



**DHANALAKSHMI SRINIVASAN
COLLEGE OF ARTS & SCIENCE FOR WOMEN
(Autonomous)**

**(Affiliated to Bharathidasan University,
Re-Accredited with "A" Grade by NAAC)**

Perambalur



MASTER OF COMMERCE (M.Com.,) COURSE STRUCTURE UNDER CBCS

(Applicable to the candidate admitted from the academic year **2018-2019** onwards)

Year/ Semester	COURSE	COURSE TITLE	COURSE CODE	INSTRUCTION PERIODS PER WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL
							Int	Ext	
I Year & I Sem	Core Course -I	Managerial Economics	18PCO1C1	6	5	3	25	75	100
	Core Course -II	Advanced Financial Management	18PCO1C2	6	5	3	25	75	100
	Core Course -III	Indian Financial System	18PCO1C3	6	5	3	25	75	100
	Elective Course- I	A.Entrepreneurial Development	18PCO1E1A	6	4	3	25	75	100
		B.Service Marketing	18PCO1E1B						
Application Oriented Course - I	Accounting Package(with Practical)	18PCO1A1 18PCO1A1P	6	3	2+2	25	75	100	
TOTAL				30	22				500
I Year & II Sem	Core Course -IV	Research Methodology	18PCO2C4	6	5	3	25	75	100
	Core Course -V	Quantitative Techniques for Business Decisions	18PCO2C5	6	5	3	25	75	100
	Core Course -VI	Strategic Management	18PCO2C6	6	5	3	25	75	100
	Elective Course- II	A.Human Resource Management	18PCO2E2A	6	4	3	25	75	100
		B.Tourism Development	18PCO2E2B						
Application Oriented Course - II	Internet(with practical)	18PCO2A2 18PCO2A2P	6	3	2+2	25	75	100	
TOTAL				30	22				500
II Year & III Sem	Core Course -VII	Advanced Corporate Accounting	18PCO3C7	6	5	3	25	75	100
	Core Course -VIII	Organizational Behavior	18PCO3C8	6	5	3	25	75	100
	Core Course -IX	Goods and Services Tax	18PCO3C9	6	4	3	25	75	100
	Core Course -X	Corporate Law	18PCO3C10	6	4	3	25	75	100
	Elective Course- III	A.Insurance Management	18PCO3E3A	6	4	3	25	75	100
B.Retail Management		18PCO3E3B							
TOTAL				30	22				500

II Year & IV Sem	Core Course – XI	Industrial Relations	18PCO4C11	6	5	3	25	75	100
	Core Course -XII	Cost and Management Accounting	18PCO4C12	6	5	3	25	75	100
	Core Course -XIII	Investment Management	18PCO4C13	6	5	3	25	75	100
	Elective Course– IV	A.Customer Relationship Management	18PCO4E4A	6	4	3	25	75	100
		B.Sales Management	18PCO4E4B						
Project	Project Work Dissertation (80 marks)Viva voce (20 marks)	18PCO4PW	6	5				100	
TOTAL				30	24				500
GRAND TOTAL				120	90				2000

- | | | | |
|-----|--|--|------|
| 140 | | | 600 |
| | | | 4000 |
1. J. T. ~~...~~ (Dr. R. Sankaradasan)
 2. J. Koyath (Dr. S. Gayathri)
 3. L. Sekar (L. Sekar)
 4. ~~V. N. ...~~ (V. Nirmala)
 5. D. Kalai (Dr. D. Kalaiselvan)
 6. ~~...~~
 7. ~~...~~ (Dr. M. Vincent Sathayagan)
 8. J. Jayaraj (T. Jayaraj)
 9. R. Santhi (R. Santhi)
 10. N. Deepalakshmi [N. Deepalakshmi]
 11. D. N. Jha [D. Narmatha]

Approved copy

CORE COURSE - I

MANAGERIAL ECONOMICS

Semester: I

Max. Marks: 75

Course Code: 18PCO1C1

Credit: 5

Total Periods : 90

Instruction Periods:6 Objective :

The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques.

UNIT –I

(18 Periods)

Nature and Scope of Managerial Economics – Role and Responsibilities of Managerial Economist, Economic Theory and Managerial Economics

UNIT –II

(18 Periods)

Demand Analysis and Forecasting. Demand Determinants –Demand distinctions –Demand Forecasting

UNIT –III

(18 Periods)

Cost and Production analysis: Cost Concepts – Cost and Output relationship -Production Function Cost Function – Short run and Long run Cost – Returns to the Scale of the Plant.

UNIT –IV

(18 Periods)

Price and Output decisions under different market condition: Perfect and Imperfect Competition Pricing Methods - Profit Planning and Policies, Rent.

UNIT – V

(18 Periods)

National Income – Concepts – Methods of calculating National Income - Theory of Income distribution. Business Cycle, Types – Phase – Controlling business cycles.

TEXT BOOKS (LATEST REVISED EDITION ONLY)

1. Varshney and Maheswari - Managerial Economics - Sultan Chand and Sons, New Delhi.
2. Gupta G.S. – Managerial Economics – Tata McGraw Hill, New Delhi.

REFERENCE BOOKS (LATEST REVISED EDITION ONLY)

1. Joel Dean, Managerial Economics – Prentice Hall, New York.
2. Mehta P.L. – Managerial Economics – Sultan Chand and Sons, New Delhi.
3. Mithani D.M. – Managerial Economics – Himalaya Publishing House, Mumbai.
4. Dwivedi D.N. - Managerial Economics - Vikas Publishing House P. Ltd, New Delhi.
5. Cauvery, SudhaNayak and Others - Managerial Economics - S. Chand & Sons, New Delhi.

CORE COURSE- II
ADVANCED FINANCIAL MANAGEMENT

Semester: II

Max. Marks:75

Course Code: 18PCO1C2

Credit: 5

Total Periods :90

Instruction Periods:6

Objective :

To understand the concept and importance of finance and to understand the role of financial markets and instruments.

UNIT I

(18 Periods)

Business finance: objectives; finance function; organisation for financial management; capitalization – over capitalization and under capitalisation; causes, consequences and remedies; fair capitalization; leverage analysis – operating and financial, combined leverage.

UNIT II

(18 Periods)

Capital structure; theories of capital structure; net income approach; net operating income approach; traditional; MM approach; indifference point. Cost of capital – computations of cost of equity, preference, debt and retained earnings; weighted average cost of capital; adjustments for uncertainty; opportunity cost of capital; marginal cost of capital; capital asset pricing model.

UNIT III

(18 Periods)

Working capital management: Management of cash and marketable securities; cash management techniques – lock box system, concentration banking, selection of marketable securities; management of receivables and inventories; techniques of account receivable management, credit policy, credit terms, account collection techniques; inventory management; committees on working capital management and their findings and recommendations.

UNIT IV

(18 Periods)

Lease financing – types of leasing; evaluation of lease; lease or buy decisions. Structures financing – securitisation. Factoring services: dimensions of working capital management; zero working capital.

UNIT V

(18 Periods)

Dividend policy: Theories of dividend – Walter’s model, Gordon’s model, Residual theory, MM hypothesis; legal aspects of dividend, formulation of dividend policy. Corporate Governance: history; meaning; tests of corporate governance; recommendations of audit committees; Corporate Governance in India.

Note: Theory: 25 Marks: Problems: 50 Marks

TEXT AND REFERENCE BOOKS :

1. Presenna L.M., “Financial Management”, Tata McGraw Hill.
2. Pandey L.M., “Financial Management”, Viksas Publishing.

TEXT AND REFERENCE BOOKS :

1. Kulkarni P.V. and Sathyaprasad B.G., “Financial Management”, Himalaya Publishing House, Mumbai, 1999.
2. Srivastava R.M., “Financial Decision Making”, Sterling Publishing Co.
3. Van Horne, “Financial Management and Policy”, Prentice Hall of India.
4. Gitman, “Principles of Managerial Finance”, Pearson Education.
5. Kuchal S.C., “Financial Management”, Chithanya Publishers

CORE COURSE- III
INDIAN FINANCIAL SYSTEM

Semester: I

Course Code: 18PCO1C3

Total Periods :90

Max. Marks:75

Credit:5

Instruction Periods:6

Objective :

To understand the concept, importance of financial systems, the structure of financial markets and institutions and the role of regulators in financial system.

UNIT I

(18 Periods)

Financial system: Nature and role of financial system; financial system and financial markets; financial system and economic development; an overview of Indian financial system; Financial Sector Reforms.

UNIT II

(18 Periods)

Money market – meaning, constituents, participants – functions. Money market instruments – call money, treasury bills, certificate of deposit, commercial bills, trade bills, commercial paper, Recent trends in Indian money market.

UNIT III

(18 Periods)

Capital Market – Primary and Secondary Markets; SEBI Regulations, IPO and book building, Dematerializations, Online trading, Depositories, Derivatives.

UNIT IV

(18 Periods)

Financial Services – fee-based services, fund-based services, hire purchase, leasing, housing, finance; merchant banking; venture financing; factoring, forfeiting, credit rating.

UNIT V

(18 Periods)

Financial institutions: Commercial banks; functions, e-banking, credit cards, ATM,

Development Financial Institutions- functions: IFCI, IDBI, IRBI, SIDBI, State Financial Corporations, Non-banking financial intermediaries; mutual funds; insurance companies.

TEXT BOOKS:

1. Srivastava R.M., “Management of Indian Financial Institutions”, Himalaya Publishing House, Mumbai.
2. Khan M.Y., “Indian Financial System: Theory and Practice”, Vikas Publishing House, Mumbai.

REFERENCE BOOKS:

1. Goldsmith R.W., “Financial Institutions”.
2. Baleya, K.N., “Financial a Administration in India”, Himalaya Publishing House, Mumbai.
3. Vasanth Desai: Indian Financial System, Himalaya Publishing Co., Mumbai.
4. SEBI Guidelines

ELECTIVE I – A

ENTREPRENEURIAL DEVELOPMENT

Semester: I

Max. Marks:75

Course Code:18 PCO1E1A

Credit:4

Total Periods :90

Instruction Periods:6

Objective: To gain knowledge about Entrepreneurship and Government Schemes.

UNIT – I

(18 Periods)

Introduction to Entrepreneurship: Definition – Concept – Theories of Entrepreneurship – Classification and Types of Entrepreneurs – Entrepreneurial Traits – Entrepreneurial Motivation.

UNIT – II

(18 Periods)

Preparation: Project Identification – Project Design – Appraisal – Network Analysis – PERT and CPM – Selection – Location – Implementation.

UNIT – III

(18 Periods)

Procedure – Sources of Finance – Project Finance – Institutional Finance – SIDBI – TIIC – Government Procedures – Directorate of Industries and Commerce – Export Import Procedure – Pollution Control Board – ISO – BIS.

UNIT – IV

(18 Periods)

Marketing: Brand Development – Strategic Marketing – CRM – Institutional Support – ECGC – Sustaining the Project – Crisis Management – Time Management.

UNIT –V

(18 Periods)

Problems of Entrepreneurship: Problems of Entrepreneurship – Globalization and Challenges before the Indian Entrepreneurs – Steps to face global Challenges.

TEXT BOOKS

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 2001
2. Gupta.C.B&Srinivasan.N .P, Entrepreneurial Development, Sultan Chand, 1999
3. Peter F. Drucker, Innovation & Entrepreneurship – Affiliated East West Practice and Principles, Press Ltd. Publication of SISI, Govt. of India

REFERENCE BOOKS

1. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2001
2. Ghallan R.G & Sandra L. Mchee, Practical Profit Management, Pearson Education Asia, India, 2001
3. Kharta S.S, Entrepreneurial Development, Sultan Chand & Company, New Delhi, 2000
4. Dr.Balu, Entrepreneurship & Management of Small Business, Sri Venkateswara Publications, Chennai, 2001

ELECTIVE – I- B
SERVICES MARKETING

Semester: I

Course Code: 18PCO1E1B

Total Periods : 90

Objective:

Max. Marks:75

Credit:4

Instruction Periods:6

To enable the students to know the principles and practices of marketing of Services

UNIT – I (18 Periods)

Meaning and definition of Services – Reasons for growth in service sector – types of services – Difference between service and goods – characteristics of services – services Marketing and goods marketing.

UNIT –II (18 Periods)

Services marketing mix – Product, Pricing, Promotion, Place, People, Physical evidence and Process.

UNIT – III (18 Periods)

Managing demand and supply – Forecasting demand – understanding demand patterns - Capacity constraints, capacity planning both short term & long term – Strategies for managing capacity and demand.

UNIT – IV (18 Periods)

Service quality – Dimensions – Measurement – Expected and Perceived service quality- GAP analysis. Service Marketing application – Bank, Tourism , Hospital and Airline

UNIT – V (18 Periods)

CRM – Introduction to CRM –Evolution, key principles, benefits –CRM cycle – Electronic point of sale – Customer service help desk – call center – System integration.

TEXT AND REFERENCE BOOKS:

1. S.M.Jha, Services Marketing, Himalaya Publishing House, Mumbai.
2. M.Y.Khan, Services Marketing, Tata McGraw Hill, New Delhi.
3. C.B.Memoria & R.K.Suri,Marketing Management, Kitab Mahal,

REFERENCE BOOKS

1. Kotler -Marketing Management , Sultan Chand & Sons, New Delhi.
2. Cowell.- Marketing of Services, Heinemann Publishers, London.
3. Services Marketing - Vasanti venugopal & V.N. Raghu.
4. Services Marketing - Dr.P.N.Reddy & H.R. Appanaiah.
5. Services Marketing and Management - Dr.Balaji.

6. Customer Relationship Management - K. Balasubramaniam.

7. Customer Relationship Management - Peer Mohamed.

APPLICATION ORIENTED COURSE – I

ACCOUNTING PACKAGE

Semester: I

Max. Marks: 75

Course Code: 18PCO1A1T & 18PCO1A1P

Credit:3

Total Periods : 90

Instruction periods:6

Objective:

To enable the students to know the application of Tally in business and to enable the students to know the practical application of Tally in business.

UNIT – I

(18 Periods)

Manual accounting: Introduction to Financial Accounting – Meaning – Accounting Concepts and Conventions – Single Entry System – Double Entry System – Manual Book Keeping Vs Computerized Accounting.

UNIT – II

(18 Periods)

Computerized Accounting: Ledgers – Vouchers – Sales Voucher – Payment Vouchers – Receipt Voucher – Journal Voucher – Contra Voucher.

UNIT – III

(18 Periods)

Account Books: Cash / Bank Book – Sales Register – Purchase Register – Statement of Accounts – Bank Reconciliation Statement.

UNIT – IV

(18 Periods)

Inventory Maintenance – Receipt note – Rejection in – Rejection out – Stock Journal – Physical Stock – Purchase Order – Sales Order – Invoice.

UNIT – V

(18 Periods)

Final Accounts: Trial balance – Profit and Loss A/c – Balance Sheet and Taxation.

ACCOUNTING PACKAGE PRACTICAL

1. Creation of a new company

2. Groups Creation – Multiple Groups and Single Groups -

3. Creation of ledgers – Multiple Ledgers and Single Ledgers.

4. Vouchers creations – Voucher entry – Payment vouchers – Receipt vouchers – Sales vouchers – Purchase vouchers – Journal voucher and Contra vouchers.

