3**
Union Government – Lok Sabha and Rajya Sabha Composition, Powers and functions: The President, The Prime Minister and Supreme Court: Role Position and Powers/ functions.

**Unit 4**
State Government - Legislative Assembly and Legislative Council: Composition, Powers and functions: The Governor, Chief Minister and High Court: Role, Position and Powers/ functions.

**Unit 5**
Local self-Government, Panchayat Raj System in India; Election Commission; Public Service Commissions. - Role, powers and function

**Skill Development Activities:**
- Court Visit & Report Presentation
- Group discussion (Fundamental rights and duties)

**REFERENCES:**
1. Introduction to The constitution of India – M V Pylee, Vikas publishing house Pvt LTD
2. Introduction to The constitution of India – Dr. Durga das Basu, 19th edition Reprint 2007


Unit-4 Charter Parties-Freight-Liens-Laytime-Port and Berth Charterparties-General Average. Bills of Lading-Functions of B/L-Types of B/L-Mate’s Receipt.


Text Books:
1. Legal principles in shipping business by Institute of chartered ship brokers.
2. Maritime law desk book by Charles M. Davis

Reference Books:
1. Maritime law journal –Articles by Capt.A.K.bansal( faculty Indian institute of Logistics)
3. Maritime law by Christopher Hill.

18MAT102 BASIC CONCEPTS OF MATHEMATICS 2 1 0 3

Objectives: To provide basic understanding of mathematical concepts and fundamentals to enable the student to familiarize himself with the use of mathematics that would be useful in business and financial analysis

Unit 1 Fundamentals

Unit 2 Matrices and Determinants
Unit 3 Basic Algebra
Ratio – Definition – Continued Ratio – Inverse Ratio – Proportion – Continued
Proportion – Direct Proportion – Inverse Proportion – Variation – Inverse Variation
– Progression – Arithmetic Progression – Geometric Progression – Harmonic
Progression.

Unit 4 Basic Calculus
Variables – Constants – Limits of Algebraic Functions – Simple Differentiation of
Algebraic Functions – Meaning of Derivatives – Evaluation of First and Second
Order Derivatives – Maxima and Minima – Application To Business Problems.

Unit 5 Permutations and Combinations
Permutation - Definition - Meaning of Permutation – Applicability – Problems On
Permutations – Combination - Definition - Meaning of Combination – Applicability –
Problems on Combination – Solving Business Problems using Permutations and
Combinations.

Skill Development Activities:
• Construct a probability problem with imaginary data and draw a Venn Diagram
• List out the properties of determinants
• Collect financial derivatives and analyze the data
• Select tender data of any organization and compare the data using permutations and
  combinations

TEXTBOOKS:
P. R. Vittal, Business Mathematics and Statistics, Margham Publications
V. K Kapoor, Business Mathematics, Sultan Chand and Sons

REFERENCE:
Steven J Wilson Johnson, County Community College, Course Business Math: Using Percents,

18MAT120 BUSINESS STATISTICS 3 1 0 4

Objectives: To understand the fundamental concepts of statistics and its application in business.

Unit 1 Data Representations and Analysis
Meaning and Scope of Business Statistics – Real Life Applications of BusinessStatistics – What are Data
and Information – Primary and Secondary Data – Methodsof Collection of Data (Both Primary and
Secondary) – Classification of Data – Purpose and Advantages of Classifications - Tabulation of Data –
Presentation ofData by Diagrams – Bar Diagrams (Simple Bar Diagram – Grouped Bar Diagram -
Component Bar Diagram – Percentage Sub-Divided Bar Diagram) – Pie Diagrams.

Unit 2 Measures of Central Tendency and Dispersion
Meaning of Central Tendency – Types – Calculation of Arithmetic Mean for Groupedand Ungrouped Data –
Calculation of Median for Grouped and Ungrouped Data –Calculation of Mode for Grouped and Ungrouped
Data – Applications of Mean,Median and Mode in Business – Measures of Dispersion – Calculation of
Range –Calculation of Quartile Deviation - Calculation of Standard Deviation and Co-Efficientof Variation.

Unit 3 Time Series
Time Series – Meaning and Application of Time Series - Components of Time Series – Secular Trend -
Seasonal Variation - Cyclical Variation - Irregular Variation- Measurement of Trend - Graphic Method -
Semi-Average Method (when theSeries is Odd and Even) - Moving Average Method (when the Series is
Odd andEven).
Unit 4 Financial Mathematics

Unit 5 Profit and Loss

Skill Development Activities:
• Draft a questionnaire to collect a data of your choice
• Analyze the data collected from the above questionnaire using measures of Central Tendency
• Compute median for Grouped and Ungrouped data with imaginary figures
• Collect 10 years data of any commodity and analyze the variation using time series

TEXTBOOKS:
J K Sharma, Quantitative Techniques for Managers
G C Beri, Business Statistics
REFERENCE BOOK:
P N Arora, Sumeeth Arora, S Arora, Comprehensive Statistical Methods

18MAT211 Fundamentals of Operation Research 3 0 0 3
Objectives: To understand the fundamental concepts of operation research, to provide the students with the practical relevance of the various business networking problems etc... to achieve the optimizing of cost.
UNIT III - Index numbers: concepts, Simple and Weighted Index numbers – Economic and business index numbers published in India.
UNIT IV – Introduction to Queuing Theory, Operating Characteristics of a Queuing System, Constituents of a Queuing System, Service Facility, Queue Discipline – Practical problems

Reference Book: