

SEMESTER V

5.1 Human Resource Management

Unit	Title	No. of Lectures
I	<p>Introduction to HRM</p> <ul style="list-style-type: none">• Definition, Features, Scope/Functions of HRM, Definition of Personnel Management.• Evolution of HRM/ Trends in HRM,• Difference between HRM and PM ,• Challenges before the HR manager,• Role of HR Manager,• Traits/Characteristics of the workforce,• Personnel Philosophy,• Personnel Manual. <p>Human Resource Planning</p> <ul style="list-style-type: none">• Definition of HRP• Process of HRP along with brief coverage of personnel demand and supply forecasting techniques• Factors affecting HRP• Human Resource Information System (HRIS),• VRS, Outsourcing, Pink slip/ termination/ retrenchment/ downsizing/ separation• Contracting and Sub- contracting• Promotions and Transfers	15
II	<p>Job Analysis, Job Design and Job Evaluation</p> <ul style="list-style-type: none">• Job Analysis – Definition, methods of collecting job data, merits and demerits/limitations• Job Design – Definition, Factors affecting Job Design, Approaches to Job Design• Job Evaluation – Definition, methods of job evaluation, process of Job Evaluation. <p>Recruitment, Selection and Induction</p> <ul style="list-style-type: none">• Recruitment – Definition, sources of recruitment , merits and demerits• Selection – Definition, process of selection, types of selection tests, types of interviews• Induction/Orientation – definition, methods, process• Placement <p>Training and Development</p> <ul style="list-style-type: none">• Definition of Training and Development,• Methods of training managers,• Process/ procedure of conducting training programme,• How to evaluate effectiveness of training programmes,• Advantages of T&D	15

Unit	Title	No. of Lectures
III	<p>Performance Appraisal</p> <ul style="list-style-type: none"> • Definition of Performance Appraisal, • Methods of Appraisal for managers – traditional and modern • Process / procedure of conducting performance appraisal • Advantages of performance appraisal • Limitations of Appraisal <p>Compensation Management</p> <ul style="list-style-type: none"> • Definition of compensation, • Components of Salary / Salary slip, • Fringe Benefits – definition and types, • Performance linked incentives/ incentives- definition, advantages and disadvantages. <p>Career Planning And Development</p> <ul style="list-style-type: none"> • Definition of Career Planning and Career Development, • Process/ Procedure of Career Planning, • Career Stages/ Career Life Cycle and how to handle personnel at each stage, • Essentials to make career planning successful, • Career Counselling, • Employee Retention techniques, • Succession planning 	15
IV	<p>Participative Management</p> <ul style="list-style-type: none"> • Definition of Participative Management, • Levels of participation • Trends in Participative Management • Factors essential for successful participative management • Forms of participation • Participation through Quality Circles • Empowered Teams <p>Industrial Relations</p> <ul style="list-style-type: none"> • Definition of Industrial Relations, • Features of Industrial Relations, • Importance of Industrial Relations, • Approaches to Industrial Relations, • Parties to Industrial Relations <p>Trade Unions</p> <ul style="list-style-type: none"> • Definition of Trade Union, • Features of Trade unions, Trade union movement in India/ Trends in the Trade Union 	15

Recommended Books:

- 1) ***K. Aswathappa***, “*Human Resources & Personnel Management- Text And Cases – Fourth Edition*”, Tata Mc Graw Hill
- 2) ***Jayashree Sadri, Sorabh Sadri*** “*A Strategic Approach to Human Resources Management*”. Jaico Publishing House, Mumbai
- 3) ***Mamoria***, “*Personnel Management*”, Himalaya Publication
- 4) ***Edwin B Flippo***, “*Principles of Personnel Management*”, Mc Graw – hill International
- 5) ***M. Nair And T.V. Rao***, “*Excellence Through HRD*” , Tata McGraw Hill publications
- 6) ***Micheal Armstrong*** , “*Handbook Of Human Resource Management Practice*”, Kogan Page
- 7) ***Gary Dessler***, “*Human Resource Management*”, Pearson Education.
- 8) ***Saiyadain***, “*Human Resource Management*”, Fourth Edition, Tata McGraw Hill publications
- 9) ***William J Rothwell and H.C. Kazanas*** – *Planning & Managing Human Resources* – Jaico Publishing House, Mumabai, 2nd Edition, 2008.

5.2 Service Sector Management

Units	Title	No. of Lectures
I	Introduction to Services Marketing <ul style="list-style-type: none"> • Role of services in modern economy • Distinctive characteristics of services • Marketing Challenges of services • Services marketing environment • Goods Vs Services marketing • Goods-service continuum • Consumer behaviour • Services marketing triangle 	15
II	Key Elements of Services Marketing <ul style="list-style-type: none"> • Product –Pricing Communication Mix • Distribution –People –Physical Evidence – Process • Positioning – Market Segmentation • Balancing of Demand and Capacity • Branding of Services – Problems and solutions 	15
III	Service Quality <ul style="list-style-type: none"> • Improving service quality and productivity • Service quality – Gap Model • Measuring & improving service quality • Defining productivity-improving productivity • Service recovery • Complaint handling 	15
IV	Service Management <ul style="list-style-type: none"> • Meaning • Vision –mission strategy • Service leadership • Service Mapping • Flowcharting • Benchmarking • Internal Marketing • Productivity • Current Status and Future Prospects 	15

References Books

- 1) **Valarie A. Zeithaml & Mary Jo Bitner**, “Service Marketing”, Tata McGraw-Hill editions.
- 2) **Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee**, “Service Marketing – People, Technology, Strategy- A South Asian Perspective”, Pearson education.
- 3) **Harsh V.Verma**, “Services Marketing Text & Cases”, Pearson Education
- 4) **K. Ram Mohan Rao**, “Services – Marketing”, Pearson Education
- 5) **Jay A. Kandampully**, “Services Management : The New paradigm in Hospitality”, Pearson Education
- 6) **C. Bhattacharjee**, “Service Sector Management”, Jaico Publishing House, Mumbai, Edn 2008.
- 7) **Govind Apte**, “Services Marketing”, Oxford Press
- 8) **S.Balachandran**, “Customer Driven Services Management” , Response Book

5.3. Financial Management

Units	Title	No. of Lectures
I	<p>Introduction:</p> <ul style="list-style-type: none"> • Meaning and Scope of Financial Management • Functions and Objectives of Financial Management • Changing Role of Finance Managers <p>Working Capital Management</p> <ul style="list-style-type: none"> • Definition - GWC & NWC (Explain Core Assets & Non Core Assets) • Components of Working Capital • Factors Determining Working capital <p>Receivables Management</p> <ul style="list-style-type: none"> • Meaning and Importance • Credit Policy Variables • Case Study on Credit Evaluation • Methods of Credit Evaluation <ul style="list-style-type: none"> ○ Traditional and Numerical Credit Scoring • Monitoring the Debtors – Techniques <ul style="list-style-type: none"> ○ DSO, Ageing Schedule, Collection Matrix <p>Cash Management</p> <ul style="list-style-type: none"> • Motives Of Holding Cash • Strategies Of Cash Management • Cash Budget: Meaning and objectives • Budgeting of receipts and payments- Trading, non trading and capital • Preparation of monthly budget and finding out closing cash Balance (Excl. Financial Statements to be made From the Working Capital Estimation) 	15
II	<p>Cost Of Capital & Capital Structures:</p> <ul style="list-style-type: none"> • Types of capital • Debt • Equity • Retained Earnings • Preference • Cost of Capital for each type of capital • Weighted Cost of Capital • Marginal Cot of Capital (w.r.t. Expansion). 	15

	<ul style="list-style-type: none"> • Designing Capital Structure Alternatives <p>Types of Leverages (Combined , Operating , Financial)</p>	
Unit	Title	No. of Lectures
III	<p>Capital Budgeting:</p> <ul style="list-style-type: none"> • Introduction, types of capital, sources of capital • Evaluation of capital expenditure proposal from given cash flow, concept of present value • Techniques of appraisal of investment proposal • Payback period method, Average rate of return method • Net present value method • Profitability index method 	15
IV	<p>Business Restructuring</p> <ul style="list-style-type: none"> • Importance • Financial Implication • Valuation <p>Types of Business Restructuring</p> <ul style="list-style-type: none"> • Merger • Amalgamation • De-Merger • Other Restructurings <p>(Elementary accounting problems – testing fundamental knowledge only)</p> <p>Long Term & Short Term Sources Of Finance</p> <ul style="list-style-type: none"> • Traditional & Modern instruments of Finance Including Securitizations. 	15

Reference Books:

- 1) *Chandra Prasana, "Financial Management" , Tata Mc Graw*
- 2) *Khan M & Jain, "Financial Management", Tata Mc Graw*
- 3) *James , C, "Financial Management & Policy", Prentice Hall of India*
- 4) *Pandey, I.M, "Financial Management", Tata Mc Graw Hill*
- 5) *Horne, J., Walchowicz, J., "Fundamentals of Financial Management", Prentice Hall of India*
- 6) *Bhalla V, "Investment Management", S. Chand*
- 7) *Diwan P, "Financial Management", Pentagon*
- 8) *Bhalla V.K, "Financial Management", Amol*
- 9) *Kapur S., "Financial Management", S. K. Publishers*
- 10) *Alexander Hamilton, "Financial Management Handbook", Global Books*
- 11) *Helfert, "Techniques of Financial Management", Jaico Publishing House.*

5.4. Elements of Logistics and Supply Chain Management:

Units	Title	No. of Lectures
I	<p>Background</p> <ul style="list-style-type: none"> • Logistics and Logistical Management: Military origin/ basic concept / definitions/ scope/ importance in current competitive environment • Evolution of Logistics & Supply Chain Management • Topics to be covered at concept level: Operating Objectives of Logistics/ Logistical Performance Cycles/ Inbound Logistics/ Manufacturing support Logistics/ Outbound Logistics/Customer Order Cycle/ Lead-time/ Logistical interfaces/ Logistical mission/ Competitive Advantages/ 3 C's/ Logistical competency/ Outsourcing Logistical Activities/ 3rd and 4th party Logistics/ Integrated logistics/ Logistical Planning & Strategy. <p>Supply Chain Management Basic concept/ definitions/ scope/ Comparison between Logistics and SCM/ Global Supply Chain scenario and importance/ Conventional Supply chains/ Supply chain participants/ channel agencies/ Relationship Management, concept of extended enterprises/ Bull-whip effect.</p> <p>Organization structure</p> <ul style="list-style-type: none"> • Basic concept/definitions/scope/objectives and importance • Barriers In Forming Effective Organization, improving effectiveness • Stages in evolution of logistical organization, with emphasis on modern flat organization <p>Customer Service</p> <ul style="list-style-type: none"> • Definition / Scope / Objectives/Importance • Elements of Customer Service, Seven Rights • Customer Service Audit, Customer Service Strategy <p>Demand Forecasting Definition/ Purpose of Forecasting/ Nature of Demands/ Forecasting Components/ Approaches to forecasting/ Qualitative & Quantitative Forecasting Techniques & their applicability, Time series analysis with numerical examples.</p> <p>(f) Order Processing: Integrated System / Customer Order Cycle / Electronic Data Interchange & its Advantages</p>	15
II	<p>Transportation:</p> <ul style="list-style-type: none"> • Definition/Principles/Role/Functions/Importance • Different Modes of Transportation: Road, rail, water, air, pipelines, ropeways • Advantages & Disadvantages of individual modes/Inter-Modal Transportation/ Factors to be considered for Mode & Carrier Selection / Modal characteristics & Classification • Total Transportation Cost / Factors influencing Transport Cost / Transport Infrastructure 	15

