

DEPARTMENT OF COMMERCE  
**Master of Commerce (M.Com.)**  
**P.G. PROGRAMME**  
**SYLLABUS**

Effective from the Academic Year 2016-2017



**Loyola College (Autonomous)**  
**Chennai- 600 034**



**RESTRUCTURING-2016 (2016-17 batch ONWARDS)**  
**PG - Arts / Science / Commerce / Social Work**

Part	Semester 1	Semester 2	Summer Vacation	Semester 3	Semester 4	Total Hours
Major Core (MC)	30(20 C)	24(20 C)	--	20(15 C)	30(24 C)	104(79 C)
Elective Subject (ES)	--	4(3 C)	--	4(3 C)	--	8(6 C)
Inter - Disciplinary (ID)	--	--	--	6(5 C)	--	6(5 C)
Self study Paper (SSP)				Outside class hours(2C)		(2 C)
Summer Training Program (STP)	--	--	3 to 4 weeks (1 C)	--	--	(1 C)
Life Skills Training (LST)	--	2h + 2h# (2 C)	--	--	--	2+2# (2 C)
Extension Activities	LEAP	LEAP(3 C)	--	--	--	(3 C)



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Total Hours (Total Credits)	30 (20 C)	30+2# (23+5 C)	--(1 C)	30 (23+2 C)	30 (24 C)	120+2# (90+6+2*)C
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**Note: A theory paper shall have 5 to 6 contact hours and a practical session shall have 3 to 5 contact hours.**



**New format of the subject codes from the  
2016 regulation**

**Subject codes are 10 characters long:**

1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>
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- 1st & 2nd digits – last two digits of regulation year in YY format (If 2016, it will be 16).
- 3rd alphabet: U – UG / P – PG / M – M.Phil. / D – Ph.D.
- 4th & 5th alphabets: department wise program code (example – MT / CO / HT.....)
- 6th digit: Semester for UG/ PG / M.Phil. and year for Ph.D.
- 7th & 8th alphabet: Category of paper or group of category of papers (GE/RL/OL/HE/OR/AL /ES/SK/MS/CM/CC/ .....)
- 8th & 9th digits: subject number range (01 to 99).

**For example,**

**Example 1: 16UCH1MC01**

16 – Admitted in 2016  
U – UG student  
CH – Chemistry Student  
1 – 1st Semester subject  
MC01 – Major paper

**Example 2: 16PCO2ID01**

16 – Admitted in 2016  
P – PG student  
CO – Commerce Student  
2 – 2nd Semester subject  
ID01 – Inter disciplinary paper

- For subjects which are carried forward from one regulation to the next, the first two digits representing the regulation alone will change.
- Subjects which are not carried forward from one regulation to the next, will not appear in the new regulation.
- For new subjects which need to be added to a regulation, a new subject code must be created in continuation of the last created code under that type/category.
- Subject codes which are identical (except for the first two digits which represent the regulation year) are treated as equivalent for the purpose of syllabus / question paper setting / conducting examination/etc.



## **M.Com. Commerce**

<b>S. NO</b>	<b>SUBJECT CODE</b>	<b>SUBJECT TITLE</b>
1	16PCO1MC01	ADVANCED BUSINESS STATISTICS
2	16PCO1MC02	ECONOMIC AND LABOUR LAWS
3	16PCO1MC03	MODERN MANAGEMENT PRACTICE
4	16PCO1MC04	ACCOUNTING FOR DECISION MAKING
5	16PCO1MC05	STRATEGIC MARKETING MANAGEMENT
6	16PCO2MC01	DIRECT TAX PLANNING AND MANAGEMENT
7	16PCO2MC02	HUMAN RESOURCE MANAGEMENT
8	16PCO2MC03	STRATEGIC FINANCIAL MANAGEMENT
9	16PCO2MC04	ENTREPRENEURSHIP AND SMALL BUSINESS
10	16PCO2ES01	INVESTMENT MANAGEMENT
11	16PCO2ES02	LOGISTIC AND SUPPLY CHAIN MANAGEMENT
12	16PHE2FC01	LIFE SKILLS TRAINING
13	16PCO3MC01	ADVANCED CORPORATE ACCOUNTING
14	16PCO3MC02	INDIAN SECURITIES MARKET
15	16PCO3MC03	RETAILING MANAGEMENT



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16	16PCO3MC04	CONSUMER BEHAVIOUR
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17	16PCO3ES01	INDIRECT TAX
18	16PCO3ES02	INTEGRATED MARKETING COMMUNICATION
19	16PCO3TP01	SUMMER TRAINING PROGRAMME
20	16PCO3ID01	BIO-PRODUCTS AND MARKETING
21	16PCO4MC01	INTERNATIONAL MARKETING
22	16PCO4MC02	ORGANISATIONAL BEHAVIOUR
23	16PCO4MC03	RURAL MARKETING
24	16PCO4MC04	GLOBAL FINANCE
25	16PCO4MC05	E-COMMERCE
26	16PCO4PJ01	RESEARCH METHODOLOGY AND DISSERTATION



**16PCO1MC01 ADVANCED BUSINESS STATISTICS**

<b>SEMESTER I</b>		<b>CREDITS</b>	<b>4</b>
<b>CATEGORY MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>		<b>6</b>

**Objectives:**

1. To provide a theoretical appreciation and use of statistics.
2. To teach statistical techniques which aid modern managers to take wise decisions in a competitive environment.
3. To enable professional use of numerical or categorical data to assess the validity of statements made in business settings.

**UNIT I: CONCEPTS REVIEW:**

Measures of Central Tendency – Dispersion – Skewness – Moments – Kurtosis. Time Series Analysis – Measurement of Trend – Measurement of Seasonal Variation – Method of simple average – Ratio to trend Method – Ratio to Moving Average Method – Ratio of Moving Average Method. Statistical Process Control:  $\bar{x}$ , R, p and np – Charts – Interpretation

**UNIT II: CORRELATION AND REGRESSION ANALYSIS:**

Significance of the study of correlation – Correlation and causation – Types of correlation – Difference between Correlation and Regression Analysis – Regression lines and Regression equations – Coefficient of regression – Partial Correlation – Partial Correlation Coefficient – Zero order, First order and second order Coefficient in case of four variables – Second order Partial Correlation Coefficients – Multiple Correlations – Multiple Regression Analysis – Normal equation for the least square regression.





**UNIT III: THEORY OF PROBABILITY AND THEORETICAL DISTRIBUTION:** Definition of Probability – Importance – Calculation – Theorems – Mathematical expectation – Theoretical distribution – Binomial – Poisson and Normal

**UNIT IV: SAMPLING AND SAMPLE DESIGN & TESTING OF HYPOTHESIS:** Concepts of Universe, population and sample – Theoretical basis of sampling – Methods of sampling – Sample survey – Size of sample – Sampling and non- sampling errors. Statistical hypothesis – z test, t test, Chi-square test and Goodness of fit, F test and Analysis of Variance.

**UNIT V: NON PARAMETRIC METHODS:**

Introduction – Advantages of Non – Parametric Tests – The Sign Test – The paired Sample Sign Test – A Rank Sum Test – The Mann –Whitney U Test – The Kruskal Wallis or H Test – Spearman’s Rank Correlation.

**Recommended Text Book:**

Gupta S. P, Business Statistics; 14<sup>th</sup> Edition, Sultan Chand & Sons, 2007.

**Reference Books:**

1. Anderson Sweeney and Williams, Statistics for Business and Economics; 11th Edition, Thomson South Western, 2011.
2. Sharma J. K, Business Statistics; Dorling Kindersley (India) Pvt. Ltd., 2012.
3. Arora P. N, Arora Sumeet, and Arora S, Comprehensive Statistical Methods; S. Chand & Company Ltd., 2007



**16PCO1MC02 ECONOMIC AND LABOUR LAWS**

<b>SEMESTER I</b>	<b>CREDITS</b>	<b>4</b>
<b>CATEGORY MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>6</b>

**OBJECTIVES:**

1. To help learners be aware of the fundamental principles of economic and labour laws in India.
2. To help learners avoid conflicts in the workplace, and understand the rights and obligations of employees.
3. To help learners avoid economic offenses and conduct lawful businesses.

**UNIT-I-THE FOREIGN EXCHANGE MANAGEMENT ACT 1999**

Definitions - regulation and management of foreign exchange - dealing in foreign exchange - Authorized person-contravention and penalties-directorate of enforcement.

