

THIRUVALLUVAR UNIVERSITY
BACHELOR OF ARTS
B.Com. (CORPORATE SECRETARYSHIP)
DEGREE COURSE
CBCS PATTERN
(With effect from 2020 - 2021)

The Course of Study and the Scheme of Examinations

S.NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER I									
1.	I	Language	Paper-1	6	4	Tamil/Other Languages	25	75	100
2.	II	English (CE)	Paper-1	6	4	Communicative English I	25	75	100
3.	III	Core Theory	Paper-1	5	3	Financial Accounting I	25	75	100
4.	III	Core Theory	Paper-2	5	3	Business Management	25	75	100
5.	III	ALLIED -1	Paper-1	6	3	(to choose 1 out of 4) 1. Managerial Economics I 2. Corporate E-Management I 3. Principles of Marketing 4. Elements of insurance	25	75	100
6.	III	PE	Paper-1	6	3	Professional English I	25	75	100
7.	IV	Environmental Studies		2	2	Environmental Studies	25	75	100
				36	22		175	525	700
SEMESTER II									
8.	I	Language	Paper-2	6	4	Tamil/Other Languages	25	75	100
9.	II	English (CE)	Paper-2	4	4	Communicative English I	25	75	100
10.	III	Core Theory	Paper-3	5	3	Financial Accounting II	25	75	100
11.	III	Core Theory	Paper-4	5	3	Human Resource Management	25	75	100
12.	III	ALLIED-1	Paper-2	6	5	(to choose 1 out of 4) 1. Managerial Economics II 2. Corporate E-Management II 3. Office Management 4. Fundamentals of Information Technology	25	75	100
13.	III	PE	Paper-2	6	3	Professional English II	25	75	100
14.	IV	Value Education		2	2	Value Education	25	75	100
15.	IV	Soft Skill		2	1	Soft Skill	25	75	100
				36	25		200	600	800

S.NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
SEMESTER III							CIA	Uni. Exam	Total
16.	I	Language	Paper-3	6	4	Tamil / Other Languages	25	75	100
17.	II	English	Paper-3	6	4	English	25	75	100
18.	III	Core Theory	Paper-5	3	3	Company law and Secretarial Practice I	25	75	100
19.	III	Core Theory	Paper-6	3	3	Corporate Accounting I	25	75	100
20.	III	ALLIED-2	Paper-3	7	3	(to choose 1 out of 4) 1. Statistics I 2. Introduction to Tally Accounting 3. Corporate Finance 4. International Trade	25	75	100
21.	IV	Skill based Subject	Paper-1	3	2	Computer application in Business	25	75	100
22.	IV	Non-major elective	Paper-1	2	2	Services Marketing	25	75	100
				30	21		175	525	700
SEMESTER IV							CIA	Uni. Exam	Total
23.	I	Language	Paper-4	6	4	Tamil/Other Languages	25	75	100
24.	II	English	Paper-4	6	4	English	25	75	100
25.	III	Core Theory	Paper-7	3	3	Company law and Secretarial Practice II	25	75	100
26.	III	Core Theory	Paper-8	3	3	Corporate Accounting II	25	75	100
27.	III	ALLIED-2	Paper-4	7	5	(to choose 1 out of 4) 1. Statistics II 2. Business Mathematics 3. Investment Management 4. Organizational Behaviour	25	75	100
28.	IV	NMSDC : Digital Skills for Employability	Paper-2	2	2	Office Fundamentals	25	75	100
29.	IV	Non-major elective	Paper-2	2	2	Project Management	25	75	100
				30	23		175	525	700
SEMESTER V							CIA	Uni. Exam	Total
30.	III	Core Theory	Paper-9	6	4	Cost Accounting	25	75	100
31.	III	Core Theory	Paper-10	6	4	Financial Services	25	75	100
32.	III	Core Theory	Paper-11	6	4	Income Tax Law and Practice I	25	75	100
33.	III	Core Theory	Paper-12	6	4	Commercial Law	25	75	100
34.	III	Internal Elective	Paper-1	3	3	[to choose 1 out of 3] 1. Entrepreneurial Development 2. Industrial Relation 3. Corporate Legal Framework	25	75	100
35.	IV	Skill based Subject	Paper-3	3	2	Research Methodology	25	75	100

S.NO.	Part	Study Components		Ins. hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni. Exam	Total
				30	21		150	450	600
SEMESTER VI							CIA	Uni. Exam	Total
36.	III	Core Theory	Paper-13	6	5	Management Accounting	25	75	100
37.	III	Core Theory	Paper-14	6	5	Auditing	25	75	100
38.	III	Core Theory	Paper-15	6	4	Income Tax Law and Practice II	25	75	100
39.	III	Compulsory Project	Paper-16	5	5	Group / Individual Project	25	75	100
40.	III	Internal Elective	Paper-2	3	3	[to choose 1 out of 3] 1. Corporate Communication 2. Banking Theory and Practice 3. Financial Management	25	75	100
41.	III	Internal Elective	Paper-3	3	3	[to choose 1 out of 3] 1. Marketing Management 2. Corporate Social Responsibility 3. Corporate Governance in India	25	75	100
42.	III	NMSDC : Digital Banking and Audit Essentials for Employability	Paper-4	2	2	Fintech Course	25	75	100
43.	V	Extension Activities		-	1		100	-	100
				30	28		275	525	800
TOTAL					140				4300

Part	Subject	Papers	Credit	Total Credits	Marks	Total Marks
Part I	Languages	4	4	16	100	400
Part II	Communicative English	4	4	16	100	400
Part III	Allied (Odd Semester)	2	3	6	100	200
	Allied (Even Semester)	2	5	10	100	200
	Electives	3	3	9	100	300
	Core	15	(3-5)	54	100	1500
	Professional English	2	3	6	100	200
	Compulsory Project (Group/Individual Project)	1	5	5	100	100
Part IV	Environmental Science	1	2	2	100	100
	Soft skill	1	1	1	100	100
	Value Education	1	2	2	100	100
	Lang. & Others /NME	2	2	4	100	200
	Skill Based	4	2	8	100	400
Part V	Extension Activities	1	1	1	100	100
	Total	43		140		4300

SEMESTER III

CORE PAPER - 5

COMPANY LAW & SECRETARIAL PRACTICE I

Course Objectives

1. To provide an understanding on the company law in India.
2. To enable the students to gain knowledge in companies act 2013.
3. To sensitize the techniques about company procedures.
4. To acquaint the concept of formation of the company.
5. To expose the concepts and guidelines of share capital.

UNIT - I

Introduction - Definition of Company - Characteristic - Advantages - Lifting of the Corporate veil - Kinds of Company - The Companies Act, 2013 (Overview) - The Company Secretaries Act.

UNIT - II

Secretary - Definition - Types of Secretaries - Company Secretary - Legal Position - Qualification - Appointment of Rights, Duties and Liabilities - Dismissal of Company Secretary.

UNIT - III

Formation of Company - Incorporation - Documents to be filled with Registrar - Certificate of Incorporation - Effects of Registration - Promoter - Preliminary Contracts - Duties of Secretary at the Promotion stage.

UNIT - IV

Memorandum of Association - Articles of Association - Contents - Alteration - Secretary's Duties - Prospectus - Contents.

UNIT - V

Share Capital - Meaning Kinds - Alteration of Capital - Reduction of Capital - Secretarial procedure for reduction of Capital - Guidelines for the issue of fresh capital - Secretary's duties in connection with issue of shares.

Course Text books:

1. Company Law & Secretarial Practice - J. Santhi -Margham Publications.
2. Company Law & Secretarial Practice - K.C. Garg ,Vijay Gupta, Joy Dhingra - Kalyani publishers

Reference books:

1. Company Law & Secretarial Practice - N.D. Kapoor - Sultan chand & sons.

E materials:

1. www.mca.gov.in

Course Out Comes

1. After studied unit-I, the student will be able to -understand the concepts of companies act 2013.
2. After studied unit-II, the student will be able to - demonstrate the company secretary roles.
3. After studied unit-III, the student will be able to - explain formation of Company & its Registration concepts.
4. After studied unit-IV, the student will be able to - critique MOA & AOA of companies.
5. After studied unit-V, the student will be able to - outline the concepts and guidelines of share capital.

CORE PAPER - 6

CORPORATE ACCOUNTING - I

Objectives

UNIT-I: Explains and gives journal entries for share application, share allotment, calls on shares and forfeiture of share.

UNIT-II: Explains the conditions for redemption of redeemable preference shares.

UNIT-III: Understands the purpose of debenture sinking fund and debenture redemption reserve.

UNIT-IV: Knows the treatment of pre-incorporation profit and post-incorporation profit.

UNIT-V: Knows the meaning of terms like provision, revenue profits, capital profits and reserve fund.

UNIT - I

Shares - Definition - Issues of Shares - issue of shares at premium - issue of shares at discount - forfeiture of shares - Re-issue of forfeited shares.

UNIT - II

Redeemable preference shares - Conditions for Redemption - Replacement of capital by fresh issue of shares - Procedure for redemption

UNIT - III

Issue of Debentures - Issue of Debenture at Discount - Interest on Debentures - Provision for Redemption of Debentures - Redemption out of profit, out of capital - Redemption out of conversion - own debentures Ex-interest and Cum - interest.

UNIT - IV

Acquisition of Business - Profit prior to Incorporation.

UNIT - V

Final statement - contents of final statement - Managerial remuneration.

Text book:

1. Corporate accounting - T.S. Moorthy&Y.Hari Prasad Reddy.
2. Corporate accounting -Jain &Narang

Books for Reference:

1. Corporate Accounting R.L. Gupta & S. Radhaswamy
2. Advanced Accounting M.C. Shukla & T.S., Grewal

COURSE

OUTCOMES

After Studied Unit - I Enables the students to understand the features of Shares and Debentures

After Studied Unit - II Develops an understanding about redemption of Shares and Debenture and its types

After Studied Unit - III Learns about the journal entries of issue of shares and issue of debentures

After Studied Unit - IV Works with profit prior to incorporation and post incorporation profits in companies accounts

After Studied Unit - V To give an exposure to the company final accounts

ALLIED - 2

PAPER – 3

(to choose one out of 4)

1. STATISTICS - I

Course Objectives

Unit 1 - Understand the basic concept of statistics and data.

Unit 2 - Learn about the diagrammatic and graphic presentation of data.

Unit 3 - Understand the concept of arithmetic mean and measures of central value.

Unit 4 - Learn about measures of dispersion.

Unit 5 - Acquire the knowledge of skewness

UNIT - I

MEANING OF STATISTICS - DATA COLLECTION AND TABULATION

Meaning, Scope, functions, uses and limitations of statistics - Primary and Secondary data collection - Questionnaire - Classification and Tabulation - Frequency Distribution.

UNIT - II

DIAGRAMMATIC AND GRAPHIC PRESENTATION OF DATA

Importance and limitations of Diagrams and Graphs - Types - Bar diagrams and Pie Diagram - Simple graph, Histogram, Frequency polygon, Frequency curve and Ogive.

UNIT - III

MEASURES OF CENTRAL VALUE OR AVERAGES

Meaning, Merits and Limitations - Arithmetic Mean, Median, Quartiles, Mode, Geometric Mean and Harmonic Mean.

UNIT - IV

MEASURES OF DISPERSION

Meaning, Merits and Limitations - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation.

UNIT - V

MEASURES OF SKEWNESS

Meaning, Merits and Limitations - Karlpearson's Coefficient of Skewness - Bowley's Coefficient of Skewness.

Text Book

1. R.S.N. Pillai and V.Bagavathi - Statistics - S. Chand & Company Ltd

Reference Items: books, Journal

1. Elements of Statistical Methods - S.P.Gupta
2. Fundamentals of Statistics - B.N.Gupta
3. Statistics Theory, Methods and Applications - D.C.Sancheti&V.K.Kapoor
4. Business Statistics - P.R.Vittal.

Course Outcome(S)

After studied Unit 1 - The student will be able to understand the basic concept of statistics and data.

After studied Unit 2 - The student will be able to Learn about the diagrammatic and graphic presentation of data.

After studied Unit 3 - The student will be able to understand the concept of arithmetic mean and measures of central value.

After studied Unit 4 - The student will be able to Learn about measures of dispersion.

After studied Unit 5 - The student will be able to acquire the knowledge of skewness

ALLIED - 2

PAPER – 3

2. INTRODUCTION TO TALLY ACCOUNTING

Course Objectives:

Unit 1- To understand the fundamentals of computerised accounting and introduction of Tally.

Unit 2 - To acquaint with the configuration of Tally screens and menus.

Unit 3 - To impart knowledge of creating ledger, editing and deleting vouchers.

Unit 4 - To develop in creating a stock groups in inventory

Unit 5 - To gain knowledge in creating a Budget and inventory report.

UNIT - I

Fundamentals of Computerized Accounting: Requirements - Need - Salient Features - Advantages and Disadvantages - Manual Accounting Vs Computerised Accounting - Problems Faced in Computerized Accounting System - Limitations - Tally : Introduction - History - Versions of Tally- Tally ERP 7.2 vs Tally.ERP9 - Advantages in Tally - Features of Tally

UNIT - II

Tally.ERP 9 Fundamentals - Salient - Application areas of Tally. ERP9 - Advantages - Install Tally.ERP 9- Getting Started with Tally.ERP 9 - Quitting Tally.ERP 9 - Components of Tally.ERP 9 Screen - Configuration of Tally screens and menus- Creation of Company - Groups: Creating a Group- Single - Multiple Groups - Displaying a Group - Editing and Deleting Groups

UNIT - III

Ledger: Creating a Ledger- Creating Ledger in Normal Mode- Creating Multiple Ledgers- Editing and Deleting Ledgers - Introduction to vouchers: Voucher Entry -Editing and Deleting Vouchers-Accounting Vouchers - Contra voucher-Payment voucher-Receipt voucher-Journal Voucher-Sales voucher / invoice-Credit note voucher--Purchase voucher-Debit note voucher-Memo voucher-Inventory Vouchers

UNIT -IV

Introduction to Inventory: Stock Categories - Stock Groups - Stock Items - Creating a Stock Item - Configuration and features of Stock Item - Editing and Deleting Stocks- Purchase Order - Sales order- Cost Centre and Cost Category in Tally.ERP - Creating Cost Categories - Creating Cost Centres -Editing and Deleting Cost Centre-Editing and Deleting Cost Category

UNIT-V

Introduction to Budget: Budgetary Control -Creating a Budget-Editing and Deleting Budget - Day Book -Balance Sheet -Profit & Loss A/c -Trial Balance -Ratio Analysis -Printing Reports Cash and Funds Flow Statements-Cost Centre Reports -Inventory Report-Bank Reconciliation Statement

Text Book:

Tally.ERP9, P.Rizwan Ahmed, Margham Publication, 2016

Books for Reference:

Mastering Tally ERP 9: Basic Accounts, Invoice, Inventory - Asok K. Nadhani, BPB Publication

Mastering Tally.ERP 9 - Dinesh Maidasani , Firewall Media, New Delhi.

Course Outcome(s):

After studied Unit 1 - The student will be able to analyse the problems faced in computerised accounting system

After studied Unit 2 - The student will be able to create a single and multiple groups in creation of company groups in TALLY

After studied Unit 3 - The student will be able to develop multiple ledgers and accounting vouchers.

After studied Unit 4 - The student will be able to understand the configuration and features of stock item.

After studied Unit 5 - The student will be able to develop the inventory reports and cost centre reports.

ALLIED - 2

PAPER – 3

3. CORPORATE FINANCE

Course Objectives:

Unit 1 - To understand the importance of finance function.

Unit 2 - To learn the capital structure, financial risk and scope of long term & short term capital.

Unit 3 - To impart knowledge of capitalization and lease financing types.

Unit 4 - To gain knowledge of working capital management.

Unit 5 - To acquaint with recent trends in capital market.

UNIT - I

Corporate Finance Definition - Scope and Importance - Finance function - Scope Classification and Description of Finance function.

UNIT - II

Capital Structure - Business and Financial risks - Financial and Operating leverage - Scopes of long term capital and short term capital.

UNIT - III

Capitalization - Over Capitalization - Capital Gearing - Lease financing types, Importance and Limitations.

UNIT - IV

Working capital management - Importance - Financing of Working capital management receivable inventories and cash management.

UNIT - V

Financial markets - Money market - Capital market - Recent Trends in Capital market - Mutual Funds - Factoring - Forfeiting - Depositors.

Text Book:

1. I.M.PANDEY -FINANCIAL MANAGEMENT

Books for Reference:

1. KULKARNI: Corporate Finance.
2. VASANTH DESHI: Indian Financial System

Course Outcome(s):

After studied Unit 1 - The student will be able to analyse the scope and description of finance function.

After studied Unit 2 - The student will be able to predict the financial risk and scope of long & short term capital.

After studied Unit 3 - The student will be able to understand the over capitalisation, capital gearing and lease financing types.

After studied Unit 4 - The student will be able to make sound decisions on working capital management.

After studied Unit 5 - The student will be able to understand the financial markets, recent trends in capital market and mutual funds.

ALLIED - 2

PAPER – 3

4. INTERNATIONAL TRADE

Course Objectives:

Unit 1 - To understand the modes of entering into international trade.

Unit 2 - To learn the importance trade policy.

Unit 3 - To impart knowledge of world trade organization

Unit 4 - To gain knowledge of balance of payments and exchange control.

Unit 5 - To acquaint with international monetary system.

UNIT - I

Theories of International Trade - Ricardo - Haberlers Opportunity cost - Heckscher Ohlin Theorem.

UNIT - II

Trade Policy - Case for and against Protection - Regional Integration - European Union - EEC - UNCTAD- GATT- Asian Development Bank (ADB).

UNIT - III

WTO - Functions of WTO - An Overview.

UNIT - IV

Balance of Payments - Disequilibrium - Remedies - Exchange Control - Purchasing Power Parity Theory.

UNIT - V

International monetary system - IMF - SDR - International Liquidity -IBRD (World Bank).

Text Book:

1. H.G.Mannur, 1995, International Economics - Vikas Publishing House (P) Ltd, New Delhi - 14.

Books for Reference:

1. Paul.R.Krugman and Maurice Obstfeld. 2000, International Economics (Theory and Policy), 5th Edition, Pearson Education Asia, Addison Wesley Longman (P) Ltd, New Delhi -92.

2. Robert J.Carbaugh - 1991, International Economics, 4th Edition, Thomson Information Publishing Group, Wadsworth Publishing Company, California.

Course Outcome(s):

After studied Unit 1 - The student will be able to analyse the scope of international business.

After studied Unit 2 - The student will be able to understand the functions of regional integration in trade policy.

After studied Unit 3 - The student will be able to gain knowledge of functions of world trade organization.

After studied Unit 4 - The student will be able to understand the disequilibrium, remedies and purchasing power parity theory.

After studied Unit 5 - The student will be able to understand the international liquidity and its importance.

SKILL BASED SUBJECT

PAPER - 1

COMPUTER APPLICATION IN BUSINESS

Course Objectives

Unit 1 - Understand and work with MS Word document.

Unit 2 - Learn about work with mail merge.

Unit 3 - Acquire the knowledge of work with MS Excel and spread sheet.

Unit 4 - Understand and work with MS power point and work with slides.

Unit 5 - Learn about formatting in power point.

UNIT - I

MS Word 2017: Features of Word 2017- Starting Word 2017 -Component of Word Window - Creating Word Document-Saving, Opening and Closing Documents- Editing Word Documents-Inserting Objects-Formatting Pages- Formatting Paragraph - Inserting Page-Page Break-Page Numbers

UNIT - II

Bookmarks-Header and Footer-Footnotes and Endnotes - Formatting Document - Spelling and Grammar Check-Word Count –Thesaurus-Auto Correct- Working with Tables-Manipulating Tables -Mail Merge - Printing a document

UNIT - III

Introduction to Spreadsheet: Applications of Spread Sheet- MS Excel 2017- Features of Excel - Starting Microsoft Excel 2017- Building and Entering data in Worksheets - Editing Worksheets: Editing a Constants- Editing Formula-Adding and Removing Rows and Columns- Hiding Rows and Columns-Resizing Column Widths and Row Heights.

UNIT -IV

Sorting and filtering data Formatting Worksheet-Creating and Formatting different types of Charts- Printing -Saving, Opening and Closing Workbook-Formulas- Using Functions PowerPoint 2017: Features of PowerPoint -Components of Power Point Window- Creating a Blank Presentation-Working with PowerPoint -Opening -Saving and Closing a Presentation - Working with Slides

UNIT -V

Formatting of Text in Power Point 2017 -Formatting of Paragraphs -Inserting Tables and Charts: Insert Table- Insert Char-Organization Chart- Adding Headers and Footers-Inserting Sounds-Inserting Videos-Clip art-Inserting Clip Art-Editing a clip art image-Shapes: Drawing Shapes-Insert shapes - Copy Shapes-Create a Flow Chart -Printing in PowerPoint

Text Book:

Computer Application in Business with Tally -P.Rizwan Ahmed, Margham Publications

BOOKS FOR REFERENCE:

Computer Applications in Business -Dr. S.V. SrinivasaVallabhan -Sultan Chand Publication.

Computer Applications in Business -Dr.R.Paramaeswaran, S.Chand& Co.

Course Outcome(S)

After studied Unit 1 - The student will be able to Understand and work with MS Word document.

After studied Unit 2 - The student will be able to Learn about work with mail merge.

After studied Unit 3 - The student will be able to acquire the knowledge of work with MS Excel and spread sheet.

After studied Unit 4 - The student will be able to Understand and work with MS power point and work with slides.

After studied Unit 5 - The student will be able to Learn about formatting in power point.

NON-MAJOR ELECTIVE

PAPER -1

SERVICES MARKETING

Course Objectives

1. To impart the concepts about service marketing and its future.
2. To expose the different elements in service sector.
3. To acquaint the concepts and importance of marketing research.
4. To familiarize the student in the specialized area of Service quality concepts.
5. To provide an understanding on the importance of customer relationship.

UNIT - I

INTRODUCTION

Service Management - Concept of Service - Evolution of Services Marketing - Future of the Service Sector - Services Characteristics.

UNIT - II

ELEMENTS OF SERVICE MARKETING

The mix elements in Service Product - Product Life Cycle - Service Location - Service Channel Development - Pricing for Services - Promoting Services - People and Services - Physical Evidence

UNIT - III

RESEARCH IN SERVICES AND DESIGN

Marketing Research for Services and Products - Research process - Market segmentation - Focusing & Positioning.

UNIT - IV

SERVICE DELIVERY AND SERVICE QUALITY

Effective service delivery systems - Challenges in distributing services - effective problem resolution from customer complaints. Importance of Service Quality - Models of Service quality.

UNIT - V

CUSTOMER RELATIONSHIP AND SERVICE LEADERSHIP

Relationship Marketing - Types of relationship marketing Customer retention - Service guarantees - Internal Customer satisfaction.

Course Text books:

1. Services Marketing -Dr. L. Natarajan -Margham Publications.
2. Services Marketing -GeetaBansal, AmandeepKaur, Bhavna Kumar -Kalyani Publishers.

Reference books:

1. Services Marketing and Management -Dr. B. Balaji -Sultan chand& sons.

E materials:

1. www.marketing91.com

Course Out Comes

1. **After studied Unit-I**, the student will be able to - understand service marketing and predict its future.
2. **After studied Unit-II**, the student will be able to - examine its Pricing, Promoting and its channels.
3. **After studied Unit-III**, the student will be able to - analyze the importance of research in service industry.
4. **After studied Unit-IV**, the student will be able to - outline the service quality and its challenges.
5. **After studied Unit-V**, the student will be able to - demonstrate customer relationship and its importance.

SEMESTER IV

CORE PAPER - 7

COMPANY LAW & SECRETARIAL PRACTICE - II

Course Objectives

1. To impart the concepts of borrowing powers of the company.
2. To enable students to understand the basic concepts in company management.
3. To sensitize the concepts and techniques about different types of meeting.
4. To acquaint the techniques of dividend payment of the company.
5. To equip knowledge to students about the liquidation of the company.

UNIT - I

Borrowing Powers: Meaning - Ultra Virus Borrowing - Mortgages and Charges - Fixed and Floating Charges - Registration of Charges - Legal Provisions - Effects and Consequences of Non registration of Charge - Debentures - Definition - Kinds - Guidelines for the issue of debentures - Duties of a Secretary - Comparison between a Shareholder and a Debenture Holder.

UNIT - II

Company Management : Introduction - Directors - Qualification - Disqualification - Appointment - Vacation - Removal - Specific powers of Directors - Duties of Directors - Liabilities of Directors.

UNIT - III

Meetings and Procedures : Introduction - Kinds of Meetings - Meetings of Share Holders - Statutory Meeting - Annual General Meetings - Extra Ordinary General Meeting - Class Meetings - Board Meetings - Secretarial Work Relating to Meetings - Motions and Resolutions - Types of Resolutions - Agenda - Minutes - Voting and Poll - Proxy - Quorum - Chairman of Meeting - Duties of Secretary.

UNIT - IV

Dividend: Definition - Rules regarding Dividends - Secretarial procedure regarding payment of Dividends - Accounts - Statutory Books - Books of Accounts - Annual Accounts and Balance Sheet - Secretarial Duties.

UNIT - V

Winding Up: Meaning - Modes of Winding Up - Compulsory Winding up - Voluntary winding up - Winding up subject to supervision of court - Duties of Secretary in respect of winding up - Consequences of Winding up - Liquidators - Duties and powers of Liquidator.

Course Text books:

1. Company Law & Secretarial Practice - J. Santhi -Margham Publications.
2. Company Law & Secretarial Practice - -K.C. Garg ,Vijay Gupta, Joy Dhingra -Kalyani publishers

Reference books:

1. Company Law & Secretarial Practice -N.D. Kapoor -Sultan chand&sons.

E materials:

1. www.mca.gov.in

Course Out Comes

1. **After studied Unit-I**, the student will be able to - identify the borrowing powers of company.
2. **After studied Unit-II**, the student will be able to - outline the Management strategy in company.
3. **After studied Unit-III**, the student will be able to -understand different types of meeting and its procedures.
4. **After studied Unit-IV**, the student will be able to -demonstrate the dividend payments and outline the books of accounts.
5. **After studied Unit-V**, the student will be able to - critique the winding up modes and Liquidation.

CORE PAPER - 8

CORPORATE ACCOUNTING - II

Objectives

UNIT-I -Understands the need for valuation of goodwill and circumstances under which goodwill is valued

UNIT-II - Amalgamation is to achieve synergetic benefits which arise, when two companies can achieve more in combination than when they are individual entities.

UNIT-III - Liquidation report, proceedings and settlement accounting account settings.

UNIT-IV - Preparation of profit and loss account and balance sheet.

UNIT-V - It includes Accounts of Holding Company, Banking Company accounts.

UNIT - I

Goodwill - Definition - Factors affecting valuation of goodwill - Need - Methods of valuing Goodwill - Simple profit method - Super profit method - Valuation of shares - methods - Net assets method - Yield method - Earning capacity method

UNIT - II

Amalgamation - Absorption and External Reconstruction - Purchase consideration - Methods of calculation - Accounting treatment in the books of Vendor Company and purchasing company. [Intercompany holdings and scheme for external reconstruction excluded.] - Alteration of share capital and Internal Reconstructions.

UNIT - III

Liquidation Accounting - Liquidator's final statement of account - Adjustment of the rights of contributories when the paid up amount on shares varies statement of affairs and deficiency account excluded].

UNIT - IV

Bank Accounts - Legal requirements affecting Final Accounts - Preparation of Profit and Loss Account - Balance sheet.

UNIT - V

Accounts of Holdings Companies - Minority Interest - Cost of control or capital reserve - Distinction between capital profits and Revenue Profits - Elimination of common transactions - Treatment of unrealized Profits - Revaluation of assets and liabilities - Preparation of consolidated balance sheet [Intercompany investment excluded].

Text book:

1. Corporate accounting - T.S. Moorthy&Y.Hari Prasad Reddy.
2. Corporate accounting -Jain &Narang

Books for Reference:

Corporate Accounting - R.L. Gupta & S. Radhaswamy

Corporate Accounting - T.S. Moorthy & Y. Hari Prasad Reddy

Advanced Accounting - M.C. Shukla & T.S., Grewal

Course outcome

After Studied Unit-I -To provide knowledge on Goodwill

After Studied Unit-II- Enable the students to understand about amalgamation, absorption and external reconstruction

After Studied Unit-III - Enable the students to gain an idea of liquidation of companies

After Studied Unit-IV - To make them aware about accounts of banking companies

After Studied Unit-V - To introduce and develop knowledge of holding companies accounts

ALLIED - 2

PAPER - 4

(to choose one out of 4)

1. STATISTICS - II

Course Objectives

Unit 1 - Understand the basic concept of Correlation Analysis.

Unit 2 - Learn about the regression analysis.

Unit 3 - Understand the concept of Time series analysis, seasonal and cyclical variations.

Unit 4 - Acquire the knowledge of unweighted and weighted index numbers.

Unit 5 - Learn about uses and limitations of statistical Quality control.

UNIT - I

CORRELATION ANALYSIS

Meaning, Types, Merits and Limitations of correlation - Methods of studying correlation - Scatter Diagram - Karl Pearson's Coefficient of Correlation - Spearman's Rank correlation.

UNIT - II

REGRESSION ANALYSIS

Meaning, Importance, Limitations - Differences between Correlation and Regression - Regression Equations - Deviation taken from Arithmetic mean and assumed mean.

UNIT - III

TIME SERIES ANALYSIS

Meaning, uses and components of Time series - Methods of measuring Trend, Seasonal Variations and Cyclical fluctuations - Free hand method, Semi-average method, Moving average method and Method of Least squares - Seasonal Indices by Simple Average Method.

UNIT - IV

INDEX NUMBERS

Meaning, uses and problems in the construction of Index Numbers, Unweighted and Weighted Index Numbers - Laspeyer's, Paasche's, Bowley's Fishers and Edgeworth methods - Time Reversal and Factor Reversal Tests.

UNIT - V

STATISTICAL QUALITY CONTROL

Meaning and Importance of Statistical Quality Control - Two type of variations Quality control chart - General outline - uses and limitations of statistical Quality control.

Text Book

1. R.S.N.Pillai and V.Bagavathi -Statistics -S. Chand & Company Ltd

Reference Items: books, Journal

- | | |
|--|---------------------------|
| 1. Elements of Statistical Methods | - S.P.Gupta |
| 2. Fundamentals of Statistics | - B.N.Gupta |
| 3. Statistics Theory, Methods and Applications | - D.C.Sancheti&V.K.Kapoor |
| 4. Business Statistics | - P.R.Vittal. |

Course Outcome(S)

After studied Unit 1 - The student will be able to understand the basic concept of Correlation Analysis.

After studied Unit 2 - The student will be able to Learn about the regression analysis.

After studied Unit 3 - The student will be able to understand the concept of Time series analysis, seasonal and cyclical variations.

After studied Unit 4 - The student will be able to acquire the knowledge of unweighted and weighted index numbers.

After studied Unit 5 - The student will be able to Learn about uses and limitations of statistical Quality control.

ALLIED - 2

PAPER - 4

2. BUSINESS MATHEMATICS

Course Objectives

Unit 1 - Understand the basic theories of indices.

Unit 2 - Learn about the types of matrices.

Unit 3 - Understand the concept of differential and integral calculus.

Unit 4 - Acquire the knowledge of Linear Programming problem.

Unit 5 - Learn about standard deviation and correlation.

UNIT - I

Theory of Indices - Binomial Theorem, Exponential series - Logarithmic Series - Properties - Simple Problems - Theory of Equations - Formation of Equation - Solution of equation - Imaginary roots - Diminishing roots.

UNIT - II

Types of Matrices - Eigen Values, Eigen Vectors - Rank - Consistency of Matrices - Cayley Hamilton Theorem - Simple problems.

UNIT - III

Differential calculus - Application - Rate Measure - Maxima, Minima - Partial Differentiation - Euler's Theorem - Simple Problems - Integral Calculus - Single Applications - Area, Volume - Simple problems.

UNIT - IV

Linear programming problem - Simple Problems - Graphic Solutions - Simple X Method - Simple Problems.

UNIT - V

Averages: Mean - Median - Mode, Empirical relation - Standard Deviation - Mean Deviation - Diagrammatic Representation - Histogram, Pie, Bar, Polygon Curve - Simple Problems - Correlation - Rank Correlation

Text book:

Business Mathematics - P.R.Vittal.

Books for Reference:

1. J.K.Sharma : Business Mathematics
2. S.D.Jeyaseelan : Business Mathematics
3. Dr. BebashisDutta : Statistics and Operation Research

Course Outcome(S)

After studied Unit 1 - The student will be able to understand the basic theories of indices.

After studied Unit 2 - The student will be able to Learn about the types of matrices.

After studied Unit 3 - The student will be able to understand the concept of differential and integral calculus.

After studied Unit 4 - The student will be able to acquire the knowledge of Linear Programing problem.

After studied Unit 5 - The student will be able to Learn about standard deviation and correlation.

ALLIED - 2

PAPER - 4

3. INVESTMENT MANAGEMENT

Course Objectives

1. To enable students to gain knowledge about the types of investment.
2. To sensitize the fundamental and technical analysis in investment.
3. To provide an understanding on the investment pattern by analyzing the market.
4. To expose students to the importance of risk return analysis in the market.
5. To familiarize the concept of efficient market hypothesis.

UNIT - I

Introduction to basics of investment - Properties of financial assets - Financial Markets - Investments - Types - Characteristics - objectives - Types of investors - Investment vs Gambling, Speculation, Speculation Vs. Gambling.

UNIT - II

Nature and Scope of Security Analysis - Concept of Risk and Return - Measurement of Risk.

UNIT - III

Fundamental analysis - Economic analysis, Industry Analysis and company analysis - Technical analysis - trend indications - indices and moving average applied in technical analysis.

UNIT - IV

Valuation of Securities - Equity shares - Preference shares - Debentures - Bonds - SEBI - objectives - functions - guidelines.

UNIT - V

Efficient market Hypothesis - Random Walk Theory - Markowitz Theory - Sharpe's optimization solution - Dow Theory - CAPM model.

Course Text books:

1. Investment Management -Dr. L. Natarajan - Margham Publication
2. Investment Management -Shashi K gupta, Rosy Joshi -Kalyani publishers

Reference books:

1. Investment Management -V.K. Bhalla -Sultan chand&sons.
2. Investment Management - Anju B. Nandrajog -Kalyani Publishers.

E materials:

1. www.corporatefinanceinstitute.com
2. www.investopedia.com

Course Out Comes

1. **After studied Unit-I** - The student will be able to - analyze the financial assets, financial markets in the industry.
2. **After studied Unit-II** - The student will be able to - examine the Measurement of Risk and Return in Market.
3. **After studied Unit-III** - The student will be able to - identify the trend in market through various analysis.
4. **After studied Unit-IV** - The student will be able to - outline various types of securities, bonds and functions of SEBI.
5. **After studied Unit-V** - The student will be able to - demonstrate the efficiency in market through different theories.

ALLIED - 2

PAPER - 4

4. ORGANIZATIONAL BEHAVIOUR

Course Objectives

Unit 1 - To understand the fundamental concepts of organizational behaviour and its nature.

Unit 2 - To know the early and contemporary theories of motivation.

Unit 3 - To learn about the group behaviour and decision making.

Unit 4 - To analyze and understand the leadership traits and causes of conflicts.

Unit 5 - To analyze the process of organizational structure and design.

UNIT - I

Organizational Behaviour - Fundamental concepts - nature and scope - OB in the new millennium - Foundations of Individual behavior - Personality, Perception, Learning, Values and Attitudes.

UNIT - II

Motivation - Early theories - Contemporary theories - Motivation at work - Designing and Motivating for jobs.

UNIT - III

Group Dynamics - Group Behaviour, - Inter-group relations - Communication and Group - Decision making.

UNIT - IV

Leadership - Trait, behaviour and contingency theories - Power and Politics - Conflict - Causes, conflict management, Transactional Analysis (TA) - Work Stress.

UNIT - V

Organizational Structure and Design: Organizational changes and development - Organizational culture and climate - Organizational effectiveness.

TEXT BOOKS:

1. S.S.Khanka, Organisational Behaviour, S.Chand& Co., New Delhi Edn, 2007
2. Dr. S. Shajahan & Linu Shajahan, Organisational Behaviour, New age International Publishers, New Delhi.

BOOKS FOR REFERENCE:

1. Stephen Robbins, Organisational Behaviour, 10th Ed. Pearson Education, 2001
2. Fred Luthans, Organizational Behaviour, McGraw Hill, 1998.
3. Wagner, Organizational Behaviour, Thomson Learning, 2002.

Course Outcome(S)

After studied Unit 1 - The student will be able to understand the fundamental concepts of organizational behaviour and its nature.

After studied Unit 2 - The student will be able to know the early and contemporary theories of motivation.

After studied Unit 3 - The student will be able to learn about the group behaviour and decision making.

After studied Unit 4 - The student will be able to analyze and understand the leadership traits and causes of conflicts.

After studied Unit 5 - The student will be able to analyze the process of organizational structure and design.

SKILL BASED SUBJECT

PAPER - 2

IMPORT AND EXPORT PRACTICE

Course Objectives

Unit 1 - Understand concept of globalization.

Unit 2 - Learn about foreign trade policy of India.

Unit 3 - Acquire the knowledge of export procedure.

Unit 4 - Understand payment terms in export and import.

Unit 5 - Learn about financial assistance and incentives to export.

UNIT - I

GLOBALIZATION OF INDIAN BUSINESS

Obstacles of Globalization - Factors favouring Globalisation - Globalisation Strategies - Indian and Emerging Market.

UNIT - II

TRADE POLICY AND REGULATION IN INDIA

Trade Strategy of India - Foreign trade Policy - Import Substitution - Regulation and Promotion of Foreign trade.

UNIT-III

EXPORT PROCEDURES

Offer and receipt of confirmed orders - Producing the goods - Shipment - Banking Procedure - Export incentives.

UNIT - IV

Trade and payment terms in export & import trade

Trade terms - FOB, FAS, C and F, For - FOT - Payment terms - short term payment terms - Medium and long term Credit - Bill of lading.

UNIT - V

Export Promotion

New Export policy - OGL - Autonomous Bodies - Advisory body - Incentives - Production assistance - Marketing assistance - Special Economic Zones.

Text book:

1. Export procedures and Documentation - M.D. JitendraRajat Publications, New Delhi

Books for Reference:

1. You Too can Export -D.S.P.SelvamAbaas Publication Services, Chennai.
2. International Business -Francis Cherumilan -Prentice Hall of India, New Delhi.

Course Outcome(S)

After studied Unit 1 - The student will be able to understand concept of globalisation.

After studied Unit 2 - The student will be able to Learn about foreign trade policy of India.

After studied Unit 3 - The student will be able to acquire the knowledge of export procedure.

After studied Unit 4 - The student will be able to understand payment terms in export and import.

After studied Unit 5 - The student will be able to learn about financial assistance and incentives to export.

NON-MAJOR ELECTIVE
PAPER - 2
PROJECT MANAGEMENT

Course Objectives:

Unit 1 - To understand the classification of projects and project life cycle.

Unit 2 - To learn the importance of market research and market planning.

Unit 3 - To impart knowledge of project selection factors.

Unit 4 - To gain knowledge of project finance and sources of finance.

Unit 5 - To understand the project monitoring and evaluation.

UNIT - I

Definition of Project- Classification of Projects - Project life cycle - Project ideas and Innovation - Documents for Project.

UNIT - II

Project Survey - Resource surveys, Need analysis, Market research, Market Planning.

UNIT - III

Project Selection Factors - Analysis of infrastructure - Elements of economic geography location - Manpower - Inputs - Transport - Site selection - Industrial policy - Government incentives and regulation - Techno - economic analysis - Choice of technology - choice of process - appropriate Technology.

UNIT - IV

Project Finance - Cost estimating - Project financing - Sources of finance - Cost of capital structure - International finance & Foreign exchange regulations.

UNIT - V

Project Monitoring & Evaluation - Projects Scheduling and Monitoring tools and Techniques - Project management -Information system and Documentation - Project Evaluation.

Text Book:

1. Chandra: Project Management -Tata McGraw Hill, Delhi.

Books for Reference:

1. Harold Kerzner: Project Management; A System approach to Planning, Scheduling and Controlling, New Delhi, CBS Publishers and Distributors, 2nd ed., 2000.

2. Joy P.K.: Total Project Management: The Indian Context, New Delhi, Macmillan India Ltd., Updated ed., 1996.

3. Rao PCK: Project Management Control, New Delhi, Sultan Chand & Sons, 1997.

Course Outcome(s):

After studied Unit 1 - The student will be able to analyse the project ideas and innovation.

After studied Unit 2 - The student will be able to understand the resource surveys with market planning.

After studied Unit 3 - The student will be able to gain knowledge of industrial policy and techno -economic analysis.

After studied Unit 4 - The student will be able to understand the cost estimating, project financing and foreign exchange regulations.

After studied Unit 5 - The student will be able to assess project scheduling and monitoring tools and techniques.

SEMESTER V

CORE PAPER - 9

COST ACCOUNTING

Course Objectives

1. To acquaint the students with cost accounting techniques and practices
2. To educate student to compute Material cost and store ledger.
3. To familiarize the student with the methods of Labour costing.
4. To enhance the student knowledge with overhead and distribution of overhead.
5. To make student to compute batch and job costing.

UNIT - I

Introduction to Cost Accounting

Cost Accounting: Introduction - Definition, Meaning and Objectives - Advantages and Importance - Concept of Cost, costing, cost control and cost audit - Cost Centre and cost Unit - Elements of cost and preparation of cost sheet, tenders - Comparison of Cost accounting with Financial accounting with Management Accounting and Techniques of Costing - Elements of Cost - Classification of Cost - Objections against cost accounting.

UNIT - II

Material Costing and Store Ledger

Meaning - Material Control - ABC Technique - Stock Levels - Stores Ledger - EOQ - Purchasing material procedure - Methods of pricing material issues - Perpetual inventory system - Material Losses - Accounting for Wastages, Rejected and Scrap.

UNIT - III

Labour Costing

Importance of Labour Cost Control - Various methods of Wage payment - Calculation of Wages - Methods of Incentive for Schemes - Recording Labour Time - Time Card and Job Card - Treatment of 'Over time' and 'Idle Time' - Labour Turnover.

UNIT - IV

Overhead Costing

Definition of Overheads - Meaning and Classification of Overhead costs - Allocation and Apportionment - Re-Distribution (Secondary Distribution) - Factory, Administration, Selling and Distribution overheads - Under and Over Absorption of Overheads - Machine hour state.

UNIT - V

Job and Batch Costing

Methods of Costing - Unit Costing - Job and Batch Costing - Process Costing - Service or Operating Costing.

Text Book:

1. Jain and Narang - Cost Accounting.

Books for Reference:

1. M.N.Arora - Cost Accounting.

Course Outcome(S):

After studied Unit 1 - The student will be able to Understanding the basic concepts Costing, Cost control and Cost audit.

After studied Unit 2 - The student will be able to Ability to compute Material cost and store ledger maintenance.

After studied Unit3 - The student will be able to Familiarized with the needs and methods of Labour costing.

After studied Unit 4 - The student will be able to acquire the knowledge of overhead and distribution of overhead.

After studied Unit 5 - The student will be able to Able to compute batch and job costing.

CORE PAPER - 10

FINANCIAL SERVICES

Course Objectives

1. To understand the concepts of financial services and its importance.
2. To familiarize the latest developments in financial services in India.
3. To inculcate the techniques of leasing and mutual funds in India.
4. To provide an understanding on the concepts of factoring and consumer finance.
5. To enable students to understand the basics of venture capital finance.

UNIT - I

INDIAN FINANCIAL SERVICES

Introduction - Evolution -Features -Problems - Regulating authorities -Constituents - Functions of financial services institutions.

UNIT - II

MERCHANT BANKING

Merchant Banking - Introduction -Scope -Functions of Merchant Banker -Classification -Code of Conduct -SEBI Guidelines.

UNIT - III

LEASING & MUTUAL FUNDS

Meaning of leasing - Types -Advantages & Disadvantages -Meaning of Mutual fund -Features & Characteristics -classification -operational, return based, investment based -Mechanism of Mutual fund operation- portfolio management process in mutual fund -operational efficiency - Asset Management Company & its functions.

UNIT - IV

FACTORING, FORFAITING & CONSUMER FINANCE

Factoring - Meaning -Types -Features -Forfeiting - Process & Procedures -Factoring Vs Forfeiting -Consumer Finance -meaning -types -sources -modes -Hire Purchase System - characteristics -advantages & disadvantages.

UNIT - V

VENTURE CAPITAL

Venture capital financing in India -Benefits -Stages of financing - SEBI regulation on venture capital institutions.

Course Text books:

1. Financial Services -B. Santhanam, Margham Publication
2. Essentials of Financial Services -Dr. S. Gurusamy -Vijay Nicole imprints Pvt. Ltd.

Reference books:

1. Financial Services -E. Dharmaraj -Sultan chand&sons.
2. Financial Services - Anbarasu Joseph .D, Boominathan.V.K, Manoharan.P and Gnanaraj.G – Sultan Chand & Sons.

E materials:

1. www.corporatefinanceinstitute.com
2. www.investopedia.com

Course Out Comes

- 1. After studied Unit - I** - The student will be able to - identify the financial services in India and its functions.
- 2. After studied Unit - II** - The student will be able to - understand merchant banking services and its functions.
- 3. After studied Unit - III** - The student will be able to - demonstrate concepts of mutual fund mechanism and lease finance.
- 4. After studied Unit - IV** - The student will be able to - outline the concept and procedures of factoring, forfeiting and consumer finance.
- 5. After studied Unit-V** - The student will be able to - analyze the concepts of venture capital and its roles.

CORE PAPER - 11

INCOME TAX LAW AND PRACTICE -I

Objectives

Unit - I - To create an understanding of the Income Tax Act enacted in 1961.

Unit - II - To provide an understanding on Employer-employee relationship and place of employment.

Unit - III - To promote learning of Income from House Property and deductions from Income from House Property.

Unit - IV - To understand the Income Tax, 'Profit and Gains of Business or Profession'

Unit - V - To collect useful information for the purpose of assessment.

UNIT - I

Income Tax Act, 1961 - Current Finance Act - Definitions - Agricultural Income - Assessee - Assessment Year - Income - Person - Previous Year - Residential Status and Incidence of Tax - Exempted Incomes.

UNIT - II

Income under the head Salaries - Definitions - Features - Allowances - Perquisites - Provident Funds - Profits in Lieu of Salary - Deductions - Computation of Salary Income.

UNIT - III

Income from House property - Annual Value - Determination - Let out houses - Self Occupied Houses - Computation of Income from House property.

UNIT - IV

Profits and Gains of Business of Profession - Definitions - Chargeability - Admissible deductions - Inadmissible Expenses - Computation of Business Income - Computation of Professional Income.

UNIT - V

Income Tax Authorities and their Powers - Permanent Account Number (PAN).

Text book:

1. Income Tax Law and Accounts - Y.Hari Prasad Reddy.
2. Income Tax Law and Accounts -srinivasan

Books for Reference:

1. H.C.Mehrotra : Income Tax Law and Accounts.
2. Bhagavathi Prasad : Income Tax Law and Practice.

Course outcomes

After Studied Unit - I - To introduce the basic concept of Income Tax

After Studied Unit - II - In order to familiarize the different know-how and heads of income with its components

After Studied Unit - III - It helps to build an idea about income from house property as a concept

After Studied Unit - IV - It gives more idea about the income from business or profession

After Studied Unit - V - Gives knowledge of Income Tax Authorities their powers and about Permanent Account Number.

CORE PAPER - 12

COMMERCIAL LAW

Course Objectives

1. To provide students basic concept of Contract and its Classification.
2. To make students to Learn about the Formation of Contract and its essentials.
3. To familiarize the student with the concept of Contract of Indemnity and Guarantee.
4. To educate the student about contract of agency, duties and termination of agent.
5. To prepare students to acquire the knowledge of sale of goods act and breach of contract.

UNIT - I

Introduction to Contract

Meaning -Definition - Classification of contract - Express and implied - valid, Void and Voidable contracts - Executed and Executory Contracts - Unilateral and Bilateral contracts.

UNIT - II

Formation of Contract

Essential Element of Contract - Offer and Acceptance - Lawful consideration - Capacity of Parties - Free consent - Mistake - Misrepresentation, Fraud, Coercion and Undue Influence - Lawful Object.

UNIT - III

Contract of Indemnity and Guarantee

Meaning - Essentials - Differences between contract of Indemnity and contract of Guarantee - Revocation of continuing Guarantee - Surety's Liabilities - Rights of Surety - Discharge of Surety from liability - Bailment - Pledge.

UNIT - IV

Contract of Agency

Meaning - Essentials - Creation of Agency - Kinds of Agent - Agent's Authority - Right and Duties of Principle - Personal Liability of Agent - Delegation of Authority - Sub-Agent - Substituted Agent - Termination of Agency - Irrevocable Agency

UNIT - V

Law of Sale of Goods

Law of Sale of Goods - Conditions and Warrantees - Discharge of Contract - Remedies for Breach of Contract - Auction Sale

Text Book:

1. Business Law - Tulsian,

Books for Reference

1. Mercantile Law - N D Kapoor
2. Element of Commercial Law - N D Kapoor
3. Mercantile Law - M C Shakula

Course Outcome(S):

After studied Unit - I - The student will be able to Understand the basic concept of Contract and its Classification.

After studied Unit - II - The student will be able to Learn about the Formation of Contract and its essentials.

After studied Unit - III - The student will be able to Understand the concept of Contract of Indemnity and Guarantee.

After studied Unit - IV - The student will be able to Learn about contract of agency, duties and termination of agent.

After studied Unit - V - The student will be able to Acquire the knowledge of sale of goods act and breach of contract.

**INTERNAL ELECTIVE
PAPER - 1
(TO CHOOSE 1 OUT OF 3)**

1. ENTREPRENEURIAL DEVELOPMENT

Course Objectives:

1. To enlighten students with the Concept of Entrepreneurship,
2. To prepare student to Describe the Concept and Problems of Women and Rural Entrepreneurship.
3. To educate the student about Project Idea Generation and Development.
4. To make the student to Categorize and Elaborate the various Sources of Project Finance.
5. To aware the students with business opportunities and Support from Financial Institutions,

UNIT - I

INTRODUCTION TO ENTREPRENEUR AND ENTREPRENEURSHIP.

Entrepreneurship: Concept, characteristics and classifications of entrepreneur, Functions of Entrepreneur, Qualities of entrepreneur, Views of Peter Drucker, Schumpeter and Walker on entrepreneurship, Factor Influencing Entrepreneurship, and Role of entrepreneur in the economic development.

UNIT - II

WOMEN ENTREPRENEUR AND RURAL ENTREPRENEUR

Women Entrepreneur: Concept, Definition, Problem Faced by Women Entrepreneur, Remedies to solve the problems of women entrepreneur. Rural Entrepreneur: Concept, steps to Promote Rural Entrepreneurs, Problem of Rural Entrepreneurs, Small Scale Entrepreneurs.

UNIT - III

CONCEPT OF PROJECT

Project: Concept, Idea and Innovation, Project identification, Classification, Selection of project, Project formulation and Project Report Preparation. Feasibility study: Market and Locational feasibility.

UNIT - 4

PROJECT FINANCE AND INCENTIVES

Sources of Project Finance: Short Term, Medium Term and Long Term Project Finance. Incentives and Subsidies: Incentives & Subsidy for development of backward area, Incentives & Subsidy State and Central Government, Taxation Benefit to Small Scale Industries.

UNIT - 5

FINANCIAL SUPPORT TO ENTREPRENEURSHIP

Entrepreneurship Development Programme (EDP): Concept and Curriculum of EDP. Assistance from Financial Institutions: DIC, SIDCO, TIIIC and ICICI.

Text Book:

1. Entrepreneurial Development - Kannaka, S. Chand & Sons, New Delhi

Books for Reference:

1. Entrepreneurial Development - P.Saravanelan
2. Entrepreneurial Development - N.P.Srinivasan
3. Project Management - Vasant Desai
4. Entrepreneurial Development - Jayshree Suresh.

Course Outcomes:

After studied Unit 1 - The student will be able to Understanding the basic concepts, role and importance of entrepreneurship for economic development,

After studied Unit 2 - The student will be able to describe the Concept, Problems and their Solution of Women and Rural Entrepreneurship.

After studied Unit 3 - The student will be able to Developing Personal Creativity, Elaboration of business idea with the adoption of entrepreneurial initiative.

After studied Unit 4 - The student will be able to Categorize and elaborate the various Sources of Project Finance and Schemes of Central and State Government.

After studied Unit 5 - The student will be able to Identify the opportunities and Support extended by Financial Institutions, accessible for the Growth of Entrepreneurship

**INTERNAL ELECTIVE
PAPER -1
2. INDUSTRIAL RELATION**

Unit I

Concept of Industrial Relations : Factors affecting industrial relations. Importance of Industrial Relations, Collective, bargaining and Labour Management Co-Operation in India including works committee vis-a-vis Industrial Relations.

Unit II

Reference of industrial disputes for settlement : Settlement machinery for Industrial Disputes, Conciliation Officer, Board of Conciliation, Court of Enquiry, Labour Court, Industrial Tribunal and National Tribunal and Arbitration, their composition, powers, and duties, different modes of settlement, Distinction between conciliation arbitration and adjudication, their merits and demerits, compulsory and voluntary arbitration. Award Nature of award. Operation of Award, Implementation of Award

Unit III

Strike and Lockout : Meaning thereof. Legal and illegal strikes and lockouts, Justified and unjustified strikes and lockouts, Strike and lockout in public utility services and other industries, Financial aid and instigation of illegal strikes as an offence, prohibition of strikes and lockout by appropriate Government after reference of dispute for adjudication or arbitration. Distinction between lockout and closure, strike and lockout, Concept of Gherao.

Unit IV

Lay-off and Retrenchment: Their meaning, Difference between lay-off and Retrenchment their application, necessary preconditions for their application,, when lay-off and retrenchment compensation, special provisions relating to lay-off, retrenchment and closure in certain establishments, penalty and punishment for illegal lay-off or retrenchment, consequences of illegal lay-off or retrenchment.

Unit V

The role of the Trade Unions in Modern Industrial Society of India, Trade Union of Employers and Workers, their forms and types in India; Intra Union and inter-union rivalries, procedure for registration of Trade Union, Rights and liabilities of a registered Trade Union, Difference between a registered and a recognized Trade Union, powers and Duties of Registrar towards Trade Unions.

Text Books

1. Malhotra, O.P. : The Law of Industrial Disputes Arya, V.P. : A Guide to Settlement of Industrial Disputes Aggarwal, Dr. Arjun P. and Larki, H. : Gherao and Industrial Relations, Trade Unionism in the New Society
2. Aggarwal, S.L. : Labour Relations Law in India
3. M. Charles, A. : Industrial Relations in India
4. Shrivastava, S .C. : Industrial relations and Labour Laws Shrivastava, S.C. : Industrial Relations, Machinery, Structure, Working and the Law
5. Dhingra, L.C. : Labour Law.

**INTERNAL ELECTIVE
PAPER -1
3. CORPORATE LEGAL FRAMEWORK**

Objectives

Unit-I - To explain the Legal Framework of Company Act 2013

Unit-II - To create an understanding on the concepts, objectives, principles, components and advantages of Corporate Governance.

Unit-III - To give an overview of the key issues concerning Corporate Social responsibility.

Unit-IV - To promote understanding of orderly and healthy growth of securities.

Unit-V - To explain the importance of Consumer Protection Act which shields the improved safeguard of consumers and their rights.

UNIT - I

Legal Frame Work- Overview: Companies Act, 2013 -Memorandum of Association - Articles of Association -Prospectus- IPO -Limited partnership -Powers, Rights and Duties of Directors.

UNIT - II

Corporate Governance -Concept -Objective -Principles -Components -Advantages- Effect of non-implementation of Corporate Governance -Legal Frame work -Composition of the Board- Audit committee -Role of Audit Committee.

UNIT - III

Corporate Social Responsibility : An Overview -Concept of Social Responsibility - Archive Carroll Model -Definition -Dimension of CSR -Benefits of Implementing CSR -Stages of CSR -CSR in India -Mandatory Provisions.

UNIT - IV

Securities and Exchange Board of India -SEBI 1992 -SEBI Guidelines -Capital Issues.

UNIT - V

Consumer Protection Act 1986 -Rights of Consumers -Consumer Protection- Right to Information Act, 2005 -Rights to Information -Obligation of Public Authorities -Central Information Commissioner -Appeal and Penalties.

Text Books:

1. Kapoor N.D. Company Law, Sultan Chand & Sons New Delhi 1999.
2. V.Sithapathy Corporate Governance, Taxmann, New Delhi.

Course Outcome

After Studied Unit - I - Analyzes the Limited partnership, Powers, Rights and Duties of directors.

After Studied Unit - II - Identifies issues addressed by Corporate Governance structure.

After Studied Unit - III - Recognizes and summarizes key terms, business practices and relevant theories relating to CSR.

After Studied Unit - IV - Promotes understanding on the protection of the investors, prevention of malpractices and fair & proper functioning.

After Studied Unit - V - Helps to understand that the act is aimed to afford simple, quick and economic redressal to the consumer's grievances..

SKILL BASED SUBJECT
PAPER - 3
RESEARCH METHODOLOGY

Course Objectives

1. To familiarize the student with basic concepts research and its design.
2. To make the student to describe the research problems and Hypothesis in social research.
3. To acquaint the students with the methods of data collection.
4. To provide the knowledge of scaling techniques.
5. Educating students to interpret data and prepare research report.

UNIT - I

INTRODUCTION TO RESEARCH

Research: Meaning, Scope, need, importance and Characteristics of Social Research -Kinds of Research -Research Design: Preparation of research design - Qualities of Good research work.

UNIT - II

RESEARCH PROBLEM AND HYPOTHESIS

Research problem: source of research problem -Hypothesis: Meaning -Definition -Importance - formation -and types of hypothesis

UNIT - III

DATA COLLECTION AND SURVEY TECHNIQUE

Methods of data collection - Observation techniques - Interview and Interview Schedules - Construction of Questionnaire and survey method.

UNIT - IV

SAMPLING AND SCALING TECHNIQUE

Sampling Techniques in Random sampling - Stratified and Purposive sampling - Cluster and Multistage sampling - Scaling - Distinctive scaling - Rating scales - Ranking scales - Interval consistency scales - Scalographic scales.

UNIT - V

INTERPRETATION AND REPORT WRITING

Interpretation - Importance - Techniques of Interpretation - Report writing - Steps in Writing report - Characteristics, Types of Contents of Report - Layout - Precautions for writing Research reports.

Text Book:

1. C. R. Kothari : Research Methodology.

Books for Reference:

1. C. C. PattanShetti& S. Nakkiran:
An introduction to Research Methods in Social Sciences.
3. Dr. M. Thanulingo :
Research Methodology in Social Sciences.

Course Outcome(S):

After studied Unit - I - The student will be able to Understanding the basic concepts research and its design.

After studied Unit - II - The student will be able to describe the research problems and Hypothesis in social research.

After studied Unit - III - The student will be able to Ability to collect data through observation and Interview methods.

After studied Unit - IV - The student will be able to acquire the knowledge of scaling techniques.

After studied Unit - V- The student will be able to Able to interpretation data and write a research report.

SEMESTER VI
CORE PAPER - 13
MANAGEMENT ACCOUNTING

Course Objectives

1. To familiarize the students with basic management accounting concepts.
2. To provide the knowledge in managerial decision-making skills.
3. To acquaint the conceptual frame work in the company's operations.
4. To inculcate the concepts and importance of ratio analysis in business.
5. To sensitize the different types of budgets prepared in the company.

UNIT - I

Management Accounting - Introduction - Meaning and Definition - Objectives - Management Accounting and Financial Accounting - Management Accounting and Cost accounting - Utility of Management Accounting - Limitations of Management Accounting.

UNIT - II

Marginal Costing - Introduction - Definition - Silent features - Advantages - Limitations - Definition of Marginal Cost - Cost volume profit analysis - Break - Even Point - Margin of Safety - Break even charts.

UNIT - III

Funds Flow Analysis -Working Capital -Sources and application of funds -Construction of Funds flow statement - Funds from Operation. Cash Flow Analysis - Distinction between funds flow and cash flow - construction of cash flow statement - cash from operation.

UNIT - IV

Ratio Analysis - Nature and Interpretation - Utility and Limitations of ratios - Classification of ratios - Financial ratios - Profitability ratios - turnover ratios or activity ratios - proprietary ratios.

UNIT - V

Budgets, Budgeting and Budgetary control: Concept of budget and budgetary control - Nature and Objectives of budgetary control - Advantages and Limitations - Classification of Budgets - Preparation of Different Budgets (Production, Sales, Cash and Flexible budgets only).

Course Text books:

1. T.S. Reddy & Dr. Y. Hari Prasad Reddy -Management Accounting - Margham publications.
2. Dr. S.N. Maheswari -Principles of Management Accounting -Sultan chand& sons.

Reference books:

1. R.S.N. Pillai and Bagavathi -Management Accounting -Sultan chand& sons.
2. I.M. Pandey -Management Accounting -Vikas publishing.

Course Out Comes

1. **After studied Unit - I** - The student will be able to - understand the concepts in Managerial Accounts.
2. **After studied Unit - II** - The student will be able to - examine the Break event point in business.
3. **After studied Unit - III** - The student will be able to - analyze the flows of Funds & Cash in business.
4. **After studied Unit - IV** - The student will be able to - interpret the concepts in different types of ratios.
5. **After studied Unit - V** - The student will be able to - prepare the different types of budgets for the company.

CORE PAPER - 14

AUDITING

Course Objectives

1. To enable students to understand the basic concepts of Auditing.
2. To provide expert knowledge in vouching for different transactions.
3. To impart the concepts in valuation and verification of assets and liabilities.
4. To acquaint the powers, roles and responsibilities of an Auditor.
5. To familiarize the concepts of specialized audit in different business.

UNIT - I

Auditing - Meaning - Definition - Objects - Types of Audit - Audit Programme - Meaning - Objects - Advantages - Disadvantages.

UNIT - II

Vouching - Cash Transactions - Credit Sales - Credit Purchases - Payment of Wages - Objects of Internal Check - Differences between Internal Control and Internal Audit.

UNIT - III

Verification and Valuation of Assets and Liabilities - Verification of Inventor's and Investments.

UNIT - IV

Appointment - Qualifications - Removal - Powers and Liabilities of an Auditor under the Companies Act 1956.

UNIT - V

Specialized Audits - Points to be considered while Auditing Educational Institutions, Electronic Data Processing Audit (EDP) - Hotels, Banking and Insurance Companies.

Text Books

1. Practical Auditing - Dr. L. Natrajan -Margham Publications
2. Practical Auditing - K. Sundar& K. Paari - Vijay Nicole imprints pvt ltd.

Reference books:

1. Practical Auditing - Dr. B.N. Tandon - Sultan chand& sons.
2. Practical Auditing - Dr. Premavathy - Sri Vishnu Publishing Co.

E- Materials:

www.icaai.org

www.clear-tax.in

Course Out Comes:

1. **After studied Unit - I** - The student will be able to outline the types and concepts of Audit.
2. **After studied Unit - II** - Tthe student will be able to examine different types of Vouchers & Audit.
3. **After studied Unit - III** - The student will be able to evaluate the Assets & Liabilities of a firm.
4. **After studied Unit - IV** - The student will be able to critique about Appointment, Removal & Power of Auditor.
5. **After studied Unit - V** - The student will be able to apply specialized Audit for service industry.

CORE PAPER - 15

INCOME TAX LAW AND PRACTICE -II

Objectives

Unit - I - To identify the Capital Gains Tax asset and to calculate the capital gain/loss.

Unit - II - To evaluate the deductions from Income from other sources and conditions to be fulfilled for claiming the deduction.

Unit - III - Assesses the right to carry forward the loss in cases where such loss cannot be set-off due to absence or inadequacy of income under any other head.

Unit - IV - To provide understanding of primary purpose of taxation to raise revenue to meet huge public expenditure.

Unit - V - To give knowledge on assessment of firms.

UNIT - I

Capital Gains - Definition of Capital Assets - Kinds of Capital Assets - Exempted Capital Gains - Computations of Capital Gains.

UNIT - II

Income from other Sources - Income Chargeable to Tax - Deductions - Bond Washing Transactions - Computation of Income from other Sources.

UNIT - III

Aggregation of Income - Deemed Incomes -- Set off and Carry forward of Losses - Deductions from Gross Total Income.

UNIT - IV

Assessment of Individuals - Computation of Total Income and Tax Liability.

UNIT - V

Procedure for Assessment - Types of Assessment - Filing of Returns - Advance Payment of Tax - Deduction of Tax at Source.

Text book:

1. Income Tax Law and Accounts - Y.Hari Prasad Reddy.
2. Income Tax Law and Accounts -srinivasan

Books for Reference:

1. H.C.Mehrotra : Income Tax Law and Accounts.
2. Bhagavathi Prasad : Income Tax Law and Practice.
3. Gaur and Narang : Income Tax Law & Practice -Kalyani Publishers
4. T.S. Reddy :Income Tax Law & Practice -Margham Publications, Chennai

COURSE OUTCOMES

AFTER STUDIED UNIT - I - To develop an idea about capital gain among students

AFTER STUDIED UNIT - II - To enlighten the concept of income from other source

AFTER STUDIED UNIT - III - Enabling the students to have a fair idea on set-off and carry forward of losses

AFTER STUDIED UNIT - IV - To determine the concept of assessment of individual

AFTER STUDIED UNIT - V - To equip the students with thoughts and points on assessment of firms

INTERNAL ELECTIVE

PAPER - 2

(to choose one out of 3)

1. CORPORATE COMMUNICATION

Course Objectives:

Unit 1 - To understand the basic principles of drafting for communication.

Unit 2 - To learn the various types of business letters.

Unit 3 - To impart knowledge of reference letters and application for a situation.

Unit 4 - To gain knowledge of company correspondence.

Unit 5 - To understand the report writing and role of computers in business correspondence.

UNIT - I

Analysis of Business letters - Basic Principles of Drafting - Appearance and Layout - Letter Style.

UNIT - II

Various types of business letters - Letter of enquiry - Quotations - Offers - Orders - Cancellation - Complaints and Settlement.

UNIT - III

Circular - Status enquiries - Collection Letters - Application for a situation - Letter of recommendation - Reference Letters.

UNIT - IV

Company Correspondence - Correspondence with Shareholders, Debenture Holders , Fixed Deposit Holders, Government Departments, Statutory Bodies, Office Staff, Customers and Public and Directors.

UNIT - V

Report writing - Format- Report style and language - Report by individuals and committees - Report on Meetings - Speech Writing Role of computers in Business Correspondence.

Text Book:

1. Shirley Taylor: Communication for Business, 2nd Edition, Pearson Publishers, New Delhi, 2004.

Books for Reference:

1. Boove, Thill, : Business Communication Today, Pearson Education Pvt Ltd, Schatzman New Delhi, 2002.

2. Penrose, Rasbery: Advanced Business Communication, 4th Edition, Bangalore, 2002

3. Simon Collin: Doing Business on the Internet, Kogan Page Ltd, London, 1998.

4. Mary Ellen Guffey: Business Communication - Process and Product, International Thomson Publishing, Ohio, 1997.

Course Outcome(s):

After Studied Unit - I - The student will be able to analyse the flow of communication in organization.

After Studied Unit - II - The student will be able to understand barriers, methods for overcoming the barriers and complaints and settlement

After Studied Unit - III - The student will be able to gain knowledge for letter of recommendation.

After Studied Unit - IV - The student will be able to understand the importance of correspondence with shareholders and debenture holders.

After Studied Unit - V - The student will be able to prepare the report on meetings and speech writing.

INTERNAL ELECTIVE

PAPER - 2

2. BANKING THEORY AND PRACTICE

Course Objectives:

1. To enable the students to have a comprehensive knowledge of Theories and Practices in Banking.
2. To make the students to Learn about lending principles of banking.
3. To escalate the knowledge about Special types of Customers in banking sector.
4. To make the student to Learn about paying and Collecting banker.
5. To decoration the student with the knowledge of Electronic banking

UNIT - I

INTRODUCTION TO BANKING.

Origin of Banks - Banking Regulation Act, 1949 (Definition of Banking, Provisions, relating to Licensing, Opening of branches, Functions of Banks, Inspection) - Role of Banks and Economic Development - Central Banking and Role of RBI and their functions.

UNIT - II

COMMERCIAL BANK AND CUSTOMERS.

Commercial Banks: Functions - Accepting Deposits and Lending of Funds, Opening of an account - Types of Deposit Account - Types of customers (Individuals, Firms, Trusts and Companies) - Importance of Customer relations - Customer grievances and redressal - Ombudsman.

UNIT - III

LENDING PRINCIPLES.

Principles of Lending - Types of Borrowings - Precautions to be taken by a banker - Guidelines by RBI - Types of Loans: Clean Loan - Secured Loan -Overdraft -Cash credit - Principles of lending.

UNIT - IV

PAYING AND COLLECTING BANKER.

Paying Banker: Meaning - Payment in due course - Duties of paying banker - Collecting Banker: Meaning - Capacity of Collecting Banker - Duties of a Collecting Banker.

UNIT - V

NEGOTIABLE INSTRUMENT AND E-BANKING

Meaning and Definition of Cheque - Crossing - Endorsement - Dishonour of Cheque - Material Alteration - Paying Banker - Rights and Duties - Statutory Protection - Role of Collecting Banker - E-banking: Meaning - Benefits - Forms of E-Banking: ATM - Debit and Credit cards - Electronic Fund Transfer (EFT) - Electronic Clearing System (ECS).

Text Books:

1. B. Santhanam - Banking Theory Law and Practice -(Margham Publishers)

Books for Reference:

1. Parameshwaran - Banking Law and Practice–Sultan Chand Co.
2. S.N. Maheswari, - Banking theory Law and Practive -Kalyhani Publications.
- 3.Tandon, - Banking Law theory and practice Sultan Chand Publications.

Course Outcomes:

After studied Unit - I - The student will be able to Understand the basic concept of banking and its regulation and central banking.

After studied Unit - II - The student will be able to Learn about lending principles of banking.

After studied Unit - III - The student will be able to Acquire the knowledge about Special types of Customers.

After studied Unit - IV - The student will be able to Learn about paying and Collecting banker.

After studied Unit - V - The student will be able to Acquire the knowledge about Electronic banking

INTERNAL ELECTIVE

PAPER - 2

3. FINANCIAL MANAGEMENT

Course Objectives

1. To familiarize the students with basic corporate finance concepts.
2. To enable students to understand the basic capital structure principles.
3. To acquaint about the importance of cost of capital.
4. To inculcate the concepts and importance of capital budgeting.
5. To sensitize the different sources of finance available to company.

UNIT - I

INTRODUCTION OF FINANCE

Finance –meaning - functions -importance -financial management - objectives -role of the finance manager -relationship of finance with other corporate functions.

UNIT - II

CAPITAL STRUCTURE

Meaning- Definition- Features-Capital structure decision -EBIT-EPS analysis -capital structure theories- factors determining capital structure -Leverages -operating -financial -combined leverage.

UNIT - III

COST OF CAPITAL

Meaning - Significance -cost of debt -cost of preference shares -cost of equity -cost of retained earnings -weighted average cost of capital (simple problems).

UNIT - IV

CAPITAL BUDGETING

Meaning - Importance -techniques of capital budgeting -Payback period -Average rate of return -Net present value -Profitability index -Internal rate of return -(simple problems).

UNIT - 5

SOURCES OF FINANCE (ONLY THEORY)

Introduction -Financial needs and sources of finance of a business -Long term sources of finance- Short term sources of finance.

Text Books

1. Dr. S.N. Maheshwari - Elements of Financial Management - Sultan chand& sons.
2. Dr. A. Murthy - Financial Management - Margham Publications Chennai.

Reference Books:

1. Khan & Jain - Financial Management - Tata McGraw hill Publication
2. Prasanna Chandra - Financial Management - Tata McGraw hill Publication

E- Materials

1. www.managementstudyguide.com

Course Out Comes:

- 1. After studied Unit - I** - The student will be able to - To understand the fundamental components of finance.
- 2. After studied Unit - II** - The student will be able to - Identify the different structure of capital and leverage.
- 3. After studied Unit - III** - The student will be able to - Examine cost of capital on various sources of finance.
- 4. After studied Unit - IV** - The student will be able to - Analyze various types of investment projects.
- 5. After studied Unit - V** - The student will be able to - Identify various sources of finance can be raised by the company.

INTERNAL ELECTIVE

PAPER - 3 (to choose one out of 3)

1. MARKETING MANAGEMENT

Course Objectives

1. To make the students to understand Marketing Concepts and its Functions.
2. To prepare students to acquire Marketing Environment and Mix.
3. To formulate the student by Cognize the Sales Forecasting and Market Segmentation.
4. To make the students to Learn about New product development and Pricing Policies.
5. To educate the student about Distribution Channel and Advertising.

UNIT - I

INTRODUCTION TO MARKETING.

Definition of Market -Types -Importance - Marketing: Meaning and Definition - Evolution of Marketing - Importance of Marketing - Functions of Marketing - Marketing Concepts - Difference between Marketing and Selling.

UNIT - II

MARKETING ENVIRONMENT AND MARKETING MIX

Marketing Environment: Meaning - Need and Importance of Environmental Analysis - Internal Environment and External Environment. Marketing Mix: Meaning - Origin of the “Marketing mix” - Components of a traditional marketing mix (4Ps)- Additional components in the mix (3Ps) - Interactions between Marketing Mix and Marketing Environment.

UNIT - III

SALES FORECASTING AND MARKET SEGMENTATION

Sales Forecasting: Meaning -Importance -Methods -Merits and Demerits -Limitations. Market Segmentation: Definition - Need for market segmentation, Criteria for effective segmentation, Bases for market segmentation, Benefits of market segmentation.

UNIT - IV

PRODUCT AND PRICING

Product: Meaning - Features of a Product and its Classifications - New Product Development - Product Mix and its Elements - Product Life Cycle. Pricing: Meaning of Price - Objectives of Pricing - Factors Affecting Pricing Decisions - Pricing Policies and Strategies - Pricing Methods

UNIT - V

DISTRIBUTION CHANNEL AND ADVERTISING:

Distribution Channel: Meaning - Importance of Distribution Channel - Factors Influencing Channel Decisions - Types of Channels. Advertising: Meaning - Importance of Advertising - Advertising Copy - Various modes of advertising.

Text Book:

1. Rajan Nair - Marketing

Books for Reference

1. Neelamegam.S - Marketing Management and Indian Economy.
2. Philip Kotler - Marketing Management.
3. William J. Stanton. - Fundamentals of Marketing

Course Outcome(S):

After studied Unit - I - The student will be able to Understand the basic concept of Marketing and its Functions.

After studied Unit - II -The student will be able to Learn about the Marketing Environment and Mix.

After studied Unit - III - The student will be able to Understand the conception of Sales Forecasting and Market Segmentation.

After studied Unit - IV - The student will be able to Learn about New product development technique and Pricing Policies.

After studied Unit - V - The student will be able to Acquire the knowledge of Distribution Channel and Advertising.

INTERNAL ELECTIVE

PAPER - 3

2. CORPORATE SOCIAL RESPONSIBILITY

Course Objectives:

Unit - I - To understand the concepts of social responsibility.

Unit - II - To learn the growing needs for corporate social responsibility.

Unit - III - To impart knowledge of CSR Policies and practices and role of CSR in Indian companies.

Unit - IV - To gain knowledge of principles for global corporate responsibility.

Unit - V - To understand the awareness and behaviour towards corporate social responsibility.

UNIT - I

SOCIAL RESPONSIBILITY

Meaning, Definition, Concepts of Social Responsibility, Nature of Social Responsibility, Arguments for and against Social Responsibility of business, Limitations to social responsibility, Kinds of Social Responsibility, Factors affecting social Responsibility of business.

UNIT - II

CORPORATE SOCIAL RESPONSIBILITY

Meaning, Definition, Evolution and the concept of CSR, Growing needs for CSR, Drivers of CSR, Dimensions of CSR, Pros and cons of CSR, General Principles of CSR, Global status of CSR, CSR in Indian Scenario, Triple Bottom Line Approach.

UNIT - III

MANAGING CSR

Leadership, Mission statement, Social Issues, Alignment of structure, culture and process, CSR policies and practices, spectrum of current corporate activities, Role of CSR in Indian companies, Government policies for CSR.

UNIT - IV

CSR CODES AND STANDARDS

GSP, CRT, Principles for Global Corporate Responsibility. GRT, UNGC, Global Compact Network in India, Social Accountability (SA) 8,000, ISO 26000, OECD, AA1000, APEC. CSR reporting, CSR awards.

UNIT - V

CSR AND CONSUMER BEHAVIOUR

CSR in Marketing, Consumer perception, awareness and behavior towards CSR, Consumer demand towards CSR, CSR in purchase decision, Impact of CSR on Consumer Behaviour.

Text Books:

1. Aswathappa K. "International Business" Tata McGraw Hill Education Private Limited, New Delhi, India, 2010.
2. Baxi CV and RupamanjariSinha Ray, "Corporate Responsibility -A Study of CSR Practices in Indian Industry" Vikas Publishing House Pvt Ltd, 2012.

Books for Reference:

1. Harish Kumar, "Corporate Social Responsibility -A Waffle or way of Life", AITBS Publishers, India, 2011.
2. Jayanta Bhattacharya, "Corporate Social Responsibility: Ethical and Strategic Choice", Asian Books Private Limited, Delhi, India, 2012.
3. Philip kotler and Nancy lee, "Corporate Social Responsibility Doing the most good for your company and your Cause", Wiley India Pvt Ltd., 2008.
4. Sarkar C.R, "Social Responsibility of Business Enterprises", New Century Publications, New Delhi, India, 2005.

Course Outcome(s):

After studied Unit - I - The student will be able to understand the kinds of social responsibility and factors affecting social responsibility of business.

After studied Unit - II - The student will be able to analyse pros and cons of corporate social responsibility

After studied Unit - III - The student will be able to understood spectrum of current corporate activities.

After studied Unit - IV - The student will be able to gain knowledge global compact network in India and social accountability.

After studied Unit - V - The student will be able to assess the consumer demand towards CSR and impact of CSR on consumer behaviour.

INTERNAL ELECTIVE

PAPER - 3

3. CORPORATE GOVERNANCE IN INDIA

Objectives

Unit - I - To explain how a Corporate Governance is administered or controlled.

Unit - II - To learn the concept of Corporate Boards and its powers and its accountability to all stakeholders.

Unit - III - To provide an insight on the regulatory framework of Corporate Governance in India.

Unit - IV - To analyze the major Corporate Governance failures.

Unit - V - To create an awareness of whistleblowing policy that sets out avenues for legitimate concerns to be objectively investigated and addressed.

UNIT - I

CONCEPTUAL FRAMEWORK OF CORPORATE GOVERNANCE

Meaning; theories and models of corporate governance; key managerial personnel (KMP); secretarial audit; green governance/e-governance.

UNIT - II

CORPORATE GOVERNANCE FRAMEWORK IN INDIA

Corporate boards and its powers, responsibilities, disqualifications; board committees and their functions- remuneration committee, nomination committee, compliance committee, shareholders grievance committee, investors relation committee, investment committee, risk management committee, and audit committee;

UNIT - III

Regulatory framework of corporate governance in India; SEBI guidelines and clause 49; reforms in the Companies Act, 2013; corporate governance in PSUs and banks.

UNIT - IV

Major Corporate Governance Failures -Satyam computer services ltd (India); Sahara (India); Kingfisher ltd (India); common governance problems noticed in various corporate failures.

UNIT - V

Whistle-blowing and Corporate Governance - The Concept of whistle-blowing; types of whistleblowers; whistle-blower policy; the whistle-blower legislation across countries; developments in India.

Text Book

1. Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.
2. Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi.

Reference Books

1. Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
2. Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press.

Course Outcome

After Studied Unit - I - Provides an understanding on Corporate Governance as a set of process, customs, policies, laws & instructions.

After Studied Unit - II - Acquires knowledge and skill to demonstrate understanding of the nature and purpose of Corporation.

After Studied Unit - III - Familiarizes with a new company law which provides a good structure.

After Studied Unit - IV - Gives an understanding of the ineffective Governance mechanism leading to Corporate Governance failures.

After Studied Unit - V - Provides knowledge of types of whistleblowing, its policy and legislation across countries and in India.

SKILL BASED SUBJECT

PAPER - 4

INSTITUTIONAL TRAINING

Objectives

- To bridge the gap between theory and practice. To acquaint the students with practical aspect of the company Secretaryship.
- Supervised Institutional Training shall be integral part of the Course. It is to be a sort of job testing program - bridge the gap between theory and practice. It is designed to create a natural interest in the practical aspects of the Company Secretaryship so as to stimulate trainee's desire to face its challenges and problems.
- Students can be allowed to go in a group to do training in an organization / Institution, but each student has to submit the **report individually and not jointly**.
- The trainee should be under the joint supervision and guidance of the Training Officer of the Institution and Faculty member of Corporate Secretaryship of the College. The details of the training given and the assessment of each student in that regard should be fully documented.
- The duration of the training shall be for a period of 30 days during the third year. The training shall broadly relate to (a) Office Management and (b) Secretarial Practice.

The training relating to Office Management may be designed to acquaint the trainees with:

1. Company's activities, organization structure, departments and authority.
2. Office layout, working conditions, office maintenance, safety and sanitary conditions.
3. Study of the Secretarial service, Communication, Equipment, Postal and Mailing services and equipment.
4. Acquaintance with office machines and equipment and accounting machines.
5. Acquaintance with filing department, sales, purchases, sales accounts, salary, administration and personnel departments.

The training pertaining to Secretarial Practice shall be on all aspects of the functions of a corporate secretary.

The following types of organizations may be selected for the training:

1. Public Limited Companies (Both Industrial and Commercial)
2. Statutory bodies, Public Enterprises and Public Utilities like L.I.C., Electricity Board, Housing Board and Chambers of Commerce, Cooperative Societies and Banks.
3. Office Equipment Marketing Organizations.

NOTE:

The paper on Institutional Training shall carry hundred marks and Internal and External Viva-Voce based on a report submitted by the candidate, under the guidance of the faculty member of the respective colleges assisted by the training officers of the Institutions providing training.

The report shall be around 50 typed pages, excluding tables, figures, bibliographies and appendices. The report should be evaluated jointly by the INTERNAL and EXTERNAL Examiners and conduct Viva-Voce. The mark sheet shall be sent to the university immediately on the completion of evaluation and Viva-Voce. A Candidate failing to secure the minimum for a pass (40%) shall be required to resubmit this report to the department and the marks after valuation shall be forwarded to the University before the commencement of the next semester examination.

The evaluation of project report and Viva-Voce shall be for a maximum of 10 candidates per session. The marks shall consist of Project Report 75 Marks and Viva-Voce 25 Marks.