	<p>Warehousing</p> <ul style="list-style-type: none"> • Definition/Principles/Role/Functions/Importance • Warehouses/Distribution Centers / Warehousing / Need For Warehousing/Economic/Service benefits • Types Of Warehouses - Their Advantages & Disadvantages/ Warehousing Location/ Area Of Warehouse/ Number of warehouses/ Warehousing Operations/ Factors Affecting Warehousing Cost/ Warehouse Layout/ design principles. <p>Materials Handling System</p> <ul style="list-style-type: none"> • Definition/Principles/ Role/ Functions/ Importance • Activities Covered / Functions Performed During Materials Handling / Material Handling Equipment with selection criteria / Material handling methods/ M. H. System Design – Objectives & Principles. <p>Packaging</p> <ul style="list-style-type: none"> • Definition/Principles/ Role/ Functions/ Importance • Unitizing (Concept of unit-load) & palletizing/ kitting • Logistical Functions of packaging/ Objectives & Benefits of Packaging/ Consumer & Logistical Packaging/ Factors Influencing Good Package Design 	
III.	<p>Inventory Management</p> <ul style="list-style-type: none"> • Inventory: Definition/Principles/ Role/ Functions/ Importance/ Purpose of Inventory Holding / Types of Inventories/ Inventory and profitability/ Impact of Inventory on total logistical cost. • Inventory Management: Objectives/ Importance/ Symptoms of Poor Inventory Management/ Improving effectiveness of Inventory Management/ Inventory turnover/ Service Levels <p>Economic Order Quantity/ Economic Batch Quantity/ Assumptions & Its Limitations/ Re Order level/ Safety Stock with numerical examples.</p> <p>Inventory Control: Inventory ranking methods and Quadrant Technique</p> <p>Selective techniques of Inventory Control: Inventory control methods: (Pull/push models)Traditional methods: ‘Q’ MODEL & ‘P’ MODEL, two bin system, fair-share allocation model, MRP I / MRP II</p> <p>Modern methods: kanban as a tool of JIT, Vendor managed inventory (JIT II, response based techniques-QR, CR, and AR). DRP, ERP</p> <p>Inventory valuation</p> <p>Information System</p> <ul style="list-style-type: none"> • Definition/Principles/Role/Functions/Importance • Management Information System: Elements of LIS/ Advantages of Computerization of Information/ Importance of Information system/ Internal & external Information System / Functionality (IS operations)/ Automated Order Processing System, RFID, EDI/ Satellite tracking system. 	15

IV	<p>(i) Performance Measurement</p> <ul style="list-style-type: none"> • Definition/Principles/Role/Functions/Importance/Objectives • Activity based/process based/ Internal/External Performance Measurement • Classification of performance measures • Performance Auditing / Perfect Order/ Service Levels • Characteristics of ideal performance evaluation system <p>(ii) Logistics Costing: Principles of Logistics Costing/ Activity Based Costing / Mission Based Costing/ Total Cost Analysis/ Steps to Be Adopted For Total Cost Approach</p> <p>(iii) Logistical Network analysis: Concepts/ definitions/ scope/ objectives/ importance Network options/ number of facilities/ Milk-runs/ RORO/ LASH.</p> <p>(iv) Modern Logistics Infrastructure</p> <ul style="list-style-type: none"> • Containerization/ mechanized material handling equipment/ Deep water ports/ ICDs & CFS network/ maritime logistics/ cold chain logistics • Dedicated Freight Corridors/ Golden Quadrilateral and network of highways • Specialized equipment/ double stack containers/ unit trains • Logistics Parks • Container Corporation of India • Private Logistics Companies. 	15
----	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----

Reference Books

1. **Donald J. Bowersox, David J Closs, M Bixby Cooper** , “Supply Chain Logistics Management”
Tata McGraw-Hill
2. **Donald J. Bowersox, David J Closs** , “Logistical management”, Tata McGraw-Hill
Fundamentals of Logistics Management McGraw-Hill
3. **Douglas M. Lambert, James R. Stock & Lisa M. Ellram Irwin**, “The management of Business Logistics Coyle”, Bardi, Langley Thomson, South – Western
4. **Stephen Lemay, Joe B** , “Logistics David J Bloomberg”, Hanna Prentice Hall of India
5. **M Martin Christopher**, “Logistics & S C”, Pearson Education
6. **Chopra Meindl, Kalra**, “Supply Chain Management’.
7. **Herald Dyckhoff, Richard Lacks and Joachin Reese**, “Supply Chain Management’.
8. **Anurag Saxena, Caaushik Sircar**, ‘Logistics and Supply Chain Management – Text and Cases” - Jaico Publishing House, Mumbai, 3rd Edn 2009.

5.5 Business Ethics and Corporate Social Responsibility

Unit	Title	No. of Lectures
I	<p>Introduction to Business Ethics</p> <ul style="list-style-type: none"> • Normative ethics, Prescriptive ethics and Applied ethics • Ethics, Morality and Legality • Concept of Right and Duty : Business – Western and Indian Perspectives, Definition and Scope Relevance in social changes • Ethical organism and corporate code of conduct <p>Business Ethics – Conceptual Background</p> <ul style="list-style-type: none"> • Conceptual Approaches to Business Ethics • Egoism vs. Altruism • Entrepreneur and Manager – Role and Responsibilities • Responsibilities towards stakeholders: an overview • Profit – making; An Objective with an ethical dimension 	15
II	<p>Indian Perspective of Ethics</p> <ul style="list-style-type: none"> • Purusharthas: Dharma, Artha, Kama, Moksha • Concept of Dharma <p>Ethics: A Global Perspective:</p> <ul style="list-style-type: none"> • Ethics in Global Marketing & Advertising • Ethical perspective in Employment including in the international labour Organization Std. • Ethics and IT : E-commerce, Privacy Codes. • Environmental Ethics: Indian and Western perspectives • Ethics and Cross- culture influences • Ethical issues and functional aspects of business 	15
III	<p>Corporate Governance</p> <ul style="list-style-type: none"> • Corporate Governance: Meaning scope & Reporting • The Agency Theory : Principal – Agent Relationship • Role of CEO, Board and Senior Executives • Right of Investors and Shareholders • Financial Regulations and their scope in CG • Corporate governance from Cadbury committee to Narayan Murthy committee 	15

IV	<p>Concept of CSR</p> <ul style="list-style-type: none"> • Meaning and Scope of CSR • Relevance and Significance of CSR in contemporary society • Value approach to CSR <p>CSR: within the Organization</p> <ul style="list-style-type: none"> • Labour relation • Work Atmosphere : healthy and productive • Exploitation, atrocities and harassment • Safely standards and environmental concerns • Perquisites and incentives <p>CSR and Society:</p> <ul style="list-style-type: none"> • Role and responsibility of Local Community in Business. • Interventions of Business to fulfill social responsibilities • Role of NGOs and International Agencies in CSR Integrating CSR into Business : • CSR Measures and Indicators : Measuring CSR to improve shareholders value and societal value • CSR and Sustainable Development • CSR and Triple Bottom Line in business: an international endeavour. 	15
-----------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----

Reference Books

- 1) **William Lillie**, “An Introduction to Ethics”, Universal Paperbacks
- 2) **S.K. Chakrabroty**, “Wisdom leadership : Dialogues and Reflections”, Wheeler Publishing
- 3) **Kenneth Blanchard & Norman Vincent Peale**, “The Power of Ethical Management”, William Morrow & Co, Inc,
- 4) **R.M. Lala**, “In search of Ethical Leadership”, Vision Books Pvt. Ltd
- 5) *Living within – The Yoga Approach to Psychological Heath and Growth (Sri Eurobond Ashram, Pond cherry.)*
- 6) **Dr. R.R.Khan**, “Management and HRD”, Fine Publishing House
- 7) **Stuart Rainer** *Key Management ideas : Thinking that changed the Management world – Macmillan India Ltd.*
- 8) **Susan J. Bethanis**, “Leadership Chronicles of a Corporate Sage : Five Keys to Becoming a more Effective leader”, Ed corpus Colossus Learning Pvt. Ltd.
- 9) **R.R. Prasad, S.R.P. Shukla, Ashok Kumar**, “Indian Management Emerging Responses”, Tata McGraw- Hill Publishing Company Limited
- 10) *Buried Treasure – Discovering and Implementing the Value of Corporate Social Responsibility – Caleb Wall – Greenleaf Publishing – 2008.*
- 11) **Jayashree Sadri, Sorab Sadri and Dhun Dastoor**, “The Theory and Practice of Managerial Ethics”, 2nd Edn, 2006, Jaico Publishing House, Mumbai.
- 12) **Joseph Des Jardins**, “An Introduction to Business Ethics”, Tata Mc Graw Hill, 2nd Edition, 2009.

5.6 (E- 1) Special Studies in Marketing

Unit	Title	No. of Lecture
I	<p>Consumer Behaviour</p> <ul style="list-style-type: none"> • Definition of CB • Why study Consumer Behaviour • Research Perspectives on Consumer Behaviour • Decision Making Model • Factors affecting Consumer Behaviour (Psychological, Personal, Social, Cultural) • Touch upon theories of Motivation (Maslow's Hierarchy of Needs, McIllelands Theory) • Understanding perception & Stages in perception, Beliefs, Attitudes • Concept of age & Family Life Cycle (FLC), Occupation, Economic Situation • Understanding Personality & Self Concept • Lifestyle Identification- Attitudes, Opinions, Interests (AIO statements) • Types of Buying Behaviour and Consumer Involvement • Stages in Adoption process/ Diffusion of Innovation 	15
II	<p>Communication Process With Reference To Advertising</p> <ul style="list-style-type: none"> • Definition of communication • Models of Communication / Traditional Response Hierarchy Models- AIDA, Hierarchy of Effects, Innovation Adoption, information processing. • Communication model for rural and urban communication <p>Integrated Marketing Communication</p> <ul style="list-style-type: none"> • Definition and Features of IMC, • Advantages/ Relevance of IMC • Components of IMC <p>Objectives for IMC With Special Reference to DAGMAR Objectives Importance / value of objectives,</p> <ul style="list-style-type: none"> • Promotion Objective, Communication Objectives, Sales Objectives • DAGMAR <p>Ad Agency – Structure, Functions & Evaluation :</p> <ul style="list-style-type: none"> • Definition of advertising , Features and Functions of Advertising • Definition of Ad agency • Structure of Ad Agency • Functions of Ad Agency <p>Advertising Budget</p> <ul style="list-style-type: none"> • Definition of Advertising Budget • Definition of Advertising Appropriation • Methods of Budgeting /Advertising Budgeting Methods 	15

<p>III</p>	<p>Types of Media & Media Planning :</p> <ul style="list-style-type: none"> • Media – Print and Broadcast – Types, advantages • Support Media <ul style="list-style-type: none"> • OOH Media, In –Store Media, Transit Advertising, Promotional, Products Marketing, Yellow Pages advertising, Advertising in Movie theaters, Product Placement in movies and on TV, In flight advertising, Miscellaneous <p>Media Planning</p> <ul style="list-style-type: none"> • Definition of Media Planning, • Terms to be studied under media planning Reach, Frequency, GRP, Coverage, BDI , CDI ,TRP , CPM , CPP / CPR/ CPRP • Process of Media Planning • What are the factors that Media Planners must consider? • Problems in Media Planning • Media Research • Media Scheduling – definition, methods <p>Measuring The Effectiveness of Advertising</p> <ul style="list-style-type: none"> • Testing Process for advertising effectiveness • Tests for measuring effectiveness of advertising • Essentials for effective testing of advertisements. 	<p>15</p>
<p>IV</p>	<p>Brand and Branding Strategy Development</p> <ul style="list-style-type: none"> • Definition of Brand and Brand Positioning • Positioning Strategies • Guidelines for effective positioning • Brand Image – Definition, Strategy for Brand Image Development <p>Other Brand Building activities</p> <ul style="list-style-type: none"> • Public Relations Definition , How to build corporate image through PR Corporate Advertising, Importance of PR • Sales Promotion Definition, Sales Promotion Tools – for Consumers and Dealers, Importance of Sales Promotion • The Internet Importance of the Internet as a tool of IMC • Direct Marketing Definition, Role of Direct Marketing in IMC , Tools of Direct Marketing • Personal Selling Definition, Role /Importance of Personal Selling, Relationship Marketing. • E- Commerce 	<p>15</p>

Reference Books

1. **Belch and Belch**, "Advertising and Promotion", Tata McGraw Hill
2. **Aker and Myers**, "Advertising Management" , Prentice Hall of India
3. **Thakur D**, "Advertising, Marketing and Sales Management", Deep & Deep
4. **Mohan M.** , "Advertising Management" , Tata McGraw Hill
5. **Rathor B**, "Advertising Management", Himalaya
6. **Chahan M**, "Advertising", Anmol
7. **Prasanna Chandra**, "Projects" , Tata McGraw Hill
8. **Schiffman, L G Kanuk**, "Consumer Behaviour" , Galgotia
9. **Keller Kevin Lane**, "Best Practice Cases in Branding : Lessons from the World's Strongest Brands" , Pearson Education New Delhi
10. **David Accar** "Strategic Brand Management"
11. **Noel Katscrer** "Strategic Brand Management"
12. **Mike Keller**, "Building Strong Brands"
13. **Stephemen Kanuk**, "Consumer Behaviour"
14. **Noudon and Della Vieta**, "Consumer Behaviour"

5.6 (E- 2) Special Studies in Finance

Unit	Topics	No. of Lectures
I	<p>Economic Value Addition (EVA)</p> <p>Current Developments</p> <ul style="list-style-type: none"> • Deferred Tax (Assets & Liabilities) – AS – 22 • Segment Reporting (AS - 17) • Initial Public Offer (I.P.O) • Employees Stock Option Plan (E.S.O.P) • Sweat Equity <p>Financial Derivation & Future Derivations</p> <p>AS – 30 - Recognition & Measurement</p> <p>AS – 31 – Representation</p>	15
II	<p>Appraisal Of Term Loan</p> <p>Project Report – Structure of Project Report</p>	15
III	<p>Accounting for effects of changes in foreign exchange rates (AS 11)</p> <ul style="list-style-type: none"> • In relation to purchase and sale of goods, services and assets and loan and credit transactions. • Computation and treatment of exchange differences 	15
IV	<p>Financial Services</p> <ul style="list-style-type: none"> • Hire Purchase • Lease • Capital Market • Underwriting • Merchant Banking • Credit ratings • Mutual Funds 	15

Reference Books:

1. **Raj A**, “*Corporate Financial Management*”, Tata Mc Graw Hill
2. **Kulkarni P**, “*Business Finance*” Himalaya Publications.
3. **Chandra P.** “*Financial Management*” , Tata Mc Graw Hill
4. **Khan & Jain**, “*Basic Financial Management*”, Tata Mc Graw Hill
5. **I M Pandey**, “*Financial Management*”, Vikas Publication House Pvt Ltd.
6. **Helfert**, “*Techniques of Financial Management*” – Jaico Publishing House, Mumbai.
7. **William W. Sihler, Richard D. Crowford and Henry A. Davis**, “*Financial Management*”, Jaico Publishing House, Mumbai, Edn 2009.

5.6(E- 3)) E-Commerce

Unit	Topics	No. of Lectures
I	<p>Introduction to E-Commerce:</p> <ul style="list-style-type: none"> • Introduction to role of IT in business and different applications. • Role of ICT in Communication and business applications. • Different application of IT in global business scenario. • Introduction to IT Act and its role to encourage E-business. • Growing E-learning and E-Governance. <p>Evolution and Types of E-Commerce:</p> <ul style="list-style-type: none"> • Evolution of E-commerce. Global and Indian scenario. • History of e-commerce, Generic Model of E-Commerce. • Definition, classification – B2B, B2C, C2C, G2C, B2G sites, • Factors of growth and key performance indicators of E-Commerce. 	15
II	<p>E-Commerce Models</p> <ul style="list-style-type: none"> • E-commerce Models – Store-front Model, Brick and Mortar Model, • Build to Order Merchant Model, Service Provider Model, Subscription based Model, • Broker Model, Advertiser Model, Virtual Mall Model and Infomediary Model. <p>Sub-Systems of E-Commerce</p> <ul style="list-style-type: none"> • E-commerce Trade Cycle and Trading Process • E-market and Internet Commerce • EDI and working mechanism of EDI • Identify factors that are important for an E-Commerce • Difference between Conventional Commerce and Electronic Commerce. 	15
III	<p>Payment, Security and Privacy Issues in Online Business</p> <ul style="list-style-type: none"> • Issues relating to privacy and security in online trading • Electronic payment systems- credit cards, debit cards, smart cards, e-credit accounts, e-money. • Security concerns in e-commerce, authenticity, privacy, integrity, non-repudiation, encryption. • Cryptography techniques and restrictions placed by them on exports. • Securing networks using firewalls and other machines. <p>Marketing Trends in E-Business</p> <ul style="list-style-type: none"> • Growth of Online Retailing and E-marketing concepts. 	15

	<ul style="list-style-type: none"> • Online Advertising and revenue generation • Use of on-line market research and use of CRM techniques • Growing use of Content Management Systems • Integration of E-Commerce in business lines. • Different Service Provider (Utility). 	
Unit	Topics	No. of Lectures
IV	<p>Building E-Presence:</p> <ul style="list-style-type: none"> • Architecting and e-Business & Website Design • The building life-cycle • Design Criteria and attracting customers • Site Content and Traffic Management • Using Content Management System. <p>Emerging Trends of M-Commerce:</p> <ul style="list-style-type: none"> • Emerging trends of M-Commerce • Infrastructure of M-Commerce and Comparison between - E-Commerce and M-Commerce • Security and Bandwidth issues in E-Commerce • Trading process in M-Commerce • Trends in technology; developing markets for E-commerce. 	15

Reference Books

- 1) *E-business & E-Commerce Management 3rd Ed.* - Pearson Education ISBN 978-81-317-2518-4.
- 2) **Kalokota, Robinson**, “*E-Business 2.0 Road map for Success*”, Pearson Education ISBN-978-81-7758-4.
- 3) **Elias M. Awad**, “*Electronic Commerce, 3rd Edition*”. Pearson Education, ISBN 81-317-0705-9.
- 4) **Erfan Turban et.al.**, “*Electronic Commerce – A Managerial Perspective*, Pearson Education”, ISBN 81-780-8362-0.
- 5) **R. Kalokota, Andrew V. Winston**, “*Electronic Commerce – A Manger’s Guide*”, Pearson Education, ISBN 81-780-8158-X.
- 6) **Prof Munesh Chandra Trivedi**, “*E-Commerce*”, Jaico Publishing House, Mumbai, Edn 2010.