**UNIT-II-THE COMPETITION ACT 2002**

Definitions-prohibition of certain agreements - abuse of dominant position - regulation of Combinations - competition commission of India - duties, powers and functions of the commission - duties of director general - penalties - competition advocacy - finance accounts and audit.

**UNIT-III-THE FACTORIES ACT 1948**

Meaning of factory - definitions - the inspecting staff - health and safety measures-hazardous Process - welfare measures - working hours for adults – holidays - employment of young persons - employment of women - annual leave with wages - penalties and procedure.

**UNIT-IV-THE WORKMEN’S COMPENSATION ACT 1923**

Defenses available to the employers - Fatal Accidents Act - Employers Liability Act - scope and coverage of Workmen



Compensation Act - Definitions - rules regarding workmen



compensation – amount of compensation- Distribution of compensation-Enforcement of the Act.

**UNIT-V-THE INDUSTRIAL DISPUTES ACT**

Object of the Act – definitions - industrial dispute - reference of industrial disputes to grievance settlement authorities - authorities under the Act - works committee - conciliation officers - board of conciliation-courts of enquiry - adjudication machinery - powers and duties of authorities - strikes and lock outs - prohibition of strikes and lock – outs - illegal strikes and lockouts – layoffs - retrenchment - transfer and closing down of undertakings - unfair labour practices - penalties.

**RECOMMENDED TEXT BOOK:**

Kapoor N. D, Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, 2010.

**REFERENCE BOOK:**

1. Shukla M. C, Mercantile Law , Sultan Chand, New Delhi, 2009.

**16PCO1MC03 MODERN MANAGEMENT PRACTICE**

<b>SEMESTER</b>	<b>I</b>	<b>CREDITS</b>	<b>4</b>
<b>CATEGORY</b>	<b>MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>6</b>

**OBJECTIVES:**

1. To orient students with an appreciation of tested management methodologies that would achieve business success.
2. To give an Indian and Western touch to management practices in modern organization.
3. To help learn the latest technologies like 6 sigma, TQM and CRM.



**COURSE UNITS:**

**UNIT I: FUNDAMENTALS OF MANAGEMENT:**

Characteristics of Well managed companies – Managerial Process – managerial skills and roles – Managing the internal and external environment – Strategies of the environment management – Managing for competitive advantage – Cost – Quality – speed – Innovations – globalization – Challenges of a manager in the 21st Century.

**UNIT II: STRATEGIC MANAGEMENT:**

Strategic Management – SWOT analysis – BCG matrix – classification of strategies - managerial decision making – group decision making – Corporate social responsibility – Strategies - Indian experiences in CSR

**UNIT III: ORGANIZATIONAL STRUCTURES:**

Kinds of Organizational Structures – Hybrid and Matrix structures – Span of control – Delegation of Authority – Centralized and Decentralized Structures – Organizing for optimal size – Strategies of responsive organization – customer relationship management – TQM – 6 Sigma.

**UNIT IV: LEADERSHIP:**

Transactional and transformational leaders – Traditional and contemporary perspective on leadership – Situational theories – Developing leadership skills- Motivating for performance – Reinforcements for performance – Expectancy theory – Job enrichment – Empowerment – Establishing Equity and quality of work life.

**UNIT V: MANAGING TEAMS:**

Managing high performance teams – Team development – Cohesiveness – Managing conflicts in team – Managing technology and innovations in competitive environment – Managing change – Shaping the future.



**RECOMMENDED TEXT BOOK:**

Bateman Thomas S, &. Snell Scott A, Competing in the New Era, 8th Edition, Tata McGraw Hill Publishing Company Ltd., 2008.

**REFERENCE BOOKS:**

1. Certo Sameul C, Certo S. Travis, Modern Management: Concepts and Skills; 11<sup>th</sup> Edition, PHI Pvt. Ltd., 2010.
2. Pyzdek Thomas, Six Sigma Project Planner, Tata McGraw Hill Education Pvt. Ltd. 2009.

**16PC01MC04 ACCOUNTING FOR DECISION MAKING**

<b>SEMESTER</b>	<b>I</b>	<b>CREDITS</b>	<b>4</b>
<b>CATEGORY</b>	<b>MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>6</b>

**OBJECTIVES:**

1. To analyze and interpret financial statements from the point of view of managers and outsiders.
2. To enable the students to take economic decisions using costing techniques.
3. To recognize the roles of budgets variance as tools of planning and control.

**COURSE UNITS: UNIT I:**

Fund flow statements – cash flow statements as per AS:3 - cash from operating investing and financial activities – under Indirect Method

**UNIT II:**

Analysis of financial statements –ratios indicating profitability, liquidity, solvency and efficiency



**UNIT III:**

Marginal costing for decision making relating to the following areas – Make or Buy – Key factor/Limiting factor – Pricing – Shut down of Plant – Optimal production Mix – Adding or discontinuing a product – plant mergers – incremental revenue and differential cost.

**UNIT IV:**

Variance analysis – Material – Labour - Overheads – Sales (Value and Margin Variances) Budgetary control – functional Budgets – Master Budgets – Zero Base Budget.

**UNIT V:**

Activity based costing – Relevant costing – Transfer Pricing.

**RECOMMENDED TEXT BOOKS:**

Maheswari S.N, Cost and Management Accounting, Sultan Chand & Sons, Delhi, 2016.

**REFERENCE BOOKS:**

1. Kishore Ravi M, Advanced Management Accounting, Taxmann Allied Services (P) Ltd, 2016.
2. Thukarum Rao M. E, Cost and Management Accounting, New Age International (P) Ltd., 2010.

**16PCO1MC05 STRATEGIC MARKETING  
MANAGEMENT**

<b>SEMESTER I</b>		<b>CREDITS</b>	<b>4</b>
<b>CATEGORY MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>		<b>6</b>

**OBJECTIVES:**

1. To enable students to understand the major aspects of planning and execution of marketing operations.
2. To explain the various kinds of marketing strategies and to



highlight the implementation of these strategies.





**COURSE UNITS:**

**UNIT I: UNDERSTANDING THE MARKETING MANAGEMENT:**

Introduction – Core Marketing concepts – Marketing management tasks – Developing marketing strategies and plans.

**UNIT II: CAPTURING MARKETING INSIGHTS:**

Gathering Information and Scanning the environment – Conducting marketing research and forecasting demand – Connecting with customers – Analysing consumer markets – Identifying market segments and targets – Dealing with competition.

**UNIT III: SHAPING THE MARKET OFFERINGS:**

Product life-cycle marketing strategies – Setting product strategy – Developing pricing strategies and programs.

**UNIT IV: DELIVERING VALUE:**

Designing and managing integrated marketing channels – Managing retailing, wholesaling and logistics.

**UNIT V: COMMUNICATING VALUE:**

Designing and managing integrated marketing communication – Managing mass communications – Managing personal communications – Introducing new market offerings – Tapping into global market.

**RECOMMENDED TEXT BOOK:**

Kotler Philip, Keller Kevin Lane, Koshy Abraham & Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Prentice Hall, 13<sup>th</sup> Edn., 2009.



**REFERENCE BOOKS:**

1. Wilson Richard M.S, Gillingham Collin, Strategic Marketing Management, Viva books (P) Ltd., 2010.
2. Boyd Walker, Larreche, Marketing Strategies – Planning Implementations, Tata McGraw Hill Publishing Company Ltd., 2010.

**16PCO2MC01 DIRECT TAX PLANNING AND  
MANAGEMENT**

<b>SEMESTER II</b>	<b>CREDITS</b>	<b>5</b>
<b>CATEGORY</b>	<b>MC(T) NO.OF HOURS/ WEEK</b>	<b>6</b>

**OBJECTIVES**

1. To understand the basics of Direct Tax Law and its method of practices
2. To study the computation of income of various persons under different heads of income
3. To identify the procedures of tax planning methods involved in the heads of income

**UNIT 1 – BASICS OF INCOME TAX LAW**

Canon of Taxation – Definitions – Residential status and incidence of Taxation – Exempted incomes – difference between Capital and Revenue

**UNIT 2 – COMPUTATION OF TOTAL INCOME**

Computation of Income from Salary – House property – Business and Profession – Capital gains and other sources – Clubbing provisions – set off and carry forward of losses – deductions



### **UNIT 3 – ASSESSMENT OF INDIVIDUAL INCOME**

Assessment of agricultural income – assessment of income of individuals – Tax Planning at various stages of income

### **UNIT 4– ASSESSMENT OF PERSONS OTHER THAN INDIVIDUAL**

Assessment of partnership firm, HUF, charitable institutions, cooperative societies and Companies – Procedures of Tax planning and its implication on tax savings

### **UNIT 5 – INCOME TAX AUTHORITIES AND PROCEDURES**

Income Tax Authorities – powers and duties – procedure for assessment and appeals and revisions – collection of tax at sources – advance payment of tax – recovery and refund of tax – penalties, offenses and prosecution

#### **RECOMMENDED BOOKS:**

1. Gaur V.P, Narang D.B, Ghia Puja and Puri Rajeev, Income Tax Law and Practice, Kalyani Publishers, Revised Annual Edition
2. Singhanian Vinod K., Direct Taxes Law and Practice, – Taxmann Publications, New Delhi, 2010
3. Pagare Dinkar, Income Tax Law and Practice, Latest Edition

### **16PCO2MC02 HUMAN RESOURCE MANAGEMENT**

<b>SEMESTER II</b>	<b>CREDITS</b>	<b>5</b>
<b>CATEGORY MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>6</b>

#### **OBJECTIVES:**

1. To understand the nature of human resources and its significance to the organization



2. To learn about the various mechanisms in HRM that contribute to the competencies of people in an organization
3. To build learning organizations and to become competitive in the changing economic environment.

### **COURSE UNITS:**

#### **UNIT I: HUMAN RESOURCE MANAGEMENT:**

Scope and activities of Human resources Management – HRM models – Activities that can enhance HR competitiveness – HRM and environment scanning – HR Manager, as strategic business partner – Changing status of HR Managers – HR outcomes – Challenges and issues facing as a HR Manager.

#### **UNIT II: HUMAN RESOURCE PLANNING:**

Process and steps involved in HR planning –Dealing with surplus and deficit manpower – Problem of attrition and retention strategies – Job analysis – Job Design – Job Enlargement – Job Enrichment – Job rotation – Self directed teams – Recruitment Process – New Methods of selection – Job fairs – On line recruitment – Campus Recruitment.

#### **UNIT III: HUMAN RESOURCES DEVELOPMENT:**

Human resources development – Goals of HRD – HRD instruments – HRD culture – Role of Chief Executives in HRD – Training and Development modules – Coaching and mentoring – Competency mapping – Developing competencies – Personal competency maturity model

#### **UNIT IV: WORK LIFE:**

Quality of work life – Participation and empowerment – Career planning and development – Managing discipline and grievances.



**UNIT V: PERFORMANCE APPRAISAL:**

Performance based Appraisals – Process of performance appraisal  
– Bias in Performance Appraisal – 360 Degree Performance appraisals – BOS and BARS – Methods of Job Evaluation and Incentive payments – Employee welfare

**RECOMMENDED TEXT BOOKS**

1. Aswathappa K, Human Resource and Personnel Management, 4th Edition, Tata McGraw Hill Publishing Company Ltd. Hill Publishing Co. Ltd.,2005
2. Prasad L. M., Management Process and Organisational Behaviour, Sultan Chand & Sons, 2008

**REFERENCE BOOKS**

1. Desslor Gary, Human Resources Management, Pearson Education, Edition 11, 2008.
2. Rao V.S.P, & Rao P. Subba, Personnel / Human Resources Management, Text Cases and Games, Konark Publishers Ltd, 2000.
3. Mamoria C.B, Rao V.S.P., Personnel Management, Himalaya Publishing House, Edition 1, 2011.
4. Decenzo David & Robbins Stephen, Personnel Human Resource Management, Eastern Economy Publications, 1999.

**16PCO2MC03 STRATEGIC FINANCIAL MANAGEMENT**

<b>SEMESTER II</b>	<b>CREDITS</b>	<b>5</b>
<b>CATEGORY MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>6</b>

**OBJECTIVES**

1. To provide basic information on Mobilizing and Managing Finance in business organizations



2. To help students gain a detailed account of various Financial functions of business organizations.
3. To facilitate the students to understand the significance of management of working capital.

### **UNIT 1: BASICS OF FINANCIAL MANAGEMENT**

Finance function - Meaning and significance and Goals of financial management - Factors affecting financial decisions - Time value of money.

### **UNIT II : CAPITAL STRUCTURE :**

Meaning - Factors affecting capital structure - EBIT- EPS Analysis - Capital Structure theories - Leverages - Meaning and types.

### **UNIT III : COST OF CAPITAL :**

Meaning and significance - Computation of individual sources of funds and Weighted Average Cost of Capital - Marginal Cost of Capital.

### **UNIT IV: CAPITAL BUDGETING :**

Meaning and Significance - Capital Budgeting Process - Project Appraisal techniques - Selection Process under Capital Rationing - Leasing - Types of Leasing - Lease or Buy Decisions

### **UNIT V: WORKING CAPITAL MANAGEMENT:**

Working Capital Management- Factors affecting Working Capital - Financing of Working Capital - Receivables Management- Inventory Management - Cash Management. Dividend Policy- Factors affecting Dividend Policy - Dividend Pay Out Methods - Dividend Theories - Walter and MM theory.



**RECOMMENDED TEXT BOOK :**

Kishore M Ravi, Strategic Financial Management, Taxmann Publication Pvt. Ltd. New Delhi, 2011.

**REFERENCE BOOKS**

1. Dhamija Sanjay and Van Horne J.C, Financial Management and Policy, 12th Edition, Pearson Education, 2011
2. Pandey I. M, Financial Management, Vikas Publishing House, New Delhi, 2010.
3. Khan M Y, and Jain P. K, Financial Management: Text, Problems & Cases, Tata McGraw Hill Education Private Limited., 2011.

**16PCO2MC04 ENTREPRENEURSHIP AND SMALL  
BUSINESS MANAGEMENT**

<b>SEMESTER</b>	<b>II</b>	<b>CREDITS</b>	<b>5</b>
<b>CATEGORY</b>	<b>MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>6</b>

**OBJECTIVES:**

1. To develop adequate entrepreneurial traits among students.
2. To initiate the required skills for entrepreneurial development.
3. To help students understand the process of establishing and developing an enterprise.

**COURSE UNITS:**

**UNIT-I : SMALL BUSINESS ENTERPRISE:**

Small Business framework – concept and definition- nature and characteristics – relationship between small and large business – scope and types of small business – rationale and objectives – small business as seed bed of Entrepreneurship



## **UNIT II: ENTREPRENEURSHIP:**

Entrepreneur and Entrepreneurship concept – distinction between Entrepreneur and Manager – entrepreneurial competency – functions – types (including women and rural).

## **UNIT III: ESTABLISHING A SMALL ENTERPRISE:**

Establishing a small enterprise – learning the important steps for starting a business – project identification and selecting the product – generation and screening the project ideas – market analysis – technical analysis, financial analysis (upto cost of production) Project formulation – assessment of project feasibility – preparation of project report dealing with basic startup problems.

## **UNIT IV: GROWTH STRATEGY:**

Growth strategy for small business – need for growth – types of growth strategy – expansion – diversification- sub contracting.

## **UNIT V: INSTITUTIONAL SUPPORT:**

Sources of Finance – Financial Support to small Business - Various incentives and subsidies – Central and State Government Schemes – Case study of great Entrepreneurs

## **RECOMMENDED TEXT BOOKS**

1. Khanka S. S, Entrepreneurial Development, Sultan Chand Publications, 2003.
2. Shaprio Alan C, Multinational Financial Management, Prentice Hall of India, 4th Edn., 2002.

## **REFERENCE BOOKS**

1. Gupta C.B, & Srinivasan N.P, Entrepreneurial Development, Sultan Chand & Sons, 2008.
2. Suresh Jayasree, Entrepreneurial Development, Margham





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Publications, 1999.



**16PCO2ES01 INVESTMENT MANAGEMENT**

<b>SEMESTER II</b>	<b>CREDITS</b>	<b>3</b>
<b>CATEGORY ES(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>4</b>

**OBJECTIVES:**

1. To provide students an exposure to investment management as a career
2. Help the learner appreciate the various investment alternatives
3. Help the learner understand the theory and practice of taking optimized investment risks

**UNIT -1 -INVESTMENT**

Introduction-investment-meaning- increasing popularity of investments-features and objectives of investment- investment decision process- approaches to investment decision making-qualities for successful investing-direct and indirect investing-speculation-difference between investment and speculation - gambling- features of gambling-difference between investment and gambling- emerging investment environment- risk-types of risks attached to investments.

**UNIT -II-INVESTMENT ALTERNATIVES**

Non- market financial assets-bank deposits-post office savings account - post office time deposits - monthly income schemes of post offices-national savings certificates - company deposits - employee provident fund scheme - money market instruments - bonds or debentures - preference shares-equity shares - rights of equity shareholders - classification of equity shares - life insurance - types of life insurance policies - considerations in choosing life insurance policies-investment in gold - real estate – art - antiques.



### **UNIT -III-MUTUAL FUNDS**

Meaning and definition of mutual fund-features and characteristics of mutual fund-mechanism of mutual fund operations-benefits of mutual funds-structure of mutual fund - mutual fund schemes - costs and loads in mutual fund investments - return from mutual fund-performance of mutual fund - mutual funds in capital market - regulation of mutual funds - taxation of mutual fund investment - emerging trends in mutual funds in India.

### **UNIT-IV-PORTFOLIO SELECTION AND MANAGEMENT**

Diversification-portfolio management-return and risk in the context of portfolio-portfolio selection-portfolio theory-Harry Markowitz model - finding the efficient frontier - corner portfolio - risk free lending and borrowing- capital market theory - single index model - security - characteristics line-construction of optimum portfolio - Sharpe optimization model - selection of securities.

### **UNIT-V: CAPITAL ASSETS PRICING MODEL, ARBITRAGE THEORY AND PORTFOLIO EVALUATION**

Systematic and unsystematic risks-interpretation of beta value-capital asset pricing model-assumptions of CAPM-security market line-Capital market line-CAPM and valuation of investments-reward to risk ratio- beta of a portfolio -alpha factor-limitations of CAPM- Arbitrage pricing theory -security valuation and arbitrage-portfolio evaluation- measures of portfolio performance

#### **TEXT BOOKS:**

1. Rustagi R.P., Investment Analysis and Portfolio Management,-Sultan Chand & Sons , New Delhi-2012.
2. Bhalla V. K., Investment Management, S.Chand, New Delhi-2011



**16PCO2ES02 LOGISTICS AND SUPPLY CHAIN  
MANAGEMENT**

<b>SEMESTER II</b>	<b>CREDITS</b>	<b>3</b>
<b>CATEGORY ES(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>4</b>

**OBJECTIVES**

1. To introduce the concept and impact of Logistics and Supply Chain Management, with a competitive strategy overview.
2. To help the Students to appreciate the practical aspects of handling inventory and warehousing.
3. To expose the various dimensions of Financial Supply Chain Management with the perspective of e-finance and its legal aspects

**UNIT 1 – INTRODUCTION TO LOGISTICS**

Fundamentals of Logistics - Definition and Activities - Aims and importance - Progress in Logistics and Current trends - Organization and achieving integration

**UNIT 2 – PLANNING THE SUPPLY CHAIN**

Logistics Strategy - Implementing the Strategy - Locating Facilities - Planning Resources – Controlling Material Flow

**UNIT 3 – MEASURING AND IMPROVING PERFORMANCE OF SUPPLY CHAIN**

Procurement - Inventory Management - Warehousing and Material Handling – Transport - Global Logistics

**UNIT 4 – SUPPLY CHAIN MANAGEMENT**

Basic Concepts of Supply Chain Management - Planning and Sourcing - Making and Delivering – Returns - IT and Supply Chain Management



**UNIT 5 – FINANCIAL SUPPLY CHAIN MANAGEMENT**

Financial Supply Chain - Elements of Financial Supply Chain Management - The Evolution of e- Financial Supply Chain - E-Financial Supply Chain' (Banks Perspective) - Legal Aspects of e-Financial Supply Chain

**RECOMMENDED BOOKS**

1. Waters Donald , Logistics: Introduction to Supply Chain Management, Palgrave Macmillan, 2003
2. Christopher Martin, Logistics and Supply Chain Management: Creating Value – Adding Networks, 2nd Edition, FT Prentice Hall, 2002
3. Dalmia Sanjay, Financial Supply Chain Management, McGraw Hill Publishing Co. Pvt. Ltd, 2010.

**16PHE2FC01 LIFE SKILLS TRAINING**

<b>SEMESTER</b>	<b>II</b>	<b>CREDITS</b>	<b>2</b>
<b>CATEGORY</b>	<b>FC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>2+2</b>

**OBJECTIVES OF PG SYLLUBUS**

1. To improve and sustain the primal level of competence and performance of PG students through an advanced training of holistic development of oneself.
2. To empower through various skills and strengthen them to face the future life issues and challenges.
3. To equip them with practical and value based learning of soft skills for a better life in future.

**INSIDE CLASS HOURS (2 hrs)**

**Unit – I: Constructing Identity**

Self Image – Understanding self image – shadows down the lane – self acceptance - Self Knowledge – Knowing oneself - Self confidence – Guilt and grudges ~ Power of belief – positive



thinking– optimizing confidence - Self development – perception,



attitude and Behavioural change, developing a healthy and balance personality - Self esteem – signs - indicators

### **Unit – II: Capacity Building**

Motivation – Definition, types (Intrinsic and Extrinsic), Theories (Maslow’s hierarchical needs, etc), Factors that affect motivation, Challenges to motivation, Strategies to keep motivated, motivational plan. Time Management Skills– steps to improve time management, overcoming procrastination, assessing and planning weekly schedule, challenges, goal settings, components of goal settings, consequences of poor time management, control of interruption and distractions. Communication, public speaking, talents, creativity, learning,

### **Unit – III: Professional Skills**

Leadership development skills – difference between leader and manager, different styles and their utilities, functions of leadership, application of knowledge, overcoming from obstacles, influential skills and Leadership qualities. Application skills – Managing Career and self-direction, Visionary thinking, formulating strategies, shaping strategies, building organizations relationships, change management. Project Management Skills, Independent working skills, Writing skills, Public Speaking, analytical Skills, Neo Research and Development. Problem solving skills – Process, approaches and its components, creative problem solving, Tools and techniques, application of SMART analysis and barriers to problem solving.

### **Unit – IV: Life Coping Skills**

Life skills – Personal and reproductive Health, love, sex, marriage and family – family life education – Gender Equity - child bearing and Childrearing practices, Geriatric Care - adjustability Human Relationship – formal and informal - peer group – friends – same and other gender - family – Colleagues – community – emotional intelligence - Stress Coping skills – Definition of stress, strategies to alleviate stress, problem solving and emotion focused coping,



techniques to reduce stress, stress reaction phases, crisis





intervention steps, creating positive affirmations, Signs, Symptoms and Reactions of Stress.

**Unit – V: Social Skills**

Human Rights Education, Understanding Human Rights, International and national mechanisms, protection and preservation of HRs, Human Rights in the context of new, technological and electronic society, Peace Education, Social Harmony in the context of religious fundamentalism and fanaticism, Understanding Peace and Justice, Conflict Resolution Strategies

**Reference books**

1. Healing Your Emotional Self: A Powerful Program to Help You Raise Your Self-Esteem, Quiet Your Inner Critic, and Overcome Your Shame by Beverly Engel
2. Self-knowledge and self-discipline by B. W. Maturin
3. Motivation: Biological, Psychological, and Environmental (3rd Edition) by Lambert Deckers
4. Getting Things Done: The Art of Stress-Free Productivity by David Allen
5. Managerial Skills in Organizations by Chad T. Lewis
6. Social Intelligence: The New Science of Human Relationships by Daniel Goleman

<b>Competence building</b>	<b>Career Preparatory Training</b>
Power talk	Interview Guidance
Emotional Intelligence	Group Dynamics
Stress management	Leadership skills
Decision Making	Negotiation Skills
Positive image building	Creative writing

**OUTSIDE THE CLASS HOURS (2 hrs)**

- Each student will choose either of the above-mentioned modules and is expected to undergo a training/workshop



in that module.



- She/he will have to accomplish ten hrs outside the class hours to fulfill the 2 credits.

**Methodology**

Inputs, ABL model, Documentaries, group activities and Interaction, Special workshop by professionals.

**Evaluation**

There will be end test and a Project for ‘inside the class hours’. Viva Voce will be conducted for the ‘Outside the class hours’.

<b>16PCO3MC01</b>	<b>ADVANCED CORPORATE ACCOUNTING</b>		
<b>SEMESTER III</b>		<b>CREDITS</b>	<b>5</b>
<b>CATEGORY MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>		<b>6</b>
<b>COURSE OBJECTIVES:</b>			

1. To help students to understand accounting treatments in the corporate sector.
2. To make the students to understand the application of accounting standards.
3. To expose the students to the recent developments in Accounting.

**UNIT I ACCOUNTING STANDARDS:**

Accounting Standards-Meaning, Scope and Significance of Accounting Standards-Auditors duties in relation to Accounting Standards-Applicability and Compliance with Accounting Standards - Status of Accounting Standards issued by ICAI – AS – 1, 2, 4 & 5 (revised), 6, 9, 10 & 29- Introduction to International Financial Reporting Standards (IFRS).

**UNIT II COMPANY FINAL ACCOUNTS**

Preparation of profit and loss account, profit and loss appropriation account and balance sheet of the company as per revised Schedule-VI- Board of Directors’ Report

**UNIT III ACCOUNTING FOR MERGER AND ACQUISITION:**

Meaning of Absorption, Amalgamation and Merger- Purchase Consideration – Computation of Purchase Consideration –



Methods of Accounting- Entries in the books of the transferor and



transferee, preparation of financial statements after merger/amalgamation Special Adjustment Entries for Inter-Company Owing and Investment- AS-14 (Accounting for Amalgamation)

#### **UNIT IV CONSOLIDATED ACCOUNTS OF HOLDING AND SUBSIDIARY COMPANIES:**

Holding and Subsidiary Companies-Definition and legal requirement for preparation of accounts, consolidation of financial statements including Chain and Cross holdings- AS-21 – Disclosure - Preparation of Consolidated Balance Sheet and consolidated Profit and loss Account

#### **UNIT V CURRENT DEVELOPMENTS IN ACCOUNTING:**

Corporate Financial Reporting – Meaning of Financial Reporting and Financial Institution Human Resource Accounting (HRA) Valuation, Recording and Disclosure of HRA- Social Cost Benefit Accounting-Concept and Measurement of Social Cost Benefit-Reporting of Social Cost Benefit Information - Concept of Value Added –Computation of Value Added –Value Added ratios -Concept of Economic Value Added -Concept of Market Value Added – Filing of accounts through XBRL

#### **COURSE TEXTS**

1. Shukla M.C. and Grewal T.S., Advanced Accountancy, New Delhi, S.Chand and Co, 2002.
2. Maheswari S.N. and Maheswari Sharad K., Corporate Accounting, 5th Edition, Vikas Publishing Pvt. Ltd, New Delhi, 2012

#### **COURSE REFERENCES**

1. Gupta R.L. and Radhasamy, Advanced Accounts, New Delhi, Sultan Chand, 2002.



2. Jain S.P. and Narang K.L., Advanced Accounts, Ludhiana, Kalyani Publishers, 2002.
3. ICAI Financial Accounting ICAI University Press, Hyderabad, 2004
4. Reddy and Murthy, Corporate Accounting, Margham Publication, Chennai, 2002.

**16PCO3MC02 INDIAN SECURITIES MARKET**

<b>SEMESTER</b>	<b>III</b>	<b>CREDITS</b>	<b>5</b>
<b>CATEGORY</b>	<b>MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>6</b>

**COURSE OBJECTIVES:**

1. To provide conceptual understanding and in-depth knowledge of securities markets in India
2. To expose the overseas market securities to students
3. To familiarise the students with the instruments of risk management in securities market

**UNIT 1: SECURITIES MARKET- AN OVERVIEW**

Constituents of financial system –development and growth of financial and capital markets in India – regulatory authorities governing financial and capital markets – role of securities market –basis of differentiating market– Constituents of primary market — current status of Indian securities market – perspective on market growth and technology – powers of SEBI.

**UNIT 2: SECONDARY MARKET**

Significance, functions and scope of secondary market - secondary market intermediaries – market makers – stock brokers, – regulations and code of conduct framed by SEBI for market makers – Stock exchanges, functions and significance of stock exchanges–listing of securities – On line trading –Bond market - Interface between Stock Market and Bond Market, Primary and Secondary Markets, Capital Market and Money



Market – Insider Trading, Circular Trading, Price Rigging – Market indices

### **UNIT 3: FINANCIAL INSTRUMENTS**

Capital market instruments – equity, debentures, preference shares, sweat equity shares, non-voting shares - new instruments of capital market – pure, hybrid; OFCD – money market instruments; treasury bills, commercial papers; certificate of deposits – Overseas market instruments - FCCBs, GDRs, ADRs, IDRs – characteristics, advantages and disadvantages, procedure for issue of various instruments

### **UNIT 4: MARKET PARTICIPANTS & PUBLIC ISSUES**

Depository – role and functions – depository participants, issuers and registrars (RTs)– Role of FIIs, and Investment Bankers – New public issue; book building process – IPOs, FPOs – Private placement, QIP, QIBs, offer for sale – grading of new issues – content of offer document.

### **UNIT 5: DERIVATIVES MARKET**

Introduction to Derivatives - development of derivatives market in India - Forward Contracts - Future Contracts - Option Contracts - Types of Option Contracts - Option Trading Strategies - Option Valuation – ETFs

### **COURSE TEXTS:**

1. Indian Securities Market; NSE Publication, 2012.
2. Bhalla V.K, Investment Management; S.Chand Publication, 2011.

### **COURSE REFERENCES:**

1. Varshney P.N & Mittal S.K, Indian Financial System, Sultan Chand Publications, 2011.
2. Rustagi R.P, Investment Analysis & Portfolio Management, Sultan Chand Publications, 2011.



- John C. Hull, Options, Futures, and Other Derivatives, Prentice Hall; 5th edition, 2002.

**16PCO3MC03 RETAILING MANAGEMENT**

<b>SEMESTER</b>	<b>III</b>	<b>CREDITS</b>	<b>3</b>
<b>CATEGORY</b>	<b>MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>4</b>

**COURSE OBJECTIVES**

- To understand the various trends of retailing business.
- To provide a basic understanding of specialised activities and techniques in establishing and managing retailing business.
- To motivate the students to take up retailing business as a career.

**UNIT I: INTRODUCTION TO THE WORLD OF RETAILING**

Meaning– Significance - Opportunities – Challenges - Decision Process- Types of Retailers- Characteristics- Food Retailers- General Merchandise Retailers- Non-store Retailers- Services Retailing- Types of Ownership – FDI in Retail

**UNIT II: RETAILING CHANNEL & STRATEGY**

Multi channel retailing – Retail Channels for interacting with customers - Evolution toward Multichannel Retailing- Capabilities, needed for Multichannel to sell the products - Issues in Multichannel Retailing- Shopping in the future - Meaning of Retail Market Strategy - Target market and Retail format - Building a sustainable Competitive Advantage - Growth Strategies - The strategic Retailing Planning Process.

**UNIT III: RETAIL LOCATIONS**

Types of Locations- Unplanned Retail Locations- Shopping Centers - Other Location Opportunities- Location and Retail Strategy - Legal Considerations, Retail site location – Evaluating





Specific Areas for Locations- Number of Stores in an Area-



Evaluating a Site for locating a Retail Store- Site Characteristics- Trade Area Characteristics- Estimating Potential Sales for a Store Site- Negotiating a Lease - Store Design Objectives- Store Design- Space Management- Visual Merchandising- Atmospherics- Web Site Design.

#### **UNIT IV: RETAIL PRICING & PROMOTION**

Considerations in setting Retail Prices- Setting Retail Prices- Price Adjustments- Pricing Strategies- Pricing Services- Pricing Techniques for Increasing Sales- The Internet and Price Competition- Retail Promotion

#### **UNIT V: CUSTOMER SERVICE**

Strategic Advantage through Customer Service- Customer Evaluations of Service Quality- The Gaps Model for Improving Retail Quality- Setting Service Standards: The Standards Gap- Meeting and Exceeding Service Standards: The Delivery Gap- Communicating the service promise: The Communications Gap- Service Recovery – Customer Loyalty Programme.

#### **COURSE TEXT:**

Levy Michael, Weitz A Barton and Pandit Ajay, Retailing Management, 8th Edition, Tata Mc Graw Hill Education Limited, New Delhi, 2012.

#### **COURSE REFERENCES:**

1. Sinha Piyush Kumar and Uniyal Dwarika Prasad, Managing Retailing, Oxford University Press, New Delhi, 2007.
2. Gilbert, Retail Marketing, Pearson Education Asia, 2001.
3. Berman & Evans, Retail Management, PHI, New Delhi, 2001.



**16PCO3MC04 CONSUMER BEHAVIOUR**

<b>SEMESTER III</b>	<b>CREDITS</b>	<b>3</b>
<b>CATEGORY MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>4</b>

**OBJECTIVES:**

1. To understand consumers' behavior and how they make decisions.
2. To appreciate the personal and environmental factors that influence consumer decisions.
3. To understand the strategic implications of consumer influences, and marketing decisions

**UNIT – I:INTRODUCTION**

Definition, scope, and application of Consumer Behavior- Evolution of Consumer Behavior as a field of study and its relationship with Marketing; Behavioral Dimension - Interdisciplinary Nature of Consumer Behavior studies

**UNIT – II: THE CONSUMER DECISION MAKING PROCESS**

Buying Motives - Buying Roles, Consumer Decision Making Process, Levels of Consumer Decision Making, Perspectives - Models

**UNIT – III: PSYCHOLOGICAL INFLUENCES ON CONSUMER DECISION MAKING**

Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement; Consumer Learning, Personality, Self-concept and Self-image; Consumer Perception, Risk and Imagery; Consumer Attitude: Belief, Attitude and Intention, Formation - Change - Consumer Communication.

**UNIT – IV: SOCIOLOGICAL INFLUENCES**

Consumer groups - Consumer reference groups, Family and Life



cycle, Social class and mobility, lifestyle analysis - Culture; Sub-



Culture, Cross Culture - Interpersonal Communication and influence, Opinion Leadership.

**UNIT – V :DIFFUSION OF INNOVATION**

Consumer Orientation - Diffusion Process, Adoption Process, Consumer Innovators, Multiplicative Innovation Adoption (MIA) Model.

**COURSE TEXT:**

1. Schiffman,Leon.G, Kanuk Leslie Lazar, and Kumar Ramesh. S., Consumer Behavior; Pearson Education, 10th Edition, 2012.
2. Gupta S.L & Pal Sumitra, Consumer Behaviour: An Indian Perspective Text and cases; Sultan Chand, 2nd Edition, 2011.

**COURSE REFERENCES:**

1. Peter Paul J., and Olson Jerry C., Consumer Behavior and Marketing Strategy, Irwin/McGraw Hill Higher Education, 2009.
2. Solomon,M.R.,Consumer Behavior: Buying, Having, and Being, PHI Learning, 9th Edition, 2011.
3. 3.Loudon, David, Bitta Albert Della, Consumer Behavior: Concepts and Applications; Tata McGraw Hill Education Private Limited, 4th Edition, 2001.

**16PCO3ES01 INDIRECT TAX**

<b>SEMESTER</b>	<b>III</b>	<b>CREDITS</b>	<b>3</b>
<b>CATEGORY</b>	<b>ES(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>4</b>

**COURSE OBJECTIVES**

1. To understand the basics of the Indirect Tax Laws and procedures involved



2. To study the computational process under various Laws



3. To familiarize with the practical application of the Tax Laws

## **UNIT I – INTRODUCTION TO INDIRECT TAX**

Introduction - Canon of Taxation - Tax as a source to the Government - Difference between Overview of Indirect Taxes - Direct Vs Indirect Taxes - Charging Provision

## **UNIT 2 – CENTRAL EXCISE ACT**

Introduction - Organisational set up - Definitions - Charging sections - Central Excise Tariff Act – Valuation of Excisable goods - Remission of duty on goods - Offenses and penalties – Exercise problems

## **UNIT 3 - THE CENTRAL EXCISE TARIFF ACT**

Definitions - Amendments to Central Excise Act – Central Excise Rules – Assessment procedure – Registration – Refund - Exemption based on valuation of clearance (SSI) - Exercise problems

## **UNIT 4 – CUSTOMS ACT**

Basic concepts – Exemptions – Classification of goods – Valuation – Importation, Exportation and Transportation of goods – Demand and Appeals – Refund – Duty Drawback - Provisions on illegal import, confiscation, penalty and allied provisions – Exercise problems

## **UNIT 5 – SERVICE TAX AND VALUE ADDED TAX**

Basic provisions – Taxable services – Service Tax procedures – State level VAT – Input Tax credit – Small dealers and composition scheme – VAT procedures – VAT in special transactions – VAT and Central Sales Tax – Interrelationship of accounting with Excise, Customs and Service Tax – Exercise problems.



### **COURSE TEXT**

Singhania Vinod K, Indirect Taxes, Taxmann Publications, 2013.

### **COURSE REFERENCES**

1. Kumar Sanjeev, Systematic Approach to Indirect Taxes, Bharat Series, 2013.
2. Bare Acts

## **16PCO3ES02 INTEGRATED MARKETING COMMUNICATION**

<b>SEMESTER III</b>	<b>CREDITS</b>	<b>3</b>
<b>CATEGORY ES(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>4</b>

### **COURSE OBJECTIVES**

1. To enable the students to understand the various forms of Integrated Marketing Communications (IMC).
2. To help the students to appreciate the need of Integrated Marketing Communication in the modern business world.
3. To make the students to appreciate relevance of sales promotion and public relations.

### **UNIT I INTRODUCTION**

Definition - Process of Communication - Integrated Marketing Communication Plan - Value - Components - Corporate Image and Brand Management.

### **UNIT II ANALYSIS OF PROMOTION OPPORTUNITY AND IMC ADVERTISING TOOLS**

Meaning of Promotion Opportunity Analysis - Communication Market Analysis - Establishing the Communication Objectives and the Budget - Advertising and the IMC Process - Choosing an Advertising Agency - Advertising Planning and Research - Advertising Objectives -Media Selection - Types of Appeals and





Message Strategies – Creative Strategy and Execution.



**UNIT III IMC MEDIA TOOLS:**

E – Active Marketing - Search Engine Optimization - Alternative Marketing – Social Media - Recent trends IMC – IMC Campaign – Challenges –Entrepreneurship in IMC.

**UNIT IV IMC PROMOTIONAL TOOLS:**

Database and Direct Response Marketing - Sales Promotion - Tools - Public Relations - Sponsorship Programs and Event Marketing - Strategies

**UNIT V IMC ETHICS REGULATION AND EVALUATION:**

Marketing Communication Regulations – IMC Ethics and Social Responsibility - Message Evaluation - Evaluation Criteria - Behavioral Evaluation and Evaluating the Overall IMC Program

**COURSE TEXT**

Clow Kenneth E., Baack Donald E., Integrated Advertising, Promotion and Marketing Communications, Pearson Publications, New Delhi, 4th Edition, 2012,

**COURSE REFERENCES**

1. Belch, G., & Belch, M. Advertising and Promotion: An Integrated Marketing Communications Perspective, New York, McGraw-Hill. 9th Edition, 2012.
2. O’Guinn, Allen, Semenik, Advertising & Integrated Brand Promotion, South-Western, 5th Edition 2009.
3. Don and Heidi Schultz, IMC: The Next Generation, McGraw-Hill, 2004.
4. Tom Duncan, Principles of Advertising and IMC, McGraw-Hill, 2005.
5. Ogilvy David, Parker Alan, Confessions of an Advertising



**LOYOLA COLLEGE (AUTONOMOUS)**  
**CHENNAI - 600 034.**

Man, South Bank Publishing, 2012.



**16PCO3TP01 SUMMER TRAINING PROGRAMME**

**SEMESTER III CREDITS 1**

**CATEGORY TP(P) NO.OF HOURS/ WEEK 3-4 WK**

1. A staff member of a department (GUIDE) will be monitoring the performance of the candidate.
2. The summer training program falls between Semester II and III. Students are expected to undergo this training soon after the second semester examinations.
3. The training will commence not later than one week after the completion of the semester examination
4. Organizations for the summer placement must be confirmed before the commencement of the second continuous internal tests.
5. Students must submit letter of induction to the respective guide within the first week of the internship.
6. The student has to spend a total of 20 working days in the respective field.
7. Students are expected to submit weekly reports along with daily time sheets to the respective supervisors.
8. The reports will be used to evaluate the student's performance.
9. Students should submit a letter of completion from the organization duly signed by the authorities.
10. If the staff is satisfied with the performance of student, he/she will be marked "COMPLETED" at the end of the semester and the details will be submitted to COE office through the HOD



**16PCO3ID01 BIO-PRODUCTS AND MARKETING**

**SEMESTER III** **CREDITS 5**

**CATEGORY ID(T)** **NO.OF HOURS/ WEEK 6**

**COURSE OBJECTIVES**

1. To enable students to appreciate the science behind Aquaculture farming
2. To expose students to the production methods and processes behind poultry farming
3. To help students with marketing practices and strategies for bio-product marketing

**UNIT I AQUACULTURE & APICULTURE**

Aquaculture -Fish culture-Maintenance and culturing ponds-Composite Fish farming-Prawn culture- Breeding methods and spawning of prawns –pearl culture – apiculture - Hive maintenance and Management.

**UNIT II SERICULTURE & POULTRY**

Sericulture-Silk production in India-Lac culture-Cultivation of LAC-recent plant for LAC cultivation-LAC cultivation -LAC industry in India –poultry breeding and management –Breeds of fowls-Breeding for meat production – case of new born –poultry production in India-poultry diseases

**UNIT III DAIRY FARMING**

Dairy farming breeds of Cattle-breeding and cattle improvement programmes in India-Housing and management of Cattle

**UNIT IV MARKETING AND THE MARKETING PROCESS FOR BIO-PRODUCTS**

Definition of Marketing and Marketing Management – Marketing Process – evolution – Marketing Plan – Marketing Mix – Relationship Building – Branding - Customer Retention Strategies



**UNIT V BIO-PRODUCTS MARKETING**

Environment - market size - segmentation - using modern techniques - pricing - budgeting - market research - media - market maths - institutional support - promotion boards - events management - social responsibility

**COURSE TEXTS AND REFERENCES**

1. Toman.B.S and Nerra Singh, Applied Biology, 2003.
2. Kotler Philip, Armstrong Gary, Agnihotri Y. Prafulla, Ehsan Ul Haque, Principles of Marketing - a South Asian Perspective, 13th Edition, Pearson 2009.

**16PCO4MC01 INTERNATIONAL MARKETING**

<b>SEMESTER</b>	<b>IV</b>	<b>CREDITS</b>	<b>4</b>
<b>CATEGORY</b>	<b>MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>5</b>

**COURSE OBJECTIVES**

1. To understand the international marketing environment.
2. To enlighten learners about overseas market research, sources of marketing information and the guidelines to identify foreign markets.
3. To guide global product planning, standardization and adaptation.

**UNIT I OVERVIEW OF INTERNATIONAL AND GLOBAL MARKETING**

Introduction to International and Global Marketing- The marketing concept- The three principles of Marketing- Global Marketing - Importance of Global Marketing- Management Orientations- Driving and Restraining forces affecting Global Integration and Global Marketing-

**UNIT II GLOBAL MARKETING ENVIRONMENT**

Economic, Socio-cultural, and Political environments-Global



Market segmentation, Targeting, and Global product positioning



### **UNIT III ENTRY AND EXPANSION STRATEGIES & COMPETITIVE ANALYSIS**

Entry and Expansion strategies: Marketing and sourcing- Decision criteria for International business- Entry and expansion model- Exporting- Additional International alternatives- Marketing strategy alternatives- Cooperative strategies and Global strategic partnerships (GSP)- Nature of GSP- Success factors- Alliances between Manufacturers and Marketers- International Partnerships in Developing countries- Keiretsu- Beyond strategic alliances- Competitive analysis and strategy- Industry analysis: Forces influencing competition- Global competition and national competitive advantage- Competitive advantage and strategic models- Strategic positions- Competitive Innovation and strategic Intent

### **UNIT IV PRODUCT AND CHANNEL DECISIONS**

Product decisions- Basic concepts- Product saturation levels in Global markets- Product design considerations- Attitudes toward country of origin- Geographic expansion: Strategic alternatives- New products in Global marketing- Global marketing channels and physical distribution- Channel objectives and constraints- Distribution channels: Terminology and structure- International channel Innovation- Channel strategy for new market entry- Physical distribution and logistics

### **UNIT V PRICING AND PROMOTION DECISIONS**

Pricing Decisions- Basic pricing concepts- Environmental influences on pricing decisions- Global pricing objectives and strategies- Gray market goods- Dumping- Transfer pricing- Global pricing: Three pricing alternatives- Global advertising and branding- selecting an Advertising agency- Advertising appeals- Public relations and publicity- personal selling- sales promotion- Direct marketing- Trade shows and exhibitions- Sponsorship





promotion.



**COURSE TEXT:**

Keegan J. Warren and Bhargava K. Naval, Global Marketing Management, Dorling Kindersley (India) Pvt. Ltd (Licensee of Pearson Education in South Asia), 7th Edition, 2011.

**COURSE REFERENCES:**

1. Philip R. Cateora, John L. Graham and Prashant Salwan, International Marketing, Tata McGraw Hill Publishing Company Ltd, Special Indian 13th Edition, 2008.
2. Rajagopal, International Marketing, Vikas Publishing House Pvt Ltd, 2007.

**16PCO4MC02 ORGANIZATIONAL BEHAVIOUR**

<b>SEMESTER IV</b>	<b>CREDITS</b>	<b>5</b>
<b>CATEGORY MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>6</b>

**COURSE OBJECTIVES**

1. To make the students to understand and appreciate individual & group behavior in an organization.
2. To help the students to acquire and enhance skills, for managing, organizational behavior successfully.
3. To expose the students to the process of conflict and organizational culture.

**UNIT I : BASICS OF ORGANISATIONAL BEHAVIOUR:**

Definition - Importance and Applications of Organizational Behavior – Organizational Behavior in a global context – Husted's findings.

**UNIT II : INDIVIDUAL BEHAVIOUR:**

Biographical characteristics – Ability – Personality – Learning – Perception – factors influencing perception – values – types of values – sources of attitudes – cognitive dissonance theory.



**UNIT III : MOTIVATION CONCEPTS:**

Behaviour modification – participative management – performance based compensative – flexible benefits –two tier pay systems, alternative work schedules – job redesigning – stress management Strategies.

**UNIT IV: GROUP BEHAVIOUR:**

Group behaviour and group decision making – Classification of groups – stages of group development – group decision making.

**UNIT V: LEADERSHIP:**

Leadership and power – sources of power - tactics – coalitions – organizational politics – conflict process – managing inter group conflict. Organizational culture: creating and sustaining culture – forces of organizational change – resistance – implementation of change – Organizational Development interventions.

**COURSE TEXTS:**

1. Robbins Stephen P., Essentials of Organizational Behavior, Pearson Education, 2010.
2. Sekaran Uma, Organizational Behavior: Text and Cases, Tata McGraw Hill Education Private Limited, 2009.

**COURSE REFERENCE:**

1. Robbins Stephen P., Organizational Behavior, Pearson Education, 14th Edition, 2011.

**16PCO4MC03 RURAL MARKETING**

<b>SEMESTER</b>	<b>IV</b>	<b>CREDITS</b>	<b>4</b>
<b>CATEGORY</b>	<b>MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>5</b>

**COURSE OBJECTIVES**

1. To enable students to understand the elements of unexplored rural markets in India.
2. To identify the significance and strategies of rural



markets.



3. To familiarize students with the innovations in Indian rural markets.

## **UNIT I : RURAL MARKETING IN INDIA – AN OVERVIEW**

Introduction to Rural Markets in India – Definition - Rural Market Myths –Evolution of Rural Marketing - Rural Market Environment – Economic Scenario in Rural India – Rural Infrastructure – Rural vs. Urban Markets in India – Marketing in Small Towns – Future Trends

## **UNIT II : RURAL CONSUMER BEHAVIOUR & SEGMENTATION**

Rural Consumer Behaviour Models - Factors affecting rural consumer behaviour- Characteristics of Rural Consumers – Rural Consumer Buying Process -Rural Segmentation – Bases for Segmentation of Rural Consumer Markets - Targeting & Positioning in Indian Rural Markets

## **UNIT III : PRODUCT & PRICING STRATEGIES**

Rural Marketing Mix Challenges – Rural Product Concepts & Categories – Branding in Rural India – Packaging for Rural Markets - Fake Markets & Brands in Rural India – Rural Pricing Strategies – Internal & External influences – Innovations in Rural Markets

## **UNIT IV : DISTRIBUTION & COMMUNICATION STRATEGIES**

Coverage Status in Rural Markets – Prevalent Channels of Rural Distribution – Distribution Models – Emergence of Modern Retail in Rural Areas - Promotion tools & Techniques – Challenges in Rural Communication – Communication Channels – Rural Media – Awareness, Interest, Conviction, Desire, Action (AICDA) Model



**UNIT V :RURAL MARKET RESEARCH AND SERVICES  
MARKETING**

Planning the Rural Research – Data Collection & Sampling –  
Field Procedures in Rural Research – Rural Research Business –  
Services Marketing in Rural India - Telecommunication & ICT  
in Rural Areas - Consumer Credit & Financial Services in Rural  
India - Rural Healthcare Services

**COURSE TEXT**

Kashyap Pradeep, The Rural Marketing, Pearson Education  
Publications, 2nd Edition, New Delhi, 2012.

**COURSE REFERENCES**

1. Dogra Balram & Ghuman Karminder, Rural Marketing-  
Concept and Practices, The McGraw-Hill Companies,  
New Delhi, 2008.
2. Kashyap Pradeep & Raut Siddhartha, The Rural  
Marketing Book, Biztantra Publications, 2<sup>nd</sup> Edition,  
New Delhi, 2008.
3. Chawla Shipra, A Textbook of Rural Marketing,  
Saujanya Books, Dominant Publishers and Distributors,  
1st Edition, New Delhi, 2012.

**16PCO4MC04 GLOBAL FINANCE**

<b>SEMESTER IV</b>	<b>CREDITS</b>	<b>3</b>
<b>CATEGORY MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>4</b>

**COURSE OBJECTIVES:**

1. To provide students with a basic knowledge and functions  
of international financial systems & markets.
2. To provide students with an understanding of exchange  
rates and fluctuation of currency values.



3. To provide and in-depth understanding of managing risk related to foreign exchange.

**UNIT- I INTRODUCTION TO INTERNATIONAL MONETARY AND FINANCIAL SYSTEM:**

**(Intr. – 1 hr., Content Handling – 6 hrs. Revision – 1 hr.)**

IMF and the World Bank, European monetary system – meaning and scope – Multilateral Financial Institutions: Role of IMF, IBRD and other development banks. Importance of international finance, Bretton woods conference and its effects.

**UNIT-II BALANCE OF PAYMENT AND INTERNATIONAL LINKAGES:**

**(Intr. – 1 hr., Content Handling – 6 hrs. Revision – 1 hr.)**

Balance of payments and its components, International flow of goods, services and capital, Coping with current account deficit. Capital account convertibility – pros and cons.

**UNIT- III INTERNATIONAL FINANCIAL MARKETS AND INSTRUMENTS:**

**(Intr. – 1 hr., Content Handling – 10 hrs. Revision – 1 hr.)**

International capital and money markets, Money and capital market instruments, Salient features of different international markets, Arbitrage opportunities, Integrations of markets.

**UNIT-IV FOREIGN EXCHANGE MARKETS:**

**(Intr. – 1 hr., Content Handling – 8 hrs. Revision – 1 hr.)**

Exchange rates, fixed and flexible exchange rate system, exchange rate theories, participants in the foreign exchange markets, foreign exchange markets cash and spot markets, Exchange rate quotes, LERMS, Factors affecting exchange rates – spot rates, forward exchange rates, and forward exchange contracts.



**UNIT-V FOREIGN EXCHANGE RISKS**

**(Intr. – 1 hr., Content Handling – 10 hrs. Revision – 1 hr.)**

Risks covering Transaction exposure, translation exposure and economic exposure, Management of exposures – internal techniques, netting marketing, leading and lagging, pricing policy, assets and liabilities management and techniques.

**Text Books:**

1. Apte, P.G: International Financial Management, Tata McGraw Hill, New Delhi 2009, 5<sup>th</sup> Edition.
2. International Financial Management: V.K Bhalla, Anmol Publications ISBN 81-261-2641-8 (15<sup>TH</sup> revised edition)
3. Shaprio, Alan. C: Multinational Financial Management, Prentice Hall, New Delhi, 2006, 8<sup>th</sup> edition.

**Reference Books:**

1. Buckley, Adrian: Multinational Finance, Prentice Hall, New Delhi, 2004.
2. Eitman, D.K. and A.I Stenehill: Multinational Business Cash Finance, Addison Wesley, New York, 2006..
3. Henning, C.N., W Piggot and W.H. Scott: International Financial Management, McGraw Hill, International Edition.
4. Levi, Maurice D: International Finance, McGraw – Hill, International Edition, 2005 & Reprint 2009.

**16PCO4MC05 E – COMMERCE**

<b>SEMESTER</b>	<b>IV</b>	<b>CREDITS</b>	<b>4</b>
<b>CATEGORY</b>	<b>MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>5</b>

**COURSE OBJECTIVES**

1. To expose students to the Web Commerce business models and to train them in web technologies to create E – Commerce solutions.
2. To help students gain an understanding of the legal





framework of E – Commerce.



3. To facilitate the students to get hands-on experience in various e-payment systems.

### **UNIT I : E- COMMERCE (12 HOURS)**

Introduction to E-Commerce – Objectives – Importance, Mobile Commerce – Objectives – Benefits, E-Trade – Importance – Process, E-Business and its activities – E – Business Models , Value of internet in business – Advantages and disadvantages of E-Commerce

### **UNIT II : E – MARKETING (12 HOURS)**

Introduction to E-Marketing – Channels – E-Marketing Mix – Web Salesmanship, Advertising on Network- Format-uses, EDI – Benefits – Migration to open EDI – Electronic market place Technologies – Digital signature

### **UNIT III : E-PAYMENT SYSTEMS (13 PRACTICAL HOURS )**

Introduction to E-Payment systems – Types of E-Payment Systems – E-Payment process – Participants of E- Payment system – Components of an effective E-Payment System – Economic implications of E-Payment system – Advantages of E-Payment system – Issues in E-Payment system

### **UNIT IV: E-COMMERCE SYSTEMS (25 PRACTICAL HOURS)**

Introduction to Operating Systems – E-Business Solutions – open-source - Case Studies related on current E- Marketing and E-Payment systems – Taxation of E-Commerce transactions– Supply Chain & Logistics – Customer Complaints – Call Centers – Popular E-Commerce Software Environment

### **UNIT V : LEGAL FRAMEWORK (13 HOURS)**

Legal Framework for E-Commerce – Net Threats – E – Security protection - Cyber Laws – Aims and Salient Features of Cyber



Laws in India – Taxation issues - Cyber Crimes – Categories –



Ethical and Intellectual property issues in E-Commerce Technologies

### **COURSE TEXTS**

1. Joseph P T, E-Commerce, A managerial perspective, Prentice Hall Publications, 4th Edition, 2012.
2. Minoli Daniel & Minoli Emma, Web Commerce Technology Handbook, Tata McGraw Hill Publications, 16th reprint, 2009.

### **COURSE REFERENCES**

1. Whitley David, E-Commerce Strategy, Technology and Application, Tata McGraw Hill Publication. 21st reprint, 2008.
2. Dennis P. Curtin, E-Commerce Principles and Information Technology, Tata McGraw Hill Publications, 2008.
3. Wesley Addison, Frontiers of E-Commerce, Pearson Publications, 2008.

### **16PCO4PJ01 RESEARCH METHODOLOGY & DISSERTATION**

<b>SEMESTER IV</b>	<b>CREDITS</b>	<b>4</b>
<b>CATEGORY MC(T)</b>	<b>NO.OF HOURS/ WEEK</b>	<b>5</b>

### **OBJECTIVES:**

1. To provide an understanding of the main elements of the research process.
2. To understand the methods of research in business settings, and commerce, using popular research software.
3. To enable the students to understand the process of dissertations.



## **UNIT I RESEARCH**

Meaning and definition of social research-Objectives of research – Motivation to research – Approaches to research – Research process – Criteria of good research – Maintaining objectivity in research – Problems encountered by researchers.

## **UNIT II PROBLEM FORMULATION**

Problem formulation – Identifying a research problem – Sources of research problem – techniques involved in defining a research problem – Research design – Exploratory – Survey – Descriptive – Experimental – Case study design – Factors affecting a research design.

## **UNIT III: DATA COLLECTION AND PREPARATION**

Elements, variables, observation- scales of measurement – Qualitative and Quantitative, cross – sectoral and time series – sources. Methods of data collection – Documents & observation – Questionnaire & Interviewing – Guidelines for constructing questionnaire and Interview Schedule – Scaling methods – Response errors – Hypothesis; Hypothesis formulation and hypothesis testing

## **UNIT IV: DATA ANALYSIS AND INTERPRETATION USING SOFTWARE**

Descriptive statistics – factor analysis – Reliability test – Parametric analysis – T-test – Anova – Correlation – Regression(Linear) - Non parametric analysis – Binomial test – Chi –Square – Kendall’s tau B – sign test – Wilcoxon – McNemar- Kolmogorou Smirnov test – median test – Mann Whitney U Test – Kruskal Wallis H test.



## **UNIT V: DISSERTATION WRITING**

Report writing – Kinds of Research reports – Steps in report writing – Layout of research report – Mechanics in writing a research report – Precautions in writing a research report.

### **COURSE TEXTS :**

1. Kothari C.R, Research Methodology Methods and Techniques, New Age International Publishers, 2005.
2. Saravanavel . P, Research Methodology, Margham Publishers, Chennai, 2003.

### **COURSE REFERENCE :**

1. Fred N.Kerlinger, Foundation of Behavioural Research, Prism Publishers, 2010.
2. Ravilochanan P, Research Methodology, Margham Publications, 2003.