5. Statutory and Taxation - Value Added Tax (VAT), Tax Deducted at Source (TDS), Tax Collected at Source (TCS), Service Tax, and Goods and Service Tax(GST)

6.Reports - Trial Balance, Day Book, Accounts Book, Statement of Accounts, Inventory Books, Statement of Inventory, Statutory Info, Statutory Reports.

Theory: 60 Marks, External: 45; Internal: 15

Practical:40 Marks, External: 30; Internal:10

TEXT BOOKS:

1. Dr.S.V.Srinivasa Vallabhan - Computer Applications in Business, Sultan Chand, New Delhi.
2. Nellai Kannan.C, Tally 9

REFERENCE BOOKS:

1. Nadhani.A.K & Nadhani.K.K, Implementing Tally.
2. Namarata Agrawal, Financial Accounting on Computers using Tally
3. R.L. Gupta & Radhaswamy, Financial Accounting, Sultan Chand

**CORE COURSE-IV
RESEARCH METHODOLOGY**

Semester: II

Max. Marks:75

Course Code: 18PCO2C4

Credit:5

Total Periods : 90

Instruction Periods:6

Objective:

To make the students to understand the research methods in financial management.

UNIT-I

(18 Periods)

Research in business- definition, meaning & nature- scope and objective of research- methods and techniques of research. Research Process, Identification and Formulation of a Research Problem.

UNIT-II

(18 Periods)

Research design – Types –Exploratory, Descriptive, Hypothesis testing, Research Methods, Sample and Sampling Design.

UNIT-III

(18 Periods)

Sources of data - primary & secondary- methods of primary data collection - observation- interview questionnaire & schedule - attitude measurements & scales

UNIT-IV

(18 Periods)

Data processing and analysis- editing, coding, classification- tabulation- interpretation of data - methods- testing of hypothesis- type I and type II errors.

UNIT-V**(18 Periods)**

Report writing and presentation steps in report writing- substance of report- format of reports importance of foot note and bibliography.

TEXT BOOKS:

- 1.C.R. Kothari, Research Methodology- methods & techniques.
- 2.P.Saravanavel, Research methodology

REFERENCE BOOKS:

- 1.V.P. Michael, Research methodology in management, Himalaya Publishing House
2. O.R. Krishnaswami : Methodology of Research in Social Science
3. D.Amarchend : Research Methods in Commerce.
4. R. Prabhu & T Raju – Research Methods in Management – Vijay Nicole Imprints Pvt. Ltd., Chennai

CORE COURSE -V**QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS****Semester: II****Max. Marks: 75****Course Code: 18PCO2C5****Credit:5****Total Periods :90****Instruction Periods:6****Objective:**

To acquaint the students with the statistical tools and techniques for managerial decisions.

UNIT I:**(18 Periods)**

Meaning of Quantitative Techniques – Role of Quantitative Techniques – Advantages and Limitations of Quantitative Techniques – Correlation Analysis – Simple – Partial and Multiple– Regression Analysis – Time Series.

UNIT II:**(18 Periods)**

Probability – Problems applying Additional and Multiplication Theorem –Mathematical Expectations – Theoretical Distributions – Binomial – Poisson –Normal Distribution.

UNIT III:**(18 Periods)**

Significance Tests in Small Samples (t test) and Large Samples – Testing the significance of the mean of a random sample – Testing difference between means of two samples (Independent and Dependent Samples) – Chi-square test- Analysis of Variance (One way and two way classification).

UNIT IV:**(18 Periods)**

Linear Programming – Graphical Method – Simplex Method – Transportation Problems– Initial Basic Feasible Solution - Modi Method – Assignment Problems.

UNIT V:**(18 Periods)**

Interpolation and Extrapolation – Methods of Interpolation – Binomial Expansion Method –
 Newton’s Method – Lagrange’s Method – Parabolic Curve Method – Extrapolation –
 Vital Statistics – Life Tables.

Problem : 40 Marks ; Theory 20 Marks

***Equal importance to be given to all units**

TEXT BOOKS (LATEST REVISED EDITION ONLY)

1. S.P. Gupta, Statistical Methods - Sultan Chand & Sons, New Delhi – 600 002.
2. S. Gurusamy, Operations Research, Vijay Nicole Imprints Pvt. Ltd, Chennai.

REFERENCE BOOKS (LATEST REVISED EDITION ONLY)

- 1.D. Joseph Anbarasu, Business Statistics –Vijay Nicole Imprints Pvt. Ltd., Chennai.
- 2.C.R.Kothari, Quantitative Techniques –Vikas Publishing House, New Delhi.
- 3.Levin, Richard I. and David S Rubin: Statistics for Management, Prentice Hall, Delhi.
- 4.Hooda, R.P: Statistics for Business and Economics, Macmilla 3rd edition, New Delhi.
- 5.Hein, L.W: Quantitative Approach to Managerial Decisions, Prentice Hall, Delhi

CORE COURSE VI**STRATEGIC MANAGEMENT****Semester: II****Max. Marks: 75****Course Code: 18PCO2C6****Credit:5****Total Periods :90****Instruction Periods:6****Objective:**

To make an understanding the concepts and application of strategic management techniques.

UNIT I**(18 Periods)**

Strategic Management – Definition – Scope – Benefits – Risks – Approaches – Models –
 Strategic change – Strategic Leadership and Decision making.

UNIT II**(18 Periods)**

Situation Analysis – SWOT Analysis - Environmental Scanning and Industry analysis –
 Forecasting – Internal Scanning - Mission – objectives – Stakeholder Theory – Cyert and
 March’s Behavioural Theory – Objectives of Non-Profit Organizations – Social Responsibility
 and Business Ethics.

UNIT III**(18 Periods)**

Strategy Formulation – Business Strategy – Corporate Strategy – Diversion Strategy –Portfolio Analysis – BCG Growth /Share matrix – Strategic choice – Development of policies – Strategic Alliances.

UNIT IV

(18 Periods)

Strategy Implementation – Organization for action – Total Quality Management – Functional Strategies – Growth Strategies – Diversification, Acquisition and Joint Venture – Recovery – Recession and Divestments Strategies – Management Burnout.

UNIT V

(18 Periods)

Strategic Control and Evaluation – Establishing Strategic control – premise control – Implementation control – Strategic Surveillance – Special Alert Control – Evaluation Techniques – Managing change – Strategic issues in Managing Technology and Innovation – Strategic Effectiveness.

TEXT BOOKS:

1. Strategic Management – Strategy Formulation and Implementation – John A.Pearce II, Richard B.Robinson Jr.(A.I.T.B.S. Publishers – J-5,6, Krishnan Nagar, Delhi – 110 051).
2. Strategic Management – Awareness and change – John L.Thompson (Cheapman & Hall Second Main Road CIT East, Chennai – 35).

REFERENCE BOOKS:

1. Strategic Management-J.David Hunger and Thomas L.Wheelen (Addision – Wesley Longman) (Available at Higginbotham’s Ltd., Chennai).
2. Strategic Management – Gregory G.Dess and Alex Miller.
3. Strategic Management – An Integrated Approach – W.L.Charles and John Gareth,
4. International & Strategic Management – R.N.Srivastava.
- 5.Strategic Planning for Corporate Success – V.S.Ramaswamy and S.Nanakumari.

ELECTIVE- II -A

HUMAN RESOURCE MANAGEMENT

Semester: II

Max. Marks: 75

Course Code: 18PCO2E2A

Credit:4

Total Periods : 90

Instruction Periods:6

Objective:

To enable the students to understand the important concepts of personnel management and to develop the students to be aware of the human resource.

UNIT – I

(18 Periods)

Evolution, role and status of Human resource management in India - Structure and functions of HRM - Systems view of HRM. - managing global human resource management - HR practices and international business

UNIT – II

(18 Periods)

Strategic human resources management - role of HRM in corporate strategic management - environmental influence on HRM - Man power planning - Concept, organisation and practices, manpower planning techniques - short term and long term planning.

UNIT – III

(18 Periods)

Recruitment and Selection Skill - Job analysis - Description - job specification - selection process - tests and interviews - placement and induction. Career planning and development - Career Counselling, promotion and transfers

UNIT – IV

(18 Periods)

Training and development - Need and Importance - Assessment of training needs - Training and development and various categories of personnel - Retirement and other separation processes. Performance appraisal - purpose - factors affecting performance appraisal - counselling.

UNIT – V

(18 Periods)

Wages and salary administration - Developing a sound compensation structure - Regularity provisions - Incentives - Grievance handling and discipline - Developing grievance handling and discipline - Developing grievance handling systems - collective bargaining - Managing conflicts – Compliance review on Labour Act, Compliance procedure.

TEXT BOOKS:

1. C.B. Memoria, Personnel Management, Himalaya Publications, New Delhi
2. Dr.Ashwathappa, Human Resource Management ,McGraw Hill Education (India) Pvt. Limited, New Delhi.

REFERENCE BOOKS:

1. Dale Yoder & Paul D. Staudohar, Personnel Management, Prentice Hall.
2. S.S. Khanka, Human Resource Management, S.Chand & Sons, New Delhi.
3. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
4. H. John Bernardin & Joyee E.A. Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
5. David A. DeCenzo & Stephen P. Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
6. VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi.
7. Edwin Phillip, Personnel Management - Tata McGraw Hill, Delhi.

ELECTIVE- II-B

TOURISM DEVELOPMENT

Semester: II

Max. Marks: 75

Course Code: 18PCO2E2B

Credit: 4

Total Periods : 90

Instruction Periods: 6

To understand the tourism marketing and prepare them for the burgeoning tourism job market.

UNIT-I

(18 Periods)

International and Indian Tourist Organizations: World Tourism Organization, Pacific - Asia Travel Association, Indian Tourism Development Corporation, Tourism Development Corporations of Various states, Tamilnadu Tourism Development Corporation.

UNIT-II

(18 Periods)

Accommodation and Hospitality: Ancient and Medieval modes of accommodation - Hotels and Motels - Star Hotels - Indian and International Hotel Chains - Youth Hostels and Beach Resorts and Spas in India.

UNIT-III

(18 Periods)

Travel Agencies : Profile , role and functions of a Modern Travel Agency - International Travel Agencies - Indian Travel Agencies - International Air Transport Association (IATA) and Travel Agents Association of India (TAAI) M.Com.: Syllabus (CBCS)

UNIT-IV

(18 Periods)

Transport and Tourism Marketing: Air, Rail, Ship and Bus Transports - Ticketing Procedures - Tourism Marketing Processors and Functions - Tourism Publicity.

UNIT-V

(18 Periods)

Indian Tourist Resources : Natural Resources - National Parks - Tiger Resources - Bird's sanctuaries - Palace on Wheels and Deccan Queen.

TEXT BOOKS

1. Babu, A. Satish : Tourism Development in India , A.P.H, Publishing Corporation, New Delhi, 1998.
2. Bhatia, A.K : International Tourism : Fundamentals and Practices, Sterling Publishers Pvt, Ltd. New Delhi, 1991.

REFERENCE BOOKS

1. Bhatia, A.K : Tourism Development : Principles and Practices, Sterling Publishers Pvt, Ltd., New Delhi, 1989.
2. Coltman, Micheal : Tourism Marketing, Van Nostrand Reinhold, New York, 1989.
3. Gill, Pushpinder, S.: Tourism: Planning and Management , Anmol Publications Pvt., Ltd, New Delhi, 1997.
4. Selvam , M. : Tourism Industry in India, Himalaya Publishing House, Bombay, 1989.
5. Mishra, Lavkush : Religious Tourism in India, New Delhi, 1990.

APPLICATION ORIENTED COURSE -II

INTERNET

Semester: I

Course Code: 18PCO2A2

Total Periods : 90

Max. Marks:75

Credit:3

Instruction periods:6

Objective:

- To understand the basic concepts related to internet and its standard protocols and to introduce the web technologies such as HTML and VBScript.

UNIT I:

(18 Periods)

Introduction to Internet – A brief History of Internet – Use of Internet – The connection to the Internet – web pages – Web Pages come from the web server – Web sites – The normal Modem – ISDN, ADSL, CABLE Modems.

UNIT II:

(18 Periods)

Internet Service Providers – Dialer Programs and Internet Programs – Internet Explorer – Netscape – Animation – Frames: Several Web pages at one – Several windows simultaneously – Printing.

UNIT III:**(18 Periods)**

Internet Basics: Evolution – Basic Terminology – Getting into the net – Browsers – Applications of Internet – Introduction to internet protocols – Language of Internet.

E-mail and voice mail – Creating mail address – Meaning of Net Meeting and Chatting – Tool bar.

UNIT IV:**(18 Periods)**

E-mail address – creation – browsing – search engines –downloads

UNIT V:**(18 Periods)**

Visiting business places, libraries, Railway and Airline reservation centers online, online chatting

TEXT BOOKS:

1. The Internet Instance Reference – Paul E. Hoffman, BPB Publications
2. Internet for Everyone – Alexis Leon Mathews, Leon Tech world, UBS Publications
3. Computer Applications in Business (Internet only), Srinivasa Vallabhan, Sultan Chand & Sons, New Delhi

REFERENCE BOOKS:

1. Internet Programming and Web Design – S. Aarathi, Kalaikathir Achagam
2. Internet and E-mail – Yatin Publications, Delhi
3. Internet Complete –BPB Publications.

CORE COURSE - VII
ADVANCED CORPORATE ACCOUNTING

Semester: III

Max. Marks: 75

Course Code: 18PCO3C7

Credit: 5

Total Periods : 90

Instruction Periods:6

Objective :

To enable the students to understand the detailed concepts of corporate accounting methods from different types of companies.

UNIT I

(18 Periods)

Valuation of Goodwill and Shares – Liquidation - Inflation Accounting.

UNIT II

(18 Periods)

Amalgamation by merger and Amalgamation by purchases – External Reconstruction of Companies and alteration of Share Capital .

UNIT III

(18 Periods)

Holding Company Accounts (including intercompany holdings) – Bank Accounts New format – NPA – Classification of investments.

UNIT IV

(18 Periods)

Insurance Company Accounts(new format) – Double Account System.

UNIT V

(18 Periods)

Human Resource Accounting – Definition, Objectives, and Valuation Methods – Advantages – Accounting Standards, with reference to depreciation, inventory valuation. (Theory only) - Inflation Accounting - (Theory only).

Note: Theory 25 Marks : Problems 50 Marks

BOOKS FOR REFERENCE:

1. M.C.Shukla, T.S.Grewall & S.C.Gupta – Advanced Accountancy - II
2. S.P.Jain and K.L. Narang – Advanced Accountancy
3. Dr R Palaniappan & Dr N Hariharan, Corporate Accounting, Vijay Nicole Imprints Pvt. Ltd., Chennai
4. R.L.Gupta and M.L.Radhaswamy – Advanced Accountancy
5. Mukherjee and Hanif – Modern Accountancy – II
6. Reddy & Murthy – Advanced Accounts

**CORE COURSE- VIII
ORGANISATIONAL BEHAVIOUR**

Semester: III

Max. Marks:75

Course Code: 18PCO3C8

Credit: 5

Total Periods :90

Instruction Periods:6

Objectives:

The objectives of the course is to familiarize the participants with the behavioural patterns of human beings at individual and group levels in the context of an Organization.

UNIT I

(18 Periods)

Organizational Behavior – Definition, Need for studying Organizational Behavior, Disciplines involved in the study of Organizational Behavior, -Contributing disciplines and area like

psychology, social psychology, economics, anthropology etc. Application of Organizational Behavior in Business.

UNIT II (18 Periods)

Individual behaviour – personality, perception, learning, attitudes inter-personal behaviour – Group and inter-group behaviour.

UNIT III (18 Periods)

Group Dynamics – Formal and Informal Group, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT IV (18 Periods)

Motivation and morale, leadership-nature, styles and approaches, development of leadership including laboratory training . Power and Authority – Definition of Power – Types of Power.

UNIT V (18 Periods)

Management of change-conflict Management- Organisation Health, Development and Effectiveness. Management of culture, Cross Cultural Management.

Recommended Text books

1. Organizational Behaviour, India Edition, Nelson & Quick, Cengage learning.
2. Organisational Behaviour, S. Fayyaz Ahamed and others, Atlantic publisher.
3. Organisation Behaviour, A modern approach – Arun Kumar & N. Meenakshi Vikas publishing House PVT Ltd.,
4. Behaviour in organizations, Indian Edition, Jerald Green Berg and Robert A. Baron – PHI Learning PVT Ltd.,
5. Organisational Behaviour, UMA Sekaran, Tata Mcgraw Hill.

Suggested Readings :

1. Fundamentals Organisational Behaviour, India Edition – Slocum and Hell Riegel by Cengage learning.
2. Culture and organisational Behaviour Jai B.P. Sinha www. sagepublications. com
3. Organizational Behaviour, Special Indian Edition – by Steven L Mcshane, Mary Ann Von Glinow and Radha R. Sharma, Tata Mcgraw hill co.
4. Management of Organizational Behaviour Indian Edition, By Paul Hersey Kenneth. H. Blanchard and Dewey – PHI learning PVT Ltd.,

CORE COURSE - IX

GOODS AND SERVICES TAX

Semester: III

Max. Marks: 75

Course Code: 18PCO3C9

Credit: 5

Total Periods : 90

Instruction Periods:6

Objective : To know about the goods and services act and procedures.

UNIT I

(18 Periods)

Indirect Taxes – Introduction, Customs Law – Types of Impart duties – Levy of Customs duty – Tariff Classification and Exemption – Valuation of Import and Export of Goods – Refund of duty – Recovery and refund – Duty drawback – Clearance Procedure – Transportation and Warehousing – Penalties, and adjudication and appeal.

UNIT II

(18 Periods)

Goods and Service Tax (GST) – Meaning, Definition, objectives – Types of GST. Registration – Rate of Tax – Benefits of GST Vs VAT, Excise, CST, and Service Tax – Council and its function.

UNIT III

(18 Periods)

Components Applicable to GST – Exempted items – Reverse Charge mechanism books of accounts maintaining – credit and debit note – Reconciliation.

UNIT IV

(18 Periods)

GST model – CGST Act- SGST Act – IGST Act – Levy of collection of Tax and Payment – Job work activities – composite – supply provisions – Input Tax credit adjustments and restrictions.

UNIT V

(18 Periods)

Compliance – Type of Return – Filing of monthly, quarterly returns, payment of tax claiming of refund – E- way bill procedure interest – Penalty and adjudication procedure.

TEXT BOOKS:

CA. Vivek and Kr Agarwal, GST Guide for Students.

REFERENCE BOOKS

Dr.HC Mehrotra and Prof. VP Agarwal – Goods and Service Tax-GST, 4th Edition, Sahitya Bhawan Publication.

CA. Rajat Mohan, Goods and Services Tax, 7th Edition, Bharath Publications, July 2017.

CORE COURSE - X
CORPORATE LAWS

Semester: III

Max. Marks: 75

Course Code: 18PCO3C10

Credit: 5

Total Periods : 90

Instruction Periods:6

Objective: To make the students understand the legal framework with reference to Companies in India.

UNIT I

(18 Periods)

Provisions of Companies Act 2013 relating to Incorporation of Companies, Kinds of Companies, Company Administration – Key Managerial Personnel – Appointment – Remuneration.

UNIT II

(18 Periods)

Industries (Development and Regulation) Act, 1951 - object – Definitions – Central Advisory Council – Development Council – Regulation of Scheduled Industries – Registration and Licensing – Investigation and takeover of Management of Industrial undertakings of Central Government – Effect of Central Government’s order – Management and control of undertakings owned by companies in liquidation – Power to provide relief measures – power to exempt special cases – penalties.

UNIT III

(18 Periods)

Foreign Exchange Management Act, 1999 – Definitions – Regulation and Management of Foreign Exchange – Authorized person – contravention and penalties – adjudication and penalties – Directorate of Enforcement.

UNIT IV

(18 Periods)

Consumer Protection Act 2018 – Definitions, Objectives, Rights of Consumers, Online Consumerism, consumer grievance redressal forums, remedies available to consumers.

UNIT V

(18 Periods)

Water (Prevention and Control of Pollution) Act, 1974 - Definition – functions and powers of various Boards - Compliance regarding discharges causing pollution, Penalties and Offences – Air (Prevention and Control of Pollution) Act, 1981 - Definition – Functions and powers of various Boards – Duties of occupier of specified industries to ensure adherence to standard offences by companies.

Text and Reference Books : (Latest revised edition only)

1. Bar Act of all relevant Legislations.
2. Corporate Laws and Secretarial Practice –Sultan Chand and Sons, New Delhi.
3. N.D.Kapoor, Dr.G.K.KapoorCorporate Laws and Secretarial Practice, Premier Book Company, New Delhi.
4. TejpalSheth, Corporate Laws, Taxman Publication, Mumbai.
5. U.K.Chandhary,Economic Legislation – Law & Practice, Sultan Chand & Sons, New Delhi.
6. S.S.Gulshan and G.K.Kapoor,Economic and other Legislations Sultan Chand& Sons, New Delhi.

ELECTIVE COURSE –III A

INSURANCE MANAGEMENT

Semester: III

Max. Marks: 75

Course Code: 18PCO3E3A

Credit: 4

Total Periods : 90

Instruction Periods:6

Objective: To impart knowledge on the theory of insurance and to educate the process of insurance activities in India.

UNIT I

(18 Periods)

Insurance – Definition – Nature - Principles – Role - Importance – Types of Insurance &

Insurance Organization. Insurance Contract. Privatization of Insurance in India – Major Players in Insurance Business – Impact of Privatization of insurance in India

UNIT II

(18 Periods)

Life Insurance – Nature – Classification of Policies - Annuities - Selection of Risk -
Measurement of Risk – Mortality Table- Calculation of Premium- Surrender Value - Cover Note
– Policy Conditions - Progress of Life Insurance Business in India.

UNIT III (18 Periods)

Fire Insurance – Nature – Fire Insurance Contract – Kinds of Policies - Policy Conditions -
Payment of Claims – Reinsurance – Double Insurance.

UNIT IV (18 Periods)

Marine Insurance – Nature - Policies – Policy Conditions – Premium Calculation – Marine
Losses – Payment of Claims - Progress of Marine Insurance Business in India.

UNIT I (18 Periods)

General Insurance – Motor Insurance – Burglary and Personal Accident Insurance –
Miscellaneous Forms of Insurance – Employee Liability Insurance – Property Insurance - Cattle
Insurance – Crop Insurance - Medi-Claim – Overseas Medi – Claim Policy - Rural Insurance in
India. Insurance Regulatory and Development Authority Act,1972 - IRDA Regulations 2000.

Text and Reference Books :(Latest revised edition only)

1. Dr.P.K.Gupta-Insurance and Risk Management-Himalaya Publishing House, Mumbai.
2. NaliniPravaTripathy and Pabir Pai-Insurance, Theory and Practice- Prentice Hall , New York.
3. M.N.Mishra-Insurance Principles and Practices-S.Chand& Sons, New Delhi
4. Mark S. Dorfman-Introduction to Risk Management and Insurance- Prentice Hall, New York.
5. IRDA 1999.

ELECTIVE COURSE –III B

RETAIL MANAGEMENT

Semester: III

Max. Marks: 75

Course Code: 18PCO3E3B

Credit: 4

Total Periods : 90

Instruction Periods:6

Objectives :

The course will focus on (i) Manufacturers perspective on retailers. (ii) Retailers understanding of the retail business.

UNIT I

(18 Periods)

Retailing – meaning, definitions, functions performed by retailers, Importance of retailing. Requisites for successful retailer. Forces affecting retail sector in India. The retail life cycle. The strategic Retail Planning process, Retailing mix. Issues in Retailing.

UNIT II

(18 Periods)

Traditional and modern formats of retail business – Marketing Concepts in Retailing – Consumer purchase behaviour – Cultural and Social group influence on Consumer Purchase Behaviour.

UNIT III

(18 Periods)

Retail Location strategies: Issue to be considered in site selection. Decisions on geographic locations of a retail store. Location site and types of Retail development. Types of planned shopping area. Factors involved in the location decision. Catchment area analysis.

UNIT IV

(18 Periods)

Merchandise Planning – Stock turns, Credit Management, Retail Pricing, Return on per. sq.foot of space – Retail Promotions . Traffic flow and analysis – Population and its mobility – Exteriors and layout – Customer traffic flows and pattern – Creative display. Supply Chain Management – Warehousing – Role of IT in supply chain management.

UNIT V

(18 Periods)

Consumerism and ethics in Retailing, Retail Audits, e-Retailing, Application of IT to Retailing, Retail Equity, Technology in Retailing – Retailing through the Internet.

RECOMMENDED TEXT BOOK

1. Retailing Management – Text and cases by Swapna Pradhan – Tata Mcgraw Hill Co – Chennai. Email : mark_pani@mcgrawhill.com
2. Principles of retail management by Rosemary Varley and Mohamed Raffiq – Palgrