

# **ALAGAPPA UNIVERSITY**

(Accredited with A+ Grade by NAAC (CGPA : 3.64) in the Third Cycle)

**DIRECTORATE OF COLLABORATIVE PROGRAMMES**



## **B.B.A - International Business**

**Regulations and Syllabus**

**[For those who join the Course in July 2016 and after]**

# **I Semester**

## 11H - HINDI

### STORY, NOVEL, GRAMMAR AND TRANSLATION – I

- 1. Story** : Khahani Manjari  
Published by DBHP Sabha  
Chennai – 17
- Prescribed Portions** : (a) Bada Ghar ki Beddi  
(b) Prayachith  
(c) Ushne Kahaa Thaa  
(d) Paanch Minat
- 2. Novel** : Nirmala (Brief) by Premchand
- 3. Grammar** : Vyakaran Pradeep  
By Ram Dev  
Published by Saraswathi Press  
63, Tagore Nagar,  
Allahabad-2.
- Prescribed Portions** : Noun, Pronoun, Adjective,  
Number, Gender
- 4. Translation** : Anuvad Abyas PART III  
DBHP Sabha, Chennai – 17.
- Prescribed Portions** : Lesson 1 – 10 (Hindi to English)

### UNITISED SYLLABUS I SEMESTER

- Unit I** a) Bada Ghar Ki Bati  
b) Prayachith  
c) Nirmala  
d) Noun
- Unit II** a) Ushne Kahaa Thaa  
b) Paanch minat  
c) Nirmala  
d) Gender
- Unit III** a) Number  
b) Nirmala  
c) Translation (1 – 4)
- Unit IV** a) Adjective  
b) Nirmala  
c) Translation (5-7)
- Unit V** a) Pronoun  
b) Nirmala  
c) Translation (8-10)

**11F - FRENCH  
Paper I**

**Prescribed Text** : **ALORS I**  
Units 1-5 : 1 – 5

**Authors** : Marcella Di Giura  
Jean – Claude Beacco

**Available at** : Goyal Publishers Pvt Ltd  
86, University Block  
Jawahar Nagar (Kamla Nagar)  
New Delhi – 110007

**Tel.** 011 – 23852986 / 9650597000

**Question Paper Pattern** : Semester I  
(All questions to be set only from the prescribed Text)

**Maximum Marks** : 75 **Times:** 3 Hrs

**Section A (10)**

1. CHOISISSEZ LA MEILLEURE REPONSE (10 X 1 = 10)

**Section B (20)**

2. TRADUISEZ LES TEXTES SUIVANTS EN ANGLAIS : (4/5) (4 X 5 = 20)

Page nos. : 26 ex 6, 44 ex- 3, 56 ex- 4, 74 ex- 4,80

**Section C (45)**

3. COMPREHENSION (8X1=8)

4. EXERCICES DE GRAMMAIRE (5 X5 = 25) (EITHER / OR)

5. FAITES DES PHRASES (6/8) (6 X1 = 6)

6. TRADUISEEZ LES EXPRESSION EN ANGLAIS (6/8)(6 X 1=6)

## 12 - English

### PROSE AND COMMUNICATION SKILLS

#### Unit – I

- My Visions for India - A.P.J.Abdul Kalam  
On Saying 'Please' - A.G.Gardiner

#### Unit – II

- My Financial Career - Stephen Leacock  
Time and the Machine - Aldous Huxley

#### Unit – III

- Sweets for Angels - R.K.Narayan  
Dangers of Drug Abuse - Hardin B.Jones

#### Unit – IV

Tenses

#### Unit – V

Articles, Auxiliary Verbs, Active – Passive Voice

#### Text Prescribed

1. Pearls of Prose – An Anthology of Prose Ed. by Dr.V.Nagarajan, Dr.S.Ramanathan and Dr.P.Madhan, Harrows Publications, Chennai.
2. Active English Grammar and Composition Ed.Board of Editors, Macmillan.

## **13 - MANAGERIAL ECONOMICS**

### **Unit 1**

#### **Introduction to Managerial Economics**

- Meaning & Definition
- Features of Managerial Economics
- Scope of Managerial Economics
- Objectives and practical uses of Managerial Economics
- Role and Responsibilities of Business Economist to modern Business Management.

### **Unit 2**

#### **Theory of Demand and Demand Forecasting**

- Meaning- determinants - demand schedule - demand curve.
- Law of Demand- exceptions- shifts in demand and movements in demand.
- Elasticity of demand- meaning- types.
- Price elasticity of demand- meaning-degrees-measurement:  
Total outlay- Point Method.
- Income elasticity of demand
- Cross elasticity of demand
- Demand Forecasting- Meaning- levels- objective
- Method of estimation-Survey Method and Statistical method
- Forecasting for a new product

### **Unit 3**

#### **Theory of Consumption**

- Consumption - meaning, features –types.
- Role of consumer under open and closed economy.
- Theory of consumer Behaviour
- Cardinal Approach: Gossen first law and second law.
- Concept of consumer surplus

- Ordinal approach – Hicks and Allen model.
- Meaning of ICA properties - consumer's equilibrium.
- Concept of MRS– substitution effect- Income effect -price effects.
- Concept of Engle's law

## **Unit 4**

### **Theory of Production and Cost**

- Meaning of production function- classification- fixed factors-variable factors.
- Law of variable proportion
- Concept of Iso-quant and Iso-cost - producer's equilibrium.
- Managerial equilibrium- MRTS- optimal combination.
- Economies of scale- meaning- Internal and External economies of scale.
- Supply- meaning- determinants
- Law of supply
- Cost: Meaning- concepts-Computation of costs.

## **Unit 5**

### **Market Structure**

- Revenue: Meaning- classification
- Perfect competition- meaning- features- equilibrium price determination simultaneous changes in demand and supply – importance of time element- short run and long run equilibrium.
- Imperfect competition –
  - Monopoly- meaning- features- short and long run equilibrium – price and output determination under Discriminating Monopoly.
  - Oligopoly- meaning – features-kinked demand curve.
  - Duopoly-meaning- features

## Reference Books

1. Alfred William Stonier and Douglas Chalmers Hague, *A Text of Economic Theory*, Fourth Edition, Wiley
2. M. L. Jhingan, *International Economics*, Fourth Edition, Vrinda Publication Pvt. Limited
3. Joel Dean, *Managerial Economics*, Second Edition, Prentice-Hall.
4. Varshney and Maheshwari: *Managerial Economics*, Fourth Edition, Sultan Chand, 2007.
5. D. M. Mithani, *Business Economics*, First Edition, Himalaya Publishing House, 2006.
6. K. K. Dewett, *Modern Economic Theory*, Fourth Edition, S Chand & Co Ltd, 2006.
7. Harold Craig Petersen and W. Cris Lewis, *Managerial Economics*, Fourth Edition, Prentice Hall PTR.



## **14 - MANAGEMENT CONCEPTS AND PRACTICES**

### **Unit 1**

#### **Introduction to Management**

- Introduction and Nature of Management
- Definition & Meaning-By P. F. Drucker, Koontz O' Donnel, S. George
- Management as an Art, Science and Profession
- Distinction between Administration and Management
- Importance & Functions of Management.

### **Unit 2**

#### **Evolution of Management**

- Evolution of Management- Thought
- Pre Scientific Management era
- Scientific Management & Contribution of F. W. Taylor
- Process Management & contribution of Henri Fayol
- HR movement - Hawthorne experiments
- Contributions of Behavioral scientists- Abraham Maslow, Peter Drucker, Douglas Mc. Gregor

### **Unit 3**

#### **Planning and Decision Making**

- Nature & Definition of Planning- Koontz o'Donnel, Hart, Alfred &Beaty
- Importance and limitations
- Planning process
- Types of Plans- on the basis of use, functions, time (meaning only)
- Meaning of Decision making
- Steps in decision making
- Types of decisions- Programmed-Non-programmed; Strategic-tactical, Individual-Group, Policy-Operation, Organizational-Personal

## **Unit 4**

### **Organizing & Departmentation**

- Meaning & Definition- Koontz O'Donnell & McFarland
- Organizing - Nature, Purpose & Principles
- Types of Organization (Formal & Informal)
- Types of Authority relationships- Line, Functional, Line& staff, Committees,
- Meaning and types of Departmentation
- Centralization and De-centralization (Meaning Only)

## **Unit 5**

### **Elements of Directing, Co-ordination and Control**

- Meaning & Importance of Directing
- Leadership: Meaning & Styles
- Motivation: importance & Theories (Maslow, Herzberg, McGregor)
- Communication- Meaning, Objectives & Types of communication
- Meaning, Principles and techniques of Co- ordination
- Meaning, Need & steps in Controlling

### **Reference Books:**

1. Harold Koontz, Cyril O'Donnell, *Management: A Book of Readings*, Third Edition, McGraw-Hill.
2. Dr P. N. Reddy, Prof H R Appannaiah, P C Tripathi, *Essentials of Management*, Eleventh Edition, Himalaya, 2004.
3. L. M. Prasad, *Principles and Practice of Management*. 7th Edition, Sultan Chand & Sons, 2007.
4. R. Srinivasan and S. A. Chunawalla, *Management: Principles and Practice*, Second Edition, Himalaya..
5. P. C. Tripathi and P. N. Reddy, *Principles of Management*, Fourth Edition, Tata McGraw Hill, 2008.

## 15 - ACCOUNTING – I

### UNIT I

Double Entry Book-keeping - Accounting standards concepts and Preparation of Journal, Ledger, Subsidiary Books, Trial Balance and Final Accounts. Rectification of errors- journal entries.

### UNIT II

Bills of exchange, Accounts from incomplete Records: Net worth method – Conversion method, Bank Reconciliation statement - Reconciliation in case of favourable and unfavourable balances in passbook and cash book - Reconciliation after adjustments in cash book and pass book.

### UNIT III

Account current – Forward method – Red ink method – Backward method – Daily balance method, Average due date, Hire Purchases system - Instalment purchase (theory only), Depreciation – Meaning - methods of calculating and recording depreciation – Straight line, Diminishing Balance, Annuity & Depreciation Fund methods.

### UNIT IV

Consignment, Joint Venture, Accounts of Non-trading Organisation – Preparation of Receipts and Payments Accounts – Income and Expenditure Accounts and Balance Sheet.

### UNIT V

Branch Accounts – Dependant Branches, Departmental Accounts, Insurance Claims – Loss of stock

#### ***Books for Reference:***

1. Mukerjee and Hanif, Advanced Accountancy, Tata McGraw Hills, New Delhi, 2010
2. Gupta&Radhaswamy, Advanced Accountancy, Sultan Chand & Sons, New Delhi, 2009
3. Iyengar SP, Advanced Accounting, Sultan Chand & sons New Delhi, 2009
4. Jain & Narang, Advanced Accounting, Kalyani Publishers, New Delhi, 2008

## **16 - OFFICE PACKAGE PRACTICALS – I**

### **WORD PROCESSING, SLIDE PRESENTATIONS AND DATABASE MANAGEMENT SYSTEMS**

#### **UNIT 1**

Word Processing - documents creation-editing –formatting-letters and mailing-tables

#### **UNIT 2**

Slide Presentations: -Slide Presentations-creating-editing –slide layout and design-using graphics-using animation effects.

#### **UNIT 3**

Database Management Systems Introduction: traditional approach database approach-Types of Databases-Database concepts and Development-The Entity-Relationship Model-normalization- Ms Access: Using access to create accounting data-modify entries and generation of trial balance, Profit and Loss statements and Balance sheets.

### **SPREADSHEET PROCESSING**

#### **UNIT 4**

Data handling Querying and Sorting – macros-pivot tables, charts and reports-scenario-validation

#### **UNIT 5**

Financial analysis : Basic financial statements-financial ratios-financial forecasting- break even leverage analysis-future and present value- annuities uneven cash flow stream- non-annual compound periods- valuation & rate returns cost of capital- capital budgeting- Risk, capital budget and diversification-normal and t-distributions-t-Tests-One-way ANOVA, simple linear , polynomial and multiple regression-Chi-square test

Creating graphics: creating, editing charts, tables

## **17 - BUSINESS COMMUNICATION - I**

### **UNIT I**

Introducing Business Communication: Basic forms of communicating; Communication models and processes; Effective communication; Theories of communication; Audience analysis.

### **UNIT II**

Self-Development and Communication Development of positive personal attitude; SWOT analysis; Vote's model of interdependence; Whole communication.

### **UNIT III**

Corporate Communication: Formal and informal communication networks; Grapevine; Miscommunication (Barriers); Improving communication.

Practices in business communication; Group discussions; Mock interviews; Seminars; Effective listening exercises; Individual and group presentations and reports writing.

### **UNIT IV**

Principles of Effective Communication.

### **UNIT V**

Writing Skills; Planning business messages; Rewriting and editing; The first draft; Reconstructing the final draft; Business letters and memo formats; Appearance request letters; Good news and bad news letters; Persuasive letters; Sales letters; Collection letters; Office memorandum.

### **Suggested Readings**

1. Bovee and Thill: Business Communication Today; Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and John S.Fielder: Principles of Business Communication; Macmillan PublishingCompany London.
3. Randall E.Magors; Business Communication: Harper and Raw New York.
4. Webster's Guide to Effective Letter Writing; Harper and Row, New York.

# **II Semester**

## 21T - TAMIL - mYtyf Nkyhz;ik

### **gFjp 1 etPd mYtyfj;jpd; mikg;G Kiwfs;**

etPd mYtyfj;jpd; ,yf;fzk; – mYtyfj;jpd; nray;ghLfs; kw;Wk; Kf;fpaj;Jtk;– Nkyhz;ik kw;Wk; mikg;G – mYtyf Kiw kw;Wk; md;whl eltbf;iffs; – gzpg;Nghf;F Xg;gilg;Gr; nray;Kiwfs; – mjpfhuj;jg; gutyhf;Fjy; mYtyf tsik tiffs; – tsikfis jahhpj;jy; – gad;gLj;Jjy; kw;Wk; kjpg;gpLjy; – mYtyf ,ltrjp – mYtyf kidj; Jizg; nghUl;fs; kw;Wk; kjpg;gpLjy; – mYtyf kidj; Jizg; nghUl;fs; kw;Wk; mikg;Gj; jpl;lk; – gzpf;Nfw;w #o;epiy – gzpia vspjh;f;Fjy; – gzp tiuglk;– gzpia mstpLjy; kw;Wk; fl;LgLj;Jjy;.

### **gFjp 2 fbjg; Nghf;Ftuj;J**

jghy;fisf; ifahSjy; – mQ;ry; Jiwia mikj;jy; – ikag;gLj;jg;gl;l mQ;ry; gzp – cs;tUk; kw;Wk; ntspj; jfty; njhlh;G – tha;nkhopj; jfty; njhlh;G kw;Wk; vOj;J %yk; jfty; njhlh;G.

### **gFjp 3 gjpNtLfisg; guhkhj;jy; kw;Wk; Nfhg;gpLjy;**

gjpNtLfis cUthf;Fjy; – etPd mYtyfj;jpy; vOj;Jg; gzpfs; – mYtyf Kiwfs; – gbt; fl;Lg;ghL – tbtik;G – njhlh; vOJ nghUs;.

ey;y Nfhg;gPl;L Kiwapd; Kf;fpa mk;r;q;fs; – tifg;gLj;Jjy; kw;Wk; thpirg;Lj;Jjy; – Nfhg;gPl;L Kiwfs; – ikaf; Nfhg;gPl;L Kiw kw;Wk; gutyhf;fg;gl;l Nfhg;gPl;L Kiw.

### **gFjp 4 mYtyf ,ae;jpuq;fSk; rhjdq;fSk;**

gy;NtW rhjdq;fspd; Njitfs; – mYtyf ,ae;jpuq;fis Njh;e;njLg;gjw;fhd mbg;gilf; Nfhl;ghLfs; – fzpg;nghwp kw;Wk; Gs;sp tpguq;fisj; njhFj;;j;sp;Fk; ,ae;jpuk; – tzpftpaypy; mtw;wpd; Kf;fpaj;Jtk;.

### **gFjp 5 mYtyf mwpf;iffs;**

mwpf;iffspd; tiffs; – mikg;G kw;Wk; mwpf;iffspd; nrayhf;fk;

### **RI;lfuhjp mikg;G**

RI;lf;fuhjpad; gy;NtW tiffs; – mjd; Nehf;fq;fs; – ed;ikfs

### **gpio jpUj;jg; gpujp jpUj;Jjy;**

ngnJ tzipfr; nrhw;fs; kw;Wk; RUf;ff; FwpaPLfs;

**21H - HINDI**  
**PROSE, GRAMMAR AND TRANSLATION – II**

- 1. Prose** : Noothan Gadya Sangrah  
By Sumithra Prakasan  
Sumithravas, 16/4, Hastings Road,  
Allahabad – 1
- Prescribed Portions** : 1 to 6 lessons
- 2. Grammar** : Vyakaran Pradeep  
by Ram Dev  
Published by Saraswathi Press  
63, Tagore Nagar  
Allahabad – 2
- Prescribed Portions** : Verb, Adverb, Case, Tense, ‘Ney’ Rule
- 3. Translation** : Anuvad Abyas PART – III  
by DBHP Sabha, Chennai – 17.
- Prescribed Portions** : Lesson 1 – 10 (English to Hindi)

**UNITISED SYLLABUS – II SEMESTER**

- Unit I**
- a) Bharathiya Sanskrithi
  - b) Jeevan Mai Ghrna Ka Isthana
  - c) Verb
  - d) Translation (1 – 3)
- Unit II**
- a) Rajiya
  - b) Makrel
  - c) Case
- Unit III**
- a) Bahatha Pani Nirmal
  - b) Adverb
  - c) Translation (4 – 6)
  - d) ‘Ney’ Rule
- Unit IV**
- a) Rastrapitha Mahatma Gandhi
  - b) Bahtha Pani Nirmal
  - c) Tense
  - d) Translation (7 – 10)
- Unit V**
- a) Jeevan Mai Ghrna Ka Isthana
  - b) Makred
  - c) Tense



**21F - FRENCH  
Paper II**

**Prescribed Text** : **ALORS I**  
Units 1-5 : 6 – 10

Authors : Marcella Di Giura  
Jean – Claude Beacco

Available at : Goyal Publishers Pvt Ltd  
86, University Block  
Jawahar Nagar (Kamla Nagar)  
New Delhi – 110007

Tel. 011 – 23852986 / 9650597000

Question Paper Pattern : Semester II  
(All questions to be set only from the prescribed Text)

Maximum Marks : 75 Times: 3 Hrs

Section A -(10)

1. CHOISISSEZ LA MEILLEURE REPONSE (10 X 1 = 10)

Section B- (20)

2. TRADUISEZ LES TEXTES SUIVANTS EN ANGLAIS : (4/5) (4 X 5 = 20)

Page nos. : 86 ex- 4, 104 ex- 3, 116 ex- 3a,b, 134 ex- 4,146 ex-2,  
162,163,164,165,166,167)

Section C- (45)

3. COMPREHENSION (8X1=8)

4. EXERCICES DE GRAMMAIRE (5 X5 = 25) (EITHER / OR)

5. FAITES DES PHRASES (6/8) (6 X1 = 6)

6. TRADUISEEZ LES EXPRESSION EN ANGLAIS (6/8)(6 X 1=6)

## 22 - ENGLISH

### PROSE, EXTENSIVE READING AND COMMUNICATION SKILLS

#### Unit – I

My Greatest Olympic Prize	-	Jesse Owens
When You Dread Failure	-	A.J.Cronin
Forgetting	-	Robert Lynd

#### Unit – II

Tree Speaks	-	C.Rajagopalachari
The Gift of Language	-	J.G.Bruton
A Glory has Departed	-	Jawaharlal Nehru

#### Unit – III

Three Questions	-	Leo Tolstoy
The Happy Prince	-	Oscar Wilde
The Tell Tale Heart	-	Edgar Allan Poe
The Truth about Pyecraft	-	H.G.Wells

#### Unit – IV

Degrees of Comparison  
Direct and Indirect Speech

#### Unit - V

Concord  
Prepositions

#### Texts Prescribed

1. Pearls of Prose – An Anthology of Prose Ed. by Dr.V.Nagarajan, Dr.S.Ramanathan and Dr.P.Madhan, Harrows Publications, Chennai.
2. Six Short Stories, Ed. by Dr.V.Nagarajan, Dr.S.Ramanathan and Dr.P.Madhan, Harrows Publications, Chennai.
3. Active English Grammar and Composition Ed.Board of Editors, Macmillan.

## **23 - APPLIED MACRO ECONOMICS**

### **Unit 1**

#### **Approaches to Economic Theory**

- Classical Vs. Modern Economic approach
- Micro and Macro Meaning
- Circular flow of Income-
- Concept of National Income: GNP, NNP, GDP, NDP, PI, DPI, PCY
- National Income at factor cost and Market price
- Estimation of National income- Product-Income-Expenditure Met
- Difficulties of Estimation
- National income and economic welfare

### **Unit 2**

#### **Public Finance**

- Public Finance: Budget - Types
- Public revenue - Tax and Non-tax
- Public Expenditure- Heads of expenditure
- Public Debt: Classification
- Deficit financing - Taxable capacity - factors influencing taxable capacity

### **Unit 3**

#### **Macro Economic Environment**

- Meaning of Inflation - causes and effect
- Cost push and demand pull inflation
- Deflation – Meaning and causes
- Phillips curve- stagflation- M1 and M3
- Measures to control inflation - Role of Monetary policy
- Fiscal policy- Instruments

## **Unit 4**

### **Balance of Payments and Business Cycles**

- Meaning- Difference- Types
- Component of BOP- Current and Capital Account
- Unfavorable BOP- causes
- Monetary and Non-Monetary Measures

### **Business cycle: Meaning- definition- features**

- Stages of Business Cycle
- Effects and Measures to control cyclical fluctuation

## **Unit 5**

### **Foreign Trade & Development**

- Role of External Trade in Economic Development
- Terms of Trade: NBTOT - GBTOT
- Exchange rate- spot and forward exchange rate
- Foreign capital – Role of foreign aid – types

### **Reference Books**

1. M. L. Jhingan, *International Economics*, 6<sup>th</sup> edition, Vrinda Publications, 2009.
2. Niravathi & C Ramani Nair, *International Economics*, 1<sup>st</sup> edition, Interline Publishing Pvt Ltd, 2003.
3. Joel Dean, *Managerial Economics*, 1<sup>st</sup> edition, PHI Learning Private Limited, 2009.
4. Varshney and Maheswari, *Managerial Economics*, 2<sup>nd</sup> edition, Prentice-Hall of India Pvt.Ltd, 2005.
5. D. M. Mithani : *Business Economics*, 4<sup>th</sup> edition Himalayan Books, 2011.
6. J. D. Varma, K. K. Dewett, *Elementary Economic Theory*, 1<sup>st</sup> edition, S. Chand, 2011.
7. Petersen & Lewis: *Managerial Economics*, 4<sup>th</sup> edition, Pearson, 2005.
8. G. S. Gupta, *Managerial Economics*, 4<sup>th</sup> edition Deep & Deep Publication, 2011.
9. A. Koutsoyiannis, *Modern Micro Economics*, 2<sup>nd</sup> edition, Macmillan, 2008.

## 24 - ACCOUNTING – II

### UNIT I

Admission of a Partner - Retirement of the Partner - Death of a partner

### UNIT II

Amalgamation of firms - Dissolution of Firms – Insolvency of partner – Decision in Garner vs. Murray

### UNIT III

Sale to a company – Profits prior to Incorporation - Final Accounts of Companies

### UNIT IV

Issue, Forfeiture and reissue of shares - Issue and Redemption of Debentures and Preference share - Underwriting of Shares

### UNIT V

Amalgamations, Absorption and External Reconstruction - Internal Reconstruction - Valuation of Shares - Valuation of Goodwill – Liquidation – Liquidators final statement of accounts

### ***Books for Reference:***

1. Gupta RL &Radhaswamy M, Advanced Accountancy, Revised 14th Edition, Sultan Chand & Sons, New Delhi
2. Jain &Narang, Advanced Accountancy, Kalyani Publishers, Kolkatta, 2010.
3. Paul S Kr. Fundamentals of Accounting, Central Publishing House, Calcutta, 2012
4. Mukerjee&Hanif, Advanced Accountancy, Tata McGraw Hills, New Delhi, 2010
5. Shukla M C, Grewal T S, Gupta SC, Advanced Accounts, S.Chand& Company Ltd, New Delhi, 2008

## **25 - ORGANIZATIONAL BEHAVIOUR**

### **Unit 1**

#### **Introduction**

Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

### **Unit 2**

#### **Individual Behaviour**

Individual behaviour, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.

### **Unit 3**

#### **Behaviour Dynamics**

Interpersonal behaviour, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations.

### **Unit 4**

#### **Group Behaviour**

Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

### **Unit 5**

#### **Management of Change**

Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, recent advances in OB.

## Reference Books

1. K. Aswathappa, *Organizational Behaviour*, Himalaya Publications, Ninth Revised and Enlarged Edition, 2011
2. Fred Luthans, *Organizational Behaviour*, 12<sup>th</sup> Edition, Tata McGraw Hill Publications, 2010
3. Seema Sanghi, *Human Resource Management*, First Edition, Macmillan India Limited, 2012
4. Cynthia D. Fisher , Lyle F. Schoenfeldt , James B. Shaw, *Human Resource Management*, Dreamtech Press, 2008
5. UdayPareek, *Understanding Organizational Behaviour*, Third Edition, Oxford Press, 2012

## **26 - OFFICE PACKAGE PRACTICALS – II**

### **UNIT I**

Word Processing: Meaning and role of word processing in creating of documents, editing, formatting, and printing documents, using tools such as spelling check thesaurus, etc. in word processors (MS-Word).

### **UNIT II**

Electronic Spreadsheet: Structure of spreadsheet and its applications to accounting finance, and marketing functions of business; Creating a dynamic/sensitive worksheet; Concept of absolute and relative cell reference; Using built-in functions; Goal seeking and solver tools; Using graphics and formatting of worksheet; Sharing data with other desktop applications; Strategies of creating error-free worksheet (MS-Excel, Lotus 123).

### **UNIT III**

Practical knowledge of Wings Accounting (Software), Tally etc.

### **UNIT IV**

Programming under a DBMS environment: The concept of data base management system; Data field, records and files, Sorting and indexing data; Searching records designing queries, and reports; Linking of data files;

### **UNIT V**

Understanding programming environment in DBMS; Developing menu driven applications in query language (MS-Access).



## **27 - BUSINESS COMMUNICATION – II**

### **UNIT I**

Report Writing: Introduction to a proposal, short report and formal report, report preparation.  
Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

### **UNIT II**

Non-Verbal Aspects to Communicating. Body language: Kinesics, Proxemics, Para language.  
Effective listening: Principles of effective listening; Factors affecting listening exercises;

### **UNIT III**

Oral, written, and video sessions. Interviewing Skills: Appearing in interviews; Conducting interviews; Writing resume and letter of application.

### **UNIT IV**

Modern Forms of Communicating: Fax; E-mail: Video conferencing etc. International Communication: Cultural sensitiveness and cultural context.

### **UNIT V**

Writing and presenting in international situations; Inter-cultural factors in interactions; Adapting to global business.

### **Suggested Readings**

1. Bovee and Thill: Business Communication Today; Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and John S.Fielder: Principles of Business Communication; Macmillan PublishingCompany London.
3. Randall E.Magors; Business Communication: Harper and Raw New York.
4. Webster's Guide to Effective Letter Writing; Harper and Row, New York.
5. Balasubramanyam; Business Communications; Vikas Publishing House, Delhi.

## **28 - ENVIRONMENTAL STUDIES**

### **Unit I The Multidisciplinary Nature of Environmental Studies**

Definition, Scope and importance  
Need for public awareness

### **Unit II Natural Resources**

Renewable and non-renewable resources

- a) Forest Resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effect on forests and tribal people
- b) Water Resources: Use and over-Utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.
- c) Mineral resources: Use and exploitation, experimental effects of extracting and using mineral resources, case studies.
- d) Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources, Case studies.
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil-erosion and desertification
  - Role of individual in conservation of natural resources
  - Equitable use of resources for sustainable lifestyle

## **UNIT III ECOSYSTEMS, BIO-DIVERSITY AND ITS CONSERVATION**

### **ECOSYSTEMS**

- ✓ Concept of an Ecosystem
- ✓ Structure and function of an Ecosystem
- ✓ Energy Flow in the Ecosystem
- ✓ Food Chains, Food Webs and Ecological Pyramids

## **BIODIVERSITY AND ITS CONSERVATION**

- ✓ Introduction- Definition: Genetic, Species and Ecosystem Diversity
- ✓ Bio-Geographical Classification of India
- ✓ Value of Biodiversity: Consumptive Use, Productive Use, Social Ethical, Aesthetic and Option Values.
- ✓ Biodiversity at Global, National and Local Levels
- ✓ India as a Mega-Diversity Nation
- ✓ Hot Spots of Biodiversity
- ✓ Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts
- ✓ Endangered and Endemic Species of India
- ✓ Conservation of Biodiversity in-Situ and Ex-Situ Conservation of Biodiversity

## **UNIT IV ENVIRONMENTAL POLLUTION**

- Causes, Effects and Control measures of:-
  - a. Air Pollution
  - b. Water pollution
  - c. Soil pollution
  - d. Marine pollution
  - e. Noise pollution
  - F. Thermal pollution

## **UNIT V FIELD WORK**

- Visit to a local area to document environmental assets—river/ forest/ grassland/ hill/ mountain
- Visit to a local polluted site - Urban/Rural/Industrial/Agricultural
- Study of common Plants, insects, birds
- Study of simple ecosystem-pond, River, Hill slopes, etc

## REFERENCES

- Agarwal, K.C. Environmental Biology, Nidi Publ.Ltd., Bikaner
- Bharucha Erach The Biodiversity of India, Mapin Publishing Pvt. Ltd, Ahamedabad-380013,India, Email: mapin@cent.net®
- Burner R.C. , Hazardous Waste Inclineration McGraw Hill Inc.480p
- Clark R.S. Marine Pollution, Clanderson Press Oxford(TB)
- Cunnigham, W.P.Cooper, T.H.Gorhani, E& Hepworth, M.T, Environmental Encylopedia, Jaico Publ. House, Mumbai, 1196p.
- De.A.K.Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment®
- Gleick H.P., Water in crisis, Pacific Instutue for studies in Dev, Environment & Security, Stockholm Env. Institute,Oxford Univ.Press,473p
- Hawlinks R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H & Watson, R.T., global biodiversity Assesment, Cambridge Univ.Press, 114op
- Jadhav, H&Bhosale V.M., Environmental Protection and Laws, Himalaya Pub; House, Delhi 284p
- Mckinney, M.L & Schoch, RM, Environmental Science systems& Solutions, web enhanced edition 639p

# **III Semester**

## **31 - HUMAN RESOURCE MANAGEMENT**

### **Unit 1: Introduction to Human Resource Management**

Meaning - definitions, objectives and importance of HRM, functions of HRM—managerial functions – operative functions – nature and scope of HRM – HR manager. Role, qualification and qualities.

### **Unit 2: Human resource planning, Recruitment and Selection**

Meaning and importance of human resource planning, benefits of human resource planning, Meaning of recruitment, selection, placement and training Methods of Recruitment and Selection - Uses of tests in selection, Problems involved in placement.

### **Unit 3: Training, Induction and HRM Strategies**

Meaning of Training and Induction, Objective and purpose of induction, Need for training, benefits of training, Identification of training needs, methods of training. HRM Strategies - Human capital – emotional quotient – mentoring.

### **Unit 4: Promotion and Transfers**

Meaning of promotion-Purposes and types – promotion policy – bases of promotion – seniority v/s merit– transfer, need –purposes –types of transfers- demotion –causes of demotion.

### **Unit 5: Performance Appraisal and compensation**

Meaning - objectives of performance appraisal, 360-degree appraisal, other methods of performance appraisal and limitations. Principles - techniques of wage fixation, job evaluation, compensation -meaning of compensation, objectives and importance of compensation.

## **Reference Books**

1. P. Subba Rao. (2009). *Personnel and Human Resource Management*. Himalaya Publishing House.
2. C.B.Gupta. (2014). *Human Resource Management*. Sultan chand and sons.
3. P. N. Reddy and H. R. Appannaiah. (2012). *Personnel Management*. Himalaya Publishing House.
4. Aswathappa. (2010). *Human Resource Management*. Tata McGraw Hill Education.
5. Edwin Flippo. *Personnel Management and industrial relations*. McGraw Hill.

## **32 - MARKETING MANAGEMENT**

### **Unit 1: Introduction to Marketing Management**

Introduction – Meaning and nature of marketing management, objectives and importance of marketing management, marketing concepts.

Consumer Needs, Wants, and Consumer Insights: Introduction, Needs and Wants, Using Needs/Wants Insight in Marketing, Benefits Sought By Consumers, The Impact of Emotional Benefits, Consumer Insight, Possible Sources of Insights, Using Insights, Finding and Developing an Insight , The Role of an Insight in Product Development and Marketing.

### **Unit 2: Segmentation Targeting and Positioning (STP)**

Market Segmentation and Product Positioning: Introduction, Market Segmentation, Market Targeting, Target Market Strategies, Product Positioning and Differentiation, Choosing a Differentiation and Positioning Strategy, Changing the Product Positioning, USPs

### **Unit 3: Marketing Mix: Product and Price**

Products and Services: Introduction, Levels of Product and Services, Classifications, Product and Service Decisions. Branding, New Product Development and Product Life Cycle (PLC), Services Marketing: The Nature and Characteristics of a Service, Marketing Strategies for Service Firms. Pricing: Introduction - factors influencing pricing decisions and Pricing Strategies.

### **Unit 4: Marketing Mix: Promotion**

Marketing Communication, Integrated Marketing Communications (IMC), and Promotion Mix Strategies – Push and Pull Strategy.

Advertising and Public Relations, Personal Selling and Sales Promotion, Sales Promotion - Trade Shows, Trade Sales Promotion, Consumer Sales Promotion. Publicity and direct marketing - Direct Marketing, Benefits of Direct Marketing, Direct Marketing Channels, Public and Ethical Issues in Direct Marketing.



## **Unit 5: Marketing Mix: Place (Distribution Channel)**

Distribution Channels: Introduction, Type of Marketing Channel, Channel Motivation, Importance of Channel of Distribution, Multiple Channels Distribution, Retail, Levels of Service, Corporate Retailing, The New Retail Environment. New trends in the area of marketing.

### **Reference Books:**

1. Kotler, Philip and Armstrong. (2007). *Principles of Marketing*. (12<sup>th</sup> ed.). New York: Pearson Education.
2. Ramaswamy and Namakumari. (2005). *Marketing Management*. Macmillan.
3. Arun Kumar and Meenakshi. (2007). *Marketing Management*. Vikas.
4. Lamb, Hair and Danniell. M. C. (2004). *Marketing*. (7<sup>th</sup> ed.). Thomson
5. Evans and Berman. (2005). *Marketing*. (2<sup>nd</sup> ed.). Biztantra
6. William M Pride and O C Ferrell. (2005). *Marketing – Concepts* (12th ed.). Cengage Learning

## **33 - FINANCIAL MANAGEMENT**

### **Unit 1: Introduction to Financial Management and Cost of Capital**

Meaning and Evolution, Significance and Goals, Functions of a Financial Manager, Cost of Capital -Meaning, Cost of debt, preference and equity capital, weighted average cost of capital.

### **Unit 2: Cash Flow Statement and Leverages**

Cash Flow Statement (AS-3) – Meaning, uses and preparation. Leverages – Operating leverage, financial leverage and Combined leverage, EPS analysis.

### **Unit 3: Investment Decision**

Capital Budgeting – Meaning, evaluation of proposals – Payback period, NPV, ARR, IRR, Accept/reject decisions.

### **Unit 4: Management of Working Capital**

Working Capital Policy - Overall Considerations-Importance of Working Capital Management, Operating Cycle Concept, Forecasting, Working Capital Requirement, Estimation of Working Capital.

### **Unit 5: Dividend Policy and Capital Structure**

Meaning of dividend policy, factors influencing dividend policy, forms of dividend. Meaning of Capital Structure – Optional capital structure – factors determining capital structure.

### **Reference Books**

1. Khan M. Y. and Jain P. K. (2008), Financial Management 3rd Edition, McGraw Hill.
2. I. M. Pandey (2003), Financial Management, 10<sup>th</sup> edition, Vikas Publishing House.
3. Prasanna Chandra. (2007). *Financial Management Theory and Practice*. (7<sup>th</sup> ed.). McGraw Hill.

## **34 - Fundamentals of Foreign Trade**

### **Unit 1: An Overview on Foreign Trade**

Importance - nature and scope of International business; Modes of entry into International Business. Internationalisation process and managerial implications.

### **Unit 2: Conducting Business in Multiple Countries**

Framework for analyzing international business environment – Domestic, foreign and global environments and their impact on international business - UNESCO guidelines.

### **Unit 3: Economic Integration and Agreements**

Levels of Economic integration, NAFTA, SAFTA, ASEAN, EU and recent multilateral agreement in India's foreign trade.

### **Unit 4: Joint Ventures and Foreign Collaborations**

Joint Ventures and other forms for strategic alliances: Traditional and emerging reasons for forming strategic alliances: Pitfalls in strategic alliances; Making cross-cultural alliances work

### **Unit 5: Regulations for Foreign Trade**

India Laws and Regulations Governing International Business Transactions, Taxation of foreign income; Foreign investment; Setting up offices and branches abroad.

### **Reference Books:**

1. Ghanshyam Sharma. (2010). *International Trade Theory and Practice*. Centrum Press.
2. M.L. Varma. (2012). *Foreign Trade Management*. Government of India.
3. Swami, K.D. : International Trade
4. Singhai : International Trade
5. Vaish, M.C. (2002). *Macro Economics*. Vikas Publishing House
6. Daniels and Radebaugh : International Business

## **35 - QUANTITATIVE TECHNIQUES FOR MANAGEMENT**

### **Unit 1**

#### **Introduction & Organization of Data**

- Definition of Statistics
- Functions
- Limitations
- Scope of statistics in Business
- Industry and Economics
- Concept of Data, Variable population, Sample
- Concept of Classification of data - Types
- Frequency distributions
- Tabulation of Data
- Parts of table
- Requisites of a good table

### **Unit 2**

#### **Analysis of Uni-Variate Data**

##### **Measures of Central Tendency**

- Introduction, Types of Central Tendency Measures, qualities of good measure of Central tendency
- Arithmetic mean – Computation using Direct shortcut and step-deviation method, problems on missing frequencies (one or two), properties of AM, problems on combined Mean, corrected Mean
- Weighted AM – Simple problems of Weighted AM
- Median – computation for raw data, discrete and continuous data, problems on missing frequencies
- Mode – computation of mode for raw data, discrete and continuous data – for Uni-modal distribution, problems on Grouping and analysis table

## **Measures of Dispersion**

- Introduction, Types of dispersion measures – concept absolute and relative measures
- Qualities of good measure of dispersion
- Range – Concept and simple problems
- Quartile deviation – computation of QD and its coefficient for raw, discrete and continuous data
- Standard Deviation – Computation of SD and its coefficient for raw, discrete and continuous data

## **Unit 3**

### **Time Series Analysis**

- Objectives and uses of Time series analysis
- Components of Time series
- Measurement of Trend by Moving averages method and Least squares method to Linear.

## **Unit 4**

### **Analysis of Bi Variate Data- Correlation**

- Correlation – Meaning & Types
- Spearman's Rank correlation, Karl Pearson's coefficient of correlation,
- Probable error
- Concurrent deviation method.

## **Unit 5**

### **Analysis of Bi Variate Data- Regression**

- Regression – Meaning
- Regression lines
- Properties of Regression lines and regression coefficient
- Related problems on regression lines and Regression coefficient

### **Reference Books**

1. Sancheti D. C. & Kapoor V. K., *Business Mathematics*, Eleventh Edition, Sultan Chand & Sons, 2012
2. V. K. Khanna, Qazi Zameeruddin, S. K. Bhambri, *Business Mathematics*, Second Edition, Vikas Publishing House Pvt Limited, 2009
3. R. S. Soni, Essential *Business Mathematics & Business Statistics*, ANE Books, 2012
4. J. K. Singh, *Business Mathematics*, Second Edition, Himalaya Publishing House, 2012

## **36 - FUNDAMENTALS OF BUSINESS TAX**

### **Unit 1**

#### **Introduction**

Introduction, Canons of Taxation, Types of Taxes, Definitions- Income, Person, Assesses, Assessment year, Pervious year, Agricultural Income(Theory Only).

Exempted Incomes U/S 10. Capital and Revenue Income and expenditure, Residential Status and Incidence of Tax.

### **Unit 2**

#### **Computation of Taxable Income under the different heads of Income.**

Income from Salary- Meaning of salary, Allowances, Perquisites, Deductions from salary. (Theory and Problems)

Income from House Property - Basis of Chargeability, Annual Value, Self occupied and let out property- Deductions (Theory and Problems)

Profits and Gains of Business & Profession -Definitions, Concepts, Practical Aspects - Deductions expressly allowed and disallowed (Theory only)

Capital Gains - Chargeability-Definitions-Practical aspects - Cost of Improvement – Indexation - Short term and long term capital gains-Exemptions (Theory only)

Income from other sources - Chargeability-Deductions-Amounts not deductible (Theory only)

### **Unit 3**

#### **Computation of Total Taxable Income of an Individual.**

Gross total Income- deductions from GTI, Calculation of tax liability- (Rates applicable for respective Assessment year) Education cesses, Refund of tax.

## **Unit 4**

### **CST, Customs Act and Central Excise**

Central Sales Tax / G.S.T (Goods & Services Tax)- Objects and basic scheme of CST act, Meaning – Dealer – Business – Sale – Goods – declared goods, Turnover, interstate and intra state sale . (Theory only)

Customs Act - Meaning – Types of Custom Duties – Valuation for Customs Duty. (Theory only)

Central Excise - Procedures relating to Levy, Valuation and Collection of Duty, Types of Duty, Nature of Excise Duties.

## **Unit 5**

### **VAT and Service Tax**

Value Added Tax - Basic Concepts of Value Added Tax, Dealer, Registered Dealer, Sales, Turnover, Input VAT, Output VAT. (Theory only)

Service Tax - Meaning and Definition, Features of Service Tax, Levy and Collection of Service Tax, Service Tax Administration, Exemptions from Service Tax.(Theory only).

### **Reference Books:**

1. Singhania, Vinod K. (2014). *Direct Taxes - Law and Practice*. Taxmann Publications.
2. Dr. Mehrotra and Dr. Goyal (2014). *Direct Taxes – Law and Practice*, Sahitya Bhavan Publication.
3. Pagare, Dinakar. (2014). *Law and Practice of Income Tax*, Sultan Chand and sons.
4. Datey, V. S. (2014). *Indirect Taxes – Law and Practice*.
5. Dunn, Elizabeth and Norton, Michael. (2013). *The Science of Smarter Spending*. Simon and Schuster.
6. A N Shanbhag. (2011). *In the wonderland of Investment*. (1<sup>st</sup> ed.). Popular Prakashan.
7. Kaushal Kumar Agrawal. (2006). *Direct Tax Planning and Management* (5<sup>th</sup> ed.). Atlantic Publishers & Distributors (P) Ltd.



# **IV Semester**

## **41 - EXIM PROCEDURES AND DOCUMENTATION**

### **Unit 1: Export Import Business**

Export documentation; Foreign exchange regulations, Quality control and pre-shipment inspection, Export trade control, Commercial practices.

### **Unit 2: Licensing Procedures**

Legal framework, Objective of EXIM policy; Policy overview – Facilities and restrictions; Getting started in export business.

### **Unit3: Legal Implications**

Legal framework in India – Overview of recent Foreign Trade policy , customs ACT and Excise Act and others.

### **Unit 4: Price and Payment Systems**

Credit risk management and payment terms; Main features of payment terms-Advance payment, open account, documentary collection, documentary credit – Documentary collection –DP and DA process and operation; Letter of credit and parties involved; Process of opening and advising LC, Types of LC; Process and operation.

### **Unit 5: Post Shipment Documentation**

Trade operations and documentation; Documentation areas and dimensions; Nature and Characteristic features of EXIM documents; EDI and documentation.

### **Reference Books:**

1. M.D. Jitendra, Export Procedures and Documentation, Rajat Publications, Delhi.
2. Pervin Wadia, Export Markets and Foreign Trade Management, Kanishka Publications, New Delhi.
3. Nabhi's Exporters Manual and Documentation.
4. Nabhi's New Import-Export Policy Procedures.

## **42 - SERVICES MANAGEMENT**

### **Unit 1: Introduction to services**

Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, myths about services, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality. Marketing challenges in service industry.

### **Unit 2: Consumer behaviour in services**

Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.

### **Unit 3: Tourism, Hotel and Hospital Management**

Introduction; Concept & Nature of Tourism; Significance & Impact of Tourism; Market Segmentation in Tourism; Tourism marketing Mix Management of Travel Services: Role of Travel Agencies & Travel Organization Tour Operations - Meaning and services. Management of Hotel Industry: Hotels; Facilities; The guest Cycle; classification of hotels; Introduction to Hospitals; Development of Hospitals; Facilities; Personnel; Administration; Hospital service extensions – Pharma.

### **Unit 4: Understanding customer expectation through market research:**

Key reasons for GAP 1, using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies –Relationship

marketing, Evaluation of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.

**Unit 5: Customer defined service standards:**

“Hard” & “Soft” standards, process for developing customer defined standards Leadership Measurement system for market driven service performance-key reasons for GAP-2 service leadership- Creation of service vision and implementation, Service quality as profit strategy, Role of service quality In offensive and defensive marketing. Service design and positioning- Challenges of service design, new service development-types, stages. Service blue printing- Using & reading blue prints. Service positioning-positioning on the five dimensions of service quality, Service Recovery.

**Reference Books**

1. Dr. Shajahan. S, Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition.
2. Christopher Lovelock, (2004) Services Marketing- Pearson Education, 2004
3. Valarie A Zeithmal & Mary Jo Bitner (2011), Services Marketing- 5/e, TMH.
4. Kenneth E Clow & David L. Kurtz, (2007) Services Marketing: Operation, Management and Strategy-2/e, Biztantra.
5. Ravi Shankar, (2006) Services Marketing: The Indian Perspective-, Excel BOOKS.
6. Lovelock, Christopher; (2001) Services Marketing - People, Technology, Strategy; Pearson Education Asia, Delhi; First Indian Reprint.

## **43 - INTERNATIONAL BUSINESS ENVIRONMENT**

### **Unit 1**

#### **Introduction to International Business Environment**

Nature of International Business Environment, Theories of International Trade: Ricardo's Theory, Heckscher-Ohlin Theory, Economic Environment, Political and Regulatory Environment, Demographic Environment, Social, Cultural and Technological Environment

### **Unit 2**

#### **Multinational Enterprises**

Introduction to the concept of Multinational Enterprises, Meaning of International Corporations, Role and importance of Multi-national corporations in international business, Elements of Multinational Enterprise Strategy, Market Entry Mode Strategies, International Strategic Alliances, Cross-border Integration & Coordination, Knowledge Management, MNEs from Emerging Economies

### **Unit 3**

#### **Regional Economic Grouping**

Evolution, structure and functions of:

- North Atlantic Free Trade Agreement (NAFTA)
- South Asian Association for Regional Cooperation (SAARC)
- European Union (E.U.)
- World Trade Organization (WTO)

### **Unit 4**

#### **Foreign Exchange Market**

Introduction to Foreign Exchange Market, Meaning of Exchange Rate, Determination of Exchange rate – Fixed, Flexible and Managed, Implications of Foreign Exchange Market on International business, Foreign Exchange transaction mechanism (Option – forward contract – arbitrage – hedging and swaps), Pricing pattern, Trade, PPP, IRP, IFE, Portfolio, Balance,

Demand and Supply Growth, BOP Monetary Approach, Management of foreign Exchange with special reference to India

## **Unit 5**

### **Emerging Developments in International Business**

International Marketing through Internet; Ecological concerns and international marketing ethics, Latest trends in International Business. Growing Emerging Markets, Demographic Shifts, Increased Competition, Slower Growth, Clean Technology, The age of relentless innovation – with external and internal focus, Sales growth predicted to be largely in emerging markets

### **Reference Books**

1. Miltiades Chacholiades, *International Economics* , Mc-Grew Hill Publishing Co, New York.
2. W. Charles Sawyer and Richard L. Sprinkle, *International Economics*, Third Edition, Prentice Hall. 2009
3. ML Jhingan, *International Economics*, Vrinda Publication Pvt. Limited,
4. Charles Hill, Arun Kumar Jain, *International Business – Competing in the Global Market Place*, Sixth Edition, Tata McGraw Hill, 2008

## **44 - BUSINESS RESEARCH METHODS**

### **Unit 1: Market Research: An Overview**

Market Research – An Overview, Introduction to Market Research The Market Research Plan, Divisions of Marketing Research, Marketing Research and Marketing Management, The Marketing Research Process, Commissioning Market Research, Research Brief, Developing the Research Plan

### **Unit 2: Types of Research**

Types of Research, Quantitative Market Research, Qualitative Market Research, Types of Qualitative Market Research, Newer and Emerging Qualitative Researches, Observational Research, Types of Observational Research, Advantages and Disadvantages of Observational Research

### **Unit 3: Market Research Design**

Importance of Marketing Research in Business, Marketing Research and Decision Making, Quantitative Research Sampling, MR Measurement and Scaling, Measurement Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale

### **Unit 4: Analysis of Data**

Tabulation, Coding, Decoding, Report writing.

### **Unit 5: Research and Insights**

Identifying Consumer Insights, Developing an Insight, Possible Sources of Insights, The Role of an Insight in Product Development and Marketing, New Trends in Marketing Research, Marketing Research Trends: Behavioural Science Based Approach, Economic and Competitive Pressures, Consumer Insight Groups

**Reference Books:**

1. Paul Baines, Chris Fill and Kelly Page. (2008).*Marketing*. Oxford University Press.
2. S. K. Sarangi. (2009). *Marketing Management*. Asian Books Private Limited.
3. O.C. Ferrell, Michael. D. Hartline. (2008)*Marketing Strategy*. Cengage Learning.
4. Gary Armstrong, Michael Harker, Philip Kotler and Ross Brennan. (2009). *Marketing an Introduction*. Prentice Hall.
5. Tony Proctor. (2005). *Essentials of Marketing Research (4<sup>th</sup> ed.)*. Prentice Hall.



## 45 - VALUE EDUCATION

The learning and practice of facts which have eternal value is what is contemplated by value education. It can also be the process by which a good citizen is moulded out of a human being. The evolution of a good human being is when he realises that his conscience shows to him the rightness of his action.

### **Objective**

To create an awareness to values among learners and help them adopt them in their lives.

### **Unit I**

**Definition** – Need for value Education – How important human values are – humanism and humanistic movement in the world and in India – Literature on the teaching of values under various religions like Hinduism, Buddhism, Christianity, Jainism, Islam, etc. Agencies for teaching value education in India – National Resource Centre for Value Education – NCERT–IITs and IGNOU.

### **Unit II**

**Vedic Period** – Influence of Buddhism and Jainism – Hindu Dynasties – Islam Invasion – Moghul invasion – British Rule – culture clash – Bhakti cult – social Reformers – Gandhi – Swami Vivekananda – Tagore – their role in value education.

### **Unit III**

#### **Value Crisis – After Independence**

Independence – democracy – Equality – fundamental duties – Fall of standards in all fields – Social, Economic, Political, Religious and Environmental – corruption in society.

Politics without principle – Commerce without ethics – Education without Character – Science without humanism – Wealth without work – Pleasure without conscience – Prayer without sacrifice – steps taken by the Governments – Central and State – to remove disparities on the basis of class, creed, gender.

### **Unit IV**

#### **Value Education on College Campus**

Transition from school to college – problems – Control – free atmosphere – freedom mistaken for license – need for value education – ways of inculcating it – Teaching of etiquettes – Extra-Curricular activities – N.S.S., N.C.C., Club activities – Relevance of Dr.A.P.J. Abdual Kalam’s efforts to teach values – Mother Teresa.

### **Unit V**

#### **Project Work**

1. Collecting details about value education from newspapers, journals and magazines.
2. Writing poems, skits, stories centering around value-erosion in society.
3. Presenting personal experience in teaching values.
4. Suggesting solutions to value – based problems on the campus.

### **Recommended Books**

1. Satchidananda. M.K. (1991), “Ethics, Education, Indian unity and culture” – Delhi, Ajantha publications.
2. Saraswathi. T.S. (ed) 1999. Culture”, Socialisation and Human Development: Theory, Research and Application in India” – New Delhi Sage publications.
3. Venkataiah. N (ed) 1998, “Value Education” New Delhi Ph. Publishing Corporation.
4. Chakraborti, Mohit (1997) “Value Education: Changing Perspectives” New Delhi: Kanishka Publications.
5. “Value Education – Need of the hour” Talk delivered in the HTED Seminar – Govt. of Maharashtra, Mumbai on 1-11-2001 by N.Vittal, Central Vigilance Commissioner.
6. “Swami Vivekananda’s Rousing call to Hindu Nation”: EKnath Ranade (1991) Centenary Publication
7. Radhakrishnan, S. “Religion and culture” (1968), Orient Paperbacks, New Delhi.

# **V Semester**

## **51 - PERSUASION AND SALESMANSHIP**

### **Unit – I: Principles and Frameworks of Persuasion**

Persuasion in Advertising, Advertising Strategy, History of Persuasion Theory,

### **Unit – II: Persuasion Tactics**

Persuasion Techniques in Advertising, Ideas in Selling

### **Unit – III: Introduction to Salesmanship**

Ideas as Products, Insights in Products, Six I's, Me First and Me Too, Evolution of Products: An Example, Four Parameters of Judging a Product Idea, Evaluating a Product, Evolution of New Products Introduction, Does Form Follow Function?, Evaluating New Product Ideas

### **Unit – IV: Ideas in Selling**

Experiential Marketing, Why Experiential Marketing?, Critical Considerations in Experiential Marketing, Successful Implementation of Experiential Marketing, Relationship Marketing, Role of Relationship Marketing in Salesmanship, Strategies to Build a Strong Customer Relationship, Personal Selling, Steps in Personal Selling, Prospecting, Approaching, Making the Presentation, Overcoming Objections, Closing the Sale, Follow-up, Selling Tactics, AIDA Approach, Foot in the Door Technique, Door-in-the-Face Technique, Low-Ball Technique, Add-On Sales Ideas, Cross-selling, Up-selling, Essential Attributes of Successful Salespersons

### **Unit – V: Ideas in Advertising**

Ideas, Persuasion and Advertising, Integrated Marketing Communications (IMC), Designing an Effective Message, Right Media, Major Selling Idea, Creative Strategy, Ideas in Advertising, What is Creativity?, The Big Idea in Advertising, Why Creative Ideas are Important in Advertising?, Relevance, Originality, and Impact, The AIDA Model, Types of Advertising Ideas, Creative vs. Non-Creative Advertising Ideas, How to generate creative ideas?,

**Reference Books:**

1. Robert Gravlin Cooper. *Winning at New Products. Accelerating the process from Idea to Launch.* Addison-Wesley
2. Edward Patrick McGuire. *Generating New Product Ideas.* Conference Board
3. Edward Patrick McGuire. *Evaluating New Product Proposals.* Conference Board
4. Charles Panati. *Browser's Book of Beginnings. Origins of everything under and including the Sun.* Houghton Mifflin Company
5. Henry Petroski. *The Evolution of Useful Things.* First Vintage Books Edition

## 52 - CREATIVE COMMUNICATION

### **Unit – I: Basic Principles of Writing**

Parts of Speech: Introduction, The English Language: A Brief History, Nouns, Verbs, Adjectives, Adverbs, Prepositions, Conjunctions, Interjections

Sentences: Introduction, The Subject and the Predicate, Simple Sentences, Phrases and Clauses, Sentence Variety

Music of Writing: Introduction, Voice, Lyricism, Melody, Rhythm

### **Unit – II: Effective Writing**

Principles of Effective Communication: Introduction, Getting Started, Principles of Effective Writing, Coping with Political Correctness, Sensitive Not Hypersensitive, He, She, and Everybody

Fundamentals of Effectively Persuading: Introduction, Fundamentals of Effective Persuasion, Tone of Voice, Tone Scale, Getting the Tone Right, Maintaining an Effective Tone

The Effective Mailbox: Introduction, How to Write Effective Mails?, The Email Etiquette, How to Write a Letter?, Handling Some Common Kinds of Letters. Short Letters – The ‘IN’ Thing Today

### **Unit – III: Writing that Exalts and Transforms**

Writing the Natural Way: Introduction, Letting the Writer Out, Two Ways of Knowing: Conscious and Unconscious, Clustering: the Doorway to your Unconscious Mind, Self Reflective Mind: Words and the Brain, The Two Hemispheres: Complementary Division of Labour

Poetry: Introduction, Poetry

Song Writing: Introduction, Writing the Commercial Song, Basics of a Song, The Words and Music Matrimony, Where to Find Ideas?, Formal Musical Training: An Essential or Not?

Nature Writing: Introduction, Nature Writing

#### **Unit – IV: Writing that Entertains and Sells**

The Big Idea: Introduction, What is a Big Idea?, Hero-worship the Product, Creativity: A Cult, Commercial Creativity

How to Write Advertising Copy?: Introduction, Types of Ads – Copywriter’s Perspective, Getting Down to Business, Creating Copy, Grammar and Syntax: A Necessity in Ads or Not, Pun and Humour: A Copywriter’s Redemption, Hard Sell v/s Soft Sell, The Headline, The Ad, A Mentor’s Checklist - Before, During and After Writing an Ad

Writing Humour: Introduction, Steps to Writing Humour, Humour in Romance Writing, Humour in Fiction, What Can Give Your Work The Funny Edge?, Jokes and How to Joke Around, Black Humour, Unintentional Humour and Situation Comedy, Blue Humour

Writing for Commercials and TV: Introduction, Writing Commercials, Basic Principles That You Need to Know to Write a Great Commercial, What is the Relationship between an Idea and a Story?, Scriptwriting for TV, TV Writing: A Class Apart But How?, Where Do Ideas Come From?, Basic Story Shape

#### **Unit – V: Writing for the New Media**

Interactive Writing: An Introduction: Introduction, Interactivity and Interactive Writing, Intrinsic Interactivity – Media That Are Already Interactive, Media That Can Benefit from Interactivity, Linear Writing versus Interactive Writing

Thinking and Writing Interactively: Introduction, How to Think Interactively?, To Tame the Wanderer, How to Plan to Write an Interactive Work?, Planning for Interactivity, Questions to be Answered before Writing for New Media

The Grammar of Interactivity: Introduction, Cinematic Grammar, Interactive Nouns and Verbs, Elements of Interactive Grammar, The Writer’s Grammar: Discoverability, Interactive Sentences  
Interactive Storytelling: Introduction, World of Computers versus World of Television, Web TV, Story Branching, Involving the Reader/User – Using the Second Person, Being Creative: Enrich the Title, Pitfalls

**Reference Books:**

1. Kenneth Roman and Joel Raphaelson. Writing that Works – How to Communicate Effectively in Business. Rupa & Co. 2000
2. Neil James. Writing at Work – How to write, clearly, effectively and professionally. Viva Books First South Asian Edition. 2008
3. William Carpenter. Principles of Effective Communication. Dept. of Agricultural Information, North Carolina State University at Raleigh
4. Ed Shewan. Applications of Grammar: Principles of Effective Communication. Christian Liberty Press. 2007



### **53 - SUMMER INTERNSHIP (8 WEEKS)**

The training report along with the company certificate should be submitted within the two weeks of the reopening date of 5<sup>th</sup> semester.

The report should be around 40 pages containing the details of training undergone, the departments wherein the student was trained with duration (chronological diary), along with the type of managerial skills developed during training.

## **54 - BUSINESS LAW**

### **Unit 1: Indian Contract Act, 1872**

Meaning, Characteristics & Scope of the contract law, Elements of contract, Offer and acceptance, Lawful consideration, Capacity to contract, Free Consent, Lawful object. Discharge of contract including performance of contract. Breach of contract, contingent contract, quasi contract. Contract of Indemnity and Guarantee. Contract of Bailment. Contract of Agency.

### **Unit 2: Company Law**

Introduction, Meaning and Definition, Corporate Personality, Stages of formation of a Company: Company, Classification of Companies. Memorandum of Association, Articles of Association Distinction between Memorandum and Articles. Prospectus and Other Documents: Doctrine of Indoor Management, Shares, Debentures and Dividends: Transfer and Transmission of shares, Directors, Meetings, Winding up. Amendments.

### **Unit 3: The Limited Liability Partnership Act, 2008**

Salient features of LLP, Difference between LLP & Partnership, LLP & Company, Nature of LLP, Partners & designated partners, Incorporation document, Incorporation by Registration, Partners & their relations.

### **Unit 4: The Sale of Goods Act, 1930**

Contract of sale, Meaning & difference between sale & agreement to sale; conditions & warranties, Transfer of ownership in goods including sale by non- owners, Performance of contract of sale, Unpaid seller- meaning & rights of an unpaid seller against the goods.

## **Unit 5: The information Technology Act, 2000**

Definition, Digital signature, Electronic governance, Attribution, acknowledgement & dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties & adjudication, Appellate tribunal, offences

### **Learning Resources**

#### **Textbook**

1. S. S. Gulshan and G. K. Kapoor (2009) Business Law.1st edition, New Age International.

#### **References**

1. N. D. Kapoor, (2006) Elements of Mercantile Law.3rd edition, Sultan Chand and Company.
2. Robert W. Emerson (2006) Business Law.1st edition, Barron's Educational Series Inc.
3. Satyanarayana G (2009) Business Law.3rd edition, Apollo Publishers.

## **55 - ENTERPRISE RESOURCE PLANNING**

### **Unit 1: Introduction to ERP**

Evolution of ERP; what is ERP? Reasons for the Growth of ERP; Scenario and Justification of ERP in India; Evaluation of ERP; Various Units of ERP; Advantage of ERP. An Overview of Enterprise

### **Unit 2: An Overview of Enterprise**

Integrated Management Information; Business Modeling; ERP for Small Business; ERP for Make to Order Companies; Business Process Mapping for ERP Unit Design; Hardware Environment and its Selection for ERP Implementation.

### **Unit 3: ERP and Related Technologies**

Business Process Reengineering (BPR); Management Information System (MIS); Executive Information System (EIS); Decision support System (DSS); Supply Chain Management (SCM).

### **Unit 4: ERP System**

Introduction; Finance, Plant Maintenance, Quality Management, Materials Management. Introduction, SAP AG, Baan Company, Oracle Corporation, People Soft, JD Edwards World Solutions Company, System Software Associates, Inc. (SSA); QAD; A Comparative Assessment and Selection of ERP Packages and Units.

### **Unit 5: ERP Implementation Lifecycle**

Issues in Implementing ERP Packages; Pre-evaluation Screening; Package Evaluation; Project Planning Phase; Gap Analysis; Reengineering; Configuration; Implementation; Team Training; Testing; Going Live; End-User Training; Post Implementation (Maintenance Mode).

### **Learning Resources**

#### **Textbook**

1. Manufacturing Resource Planning (MRP II) with Introduction to ERP; SCM; an CRM by Khalid Sheikh, Publisher: McGraw-Hill
- 2.

#### **References**

1. The Impact of Enterprise Systems on Corporate Performance: A study of ERP, SCM, and CRM System Implementations [An article from: Journal of Operations Management] by K.B. Hendricks; V.R. Singhal; and J.K. Stratman, Publisher: Elsevier
2. ERP and Supply Chain Management by Christian N. Madu, Publisher: CHI
3. Implementing SAP ERP Sales & Distribution by Glynn C. Williams, Publisher McGraw-Hill

## **56 - CAREER / EMPLOYABILITY SKILLS– 1**

### **UNIT I INTRODUCTION**

Need for Creative and innovative thinking for quality – Essential theory about directed creativity, components of Creativity, Methodologies and approaches, individual and group creativity, organizational role in creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.

### **UNIT II MECHANISM OF THINKING AND VISUALIZATION**

Definitions and theory of mechanisms of mind heuristics and models: attitudes, Approaches and Actions that support creative thinking - Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, color symmetry. Spatial relationships and compositions in 2 and 3 dimensional space - procedure for genuine graphical computer animation– Animation aerodynamics – virtual environments in scientific Visualization – Unifying principle of data management for scientific visualization – Visualization benchmarking

### **UNIT III CREATIVITY**

Methods and tools for Directed Creativity – Basic Principles – Tools that prepare the mind for creative thought – stimulation – Development and Actions: - Processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and Motivation – The Bridge between man creativity and the rewards of innovativeness – Applying Directed Creativity.

#### **UNIT IV CREATIVITY IN PROBLEM SOLVING**

Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences.

#### **UNIT V INNOVATION**

Achieving Creativity – Introduction to TRIZ methodology of Inventive Problem Solving – the essential factors – Innovator's solution – creating and sustaining successful growth – Disruptive Innovation model – Segmentive Models – New market disruption - Commoditization and DE33commoditization – Managing the Strategy Development Process – The Role of Senior Executive in Leading New Growth – Passing the Baton

**Note:** Students will undergo the entire programme similar to a Seminar. It is activity based course.

Students will undergo the programme with both theoretical and practical content. Each student will be required to come out with innovative products or services. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. **No end semester examination is required for this course.**

# **VI Semester**



## 61 - FINAL PROJECT

### **Learning Objectives:**

The end of the course project is meant to give the students a comprehensive exposure to the real business world---in terms of the professional challenges as well as the personal aspects of etiquette, language, team work and overall effectiveness as individual contributors.

It will also give the students an opportunity to compare the theoretical principles learnt during the 1st 5 semesters vis-a-vis the real world of business.

## **62 - DIGITAL BRANDING**

### **Unit - I: Introduction to Digital Branding**

Benefits of Digital Display, Target Audience, Challenges of Digital Display, Campaign Objectives, Business Value, Campaign Budget, Running Effective Ads, Creative Formats, Ad Formats, Targeting, Ad Features, Tracking your Campaign, Ad Display Frequency, Optimizing the Campaign, Campaign Planning, Laws & Guidelines

### **Unit - II: Content Marketing**

What is Content Marketing?, Identifying Prospects, Writing Messages and Creating Content, Getting the Message into the Media, Content Essentials, Content Strategy, Idea Creation, Content Creation, Social Media Promotion, Traffic Generation, Content Auditing,

### **Unit - III: Consumer Generated Content**

Definition and Insights on Consumer Generated Content, Do-It-Yourself (DIY) Advertising, Product Development, and Opportunities for Co-creation, and Four Building Blocks of Co-creation.

### **Unit - IV: Gamification**

Gamification and the Fun Theory, Gamification and Major Brands, Five Elements of Gamification in a Branding Strategy, advergames, Gamevertising, Principles of Gamification.

### **Unit - V: The Future of Media**

Scenario Planning, Interpreting Scenario, Dynamic Content Creation, Strategic Framework of the Future of Media, the Consumer/Creator Archetype, Revenue and Ad Aggregation, Distribution: Channels, Devices, and Mobility, Globalization and Localization, Intellectual Property and Media; Shifting Advertising Channels - Growth in Digital Advertising, Social Networks, Blogging Platforms, Drivers of Value, The Forces Shaping Media--Increasing Media Consumption, Fragmentation, Participation, Personalization, New Revenue Models, Generational Change, Increasing Bandwidth; Future of Media Lifecycle Cases.

**Reference Books:**

1. Marion McGovern, Dennis Russell & Dennis Russell, (2001) A New Brand Of Expertise: How Independent Consultants, Free Agents, And Interim Managers Are Transforming The World Of Work –Butterworth Heinemann Special Priced Titles.
2. Killer Web Content: (2006) Make The Sale, Deliver The Service, Build The Brand – Gerry McGovern, 1/e, A & C Black.
1. 4. Get Content Get Customers: Turn Prospects into Buyers with Content Marketing McGraw-Hill.
3. Joe Pulizzi, (2006) Guerrilla Advertising: Unconventional Brand Communication - Gavin Lucas and Michael Dorrian, Laurence King Publishers, 2006

## **63 - INTERNATIONAL MARKETING**

### **Unit 1- Introduction to International Marketing**

Concept of International Marketing and its scope, Objectives of International Marketing, Challenges and Opportunities in International Marketing, Underlying forces of International Marketing Channels, Reason of entry in International Marketing

### **Unit 2- Policies related to International Marketing**

Recent Import Export Policies and Procedures, Facilities and Incentives relating to Export Business Regionalism v/s Multilateralism; Trade Blocks; Important Grouping in the World; Legal Dimensions in International Marketing (Role of WTO); Marketing Research for Identifying Opportunities in International Markets.

### **Unit 3- Procedural Aspect**

Export Documentation, Preparing Export Document Shipping and Customer Clearance of goods. Processing/Manufacturing goods for Export and their inspection by Government Authorities Compulsory Quality Control and Pre-shipment Inspections, Excise Clearance, Insuring goods against marine risk, Marine Insurance, Submitting documents to Bank for purchase/Collection/Negotiation under L/C. Export Credit Limit.

### **Unit 4- International Marketing Strategy**

Rules for successful exporting, International Market Segment, Preliminaries for starting Export Business. Registration of Exporters, Sending/Exporting Samples. Appointing Overseas Agents obtaining a License (Export License)

### **Unit 5- Pricing and Finance Strategy**

International Pricing Decisions and factors influencing these decisions. Uniform pricing Vs. Market by market pricing. Arranging Finance for Exports : Financial and fiscal incentives provided by the Government and Foreign exchange facilities by the R.B.I. and EXIM Bank. Institutional support from Government, Semi Government and Autonomous Organizations for Exporters Obtaining export credit Insurance. Exchange rates, Understanding foreign exchange

rates and protection against their adverse movement.

### **Reference Books**

1. Bhattacharya - Winning the World Marketing.
2. B.M. Wahi and A.B. Kalkundribar. International Trade and Export Management.3.  
International Marketing Management – Varshney and Bhattacharya .
3. S.ShivaRamu - International Marketing Export Marketing.
4. S.S. Rathor, J.S. Rathor - International Marketing.
5. Douglas & Craig - Global Marketing Strategy.
6. Michael Vaz - Export Marketing.
7. Francis Cherunilam - Export Marketing.
8. B. Bhattacharya - Export Marketing.
9. Parasram - Export - What, Where & How
10. S.A. Chunnawala - Essentials of Export Marketing.

## **64 - CONSUMER PSYCHOLOGY**

### **Unit 1**

#### **Overview of Consumer Behaviour**

Understanding Consumer Behaviour- Meaning and Concept of Consumer and Customer, Consumer Learning, Different Models in Consumer Behaviour, Consumer Decision making process-Concept of Consumer Decision; Levels of Consumer Decision Making; Consumer Decision Making Model, Changing Indian Consumer Behaviour-Drivers of Change; Changing Consumer Trends; Rural Consumer Behaviour; New Consumption Patterns, Organizational Buying Behaviour.

### **Unit 2**

#### **Factors Influencing Consumer Buying Decision**

Influence of Culture on Consumer Behaviour-Concept of Culture; The measurement of Culture; Indian Core Values; Cultural aspects of emerging markets, Values, Lifestyles, and Psychographics- Impact of Values, Lifestyles and Psychographics on buying behaviour; Demographics, Lifestyles and Psychographics; Values and Value Systems, Group Influence on Consumption- Role of reference groups; Effect of reference groups on consumer decision making; Celebrity endorsements.

### **Unit 3**

#### **Customer Loyalty Comprehension**

Meaning and definition of customer loyalty, Significance of Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Benefits of Customer Loyalty, Customer Loyalty and its relationship with customer satisfaction, Customer retention and Brand Loyalty, Factors affecting customer loyalty formation, Rai Srivastava model of customer loyalty formation, Drivers of Customer Loyalty.

## **Unit 4**

### **Customer Loyalty Outcomes**

Characteristic Features of Behavioural Loyalty, Attitudinal Loyalty and Cognitive Loyalty, Role of Customer Loyalty outcomes in business decisions, Significance of Customer Loyalty for Marketers, Relationship Influencers of Customer Loyalty including factors mediating customer loyalty relationship with other relationship influencers, Customer Affinity, Customer Engagement.

## **Unit 5**

### **Customer Loyalty Measurement and Application**

Measuring Customer Loyalty, Customer Loyalty measurement models and scales, Influence of Service Quality on Customer Loyalty, Customer Loyalty in Retail Industry, Customer Loyalty in Banking and Insurance Industry, Customer Loyalty Application in Aviation Industry.

### **Reference Books:**

1. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
2. H.Peer Mohammed: Customer Relationship Management, Vikas.
3. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.
4. Mukesh Chaturvedi and Abhinav Chaturvedi: Customer Relationship Management An Indian Perspective. Excel Books.
5. Deon – Buyer Behaviour, Oxford University Press.

## **65 - BUSINESS NEGOTIATION**

### **Unit 1: Culture and its Definition**

Culture - definition and characteristics. Cultural factors and specifics, their possible consequences and influence on different aspects of business, Personality of a successful negotiator. Process of negotiation - main attributes and stages, Preparation for and planning of the business negotiation, Rules of effective persuasion. Breaking through "culture shock", Problem of concessions, ways to break deadlocks, position of strength, International negotiations - main aspects, comparison of different negotiate styles.

### **Unit - II: Definition and Process of Negotiation**

Meaning - Negotiation Process, Environmental Context of International Negotiations, Managing Negotiation and Conflict Ethics in International Negotiations, Decision-Making, The Decision-Making Process, Internal and External Factors Implications for Managers.

### **Unit - III: Tactics of Negotiation**

Essentials of Negotiation, Negotiation Planning, Distributive Strategy/Tactics, Integrative Strategy/Tactics, Developing a negotiation style, Establishing Trust-Building Relationships, Power, Persuasion, Ethics, Creativity, Problem solving, Decision Traps, Multiple Parties, Coalitions and Teams.

### **Unit - IV: Negotiation and Decision Making**

Process of negotiation and decision-making and their significance for multinational and global corporations, Environmental context of international business negotiations and the concept of multinational negotiating strength, Various patterns of negotiation and conflict resolution in different national and cultural contexts, Influence of national and cultural variations in decision-making.



## **Unit - V: Problem of Culture in Negotiation**

The problem of culture in negotiation and conflict resolution, Managing in multi-cultural environments, Cultural variables and negotiation – general, Developing intercultural effectiveness, Inter-group conflict resolution – theory and practice.

### **Reference Books:**

1. Cohen.(2001)."Resolving Conflict across Languages," Negotiation Journal.
2. Black and Avruch. "Culture and International Negotiations," in Jacquin-Berdal et al, eds.
3. Culture in World Politics; NY, St. Martin's Press.
4. Cohen. "Conflict Resolution across Cultures: Bridging the Gap,"in ibid.
5. Sebenius.(2002). "The Hidden Challenge of Cross-Border Negotiations," p. 80, Harvard Bus. Rev.
6. Thiederman.. Bridging Cultural Barriers for Corporate Success: How to Manage the Multicultural Work Force; NY, NY: Lexington Books.
7. Harris & Moran. Managing Cultural Differences, Third edition, Houston, TX: Gulf Publishing Company.
8. Salacuse. "Implications for Practitioners," pp. 204-208, Faure & Rubin, eds., Culture and Negotiation: The Resolution of Water Disputes, Newbury Park, CA: Sage Publications.
9. Chataway. . "Track II Diplomacy: From a Track I Perspective", pp. 269-285, Negotiation Journal.

## **66 - CAREER / EMPLOYABILITY SKILLS – II**

### **UNIT I PERSONAL COMMUNICATION**

Day-to-day conversation with family members, neighbours, relatives, friends on various topics, context specific – agreeing/disagreeing, wishing, consoling, advising, persuading, expressing opinions, arguing.

### **UNIT II SOCIAL COMMUNICATION**

Telephone calls (official), colleagues in the workspot, discussing issues (social, political, cultural)clubs (any social gathering), answering questions, talking about films, books, news items, T.V. programmes, sharing jokes.

### **UNIT III GROUP/MASS COMMUNICATION**

Group discussion (brainstorming ), debate, panel discussion, anchoring/master of ceremony, welcome address, proposing vote of thanks, introducing speakers, conducting meetings, making announcements, Just-a-minute (JAM), Block and tackle, shipwreck, spoof, conducting quiz, negotiations, oral reports.

### **UNIT IV INTEGRATED SPEAKING AND PRESENTATION SKILLS**

Listening to speak (any radio programme/lecture), reading to speak, writing to speak, watching to speak, (any interesting programme on TV) Reading aloud any text/speech, lecturing, PowerPoint presentation, impromptu, Interviews of different kinds (one to one, many to one, stress interview, telephonic interview)

### **UNIT V EMPLOYABILITY AND CORPORATE SKILLS**

Interview skills – Types of interview, preparation for interview, mock interview. Group Discussion –Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, skills bought out in GD – leadership and co-ordination. Time management and effective planning – identifying barriers to effective time management, prudent time management techniques, relationship between time management and stress management. Stress management – causes and effect, coping strategies – simple physical exercises, simple

Yoga and Meditation techniques, Relaxation techniques, stress and faith healing, positive forces of nature, relaxation by silence and music. Decision making and Negotiation skills, People skills, Team work, and development of leadership qualities.

**Note:** Students will undergo the entire programme similar to a Seminar.

It is an activity based course. Student individually or as a group can organize event(s), present term papers etc. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark.

**No end semester examination is required for this course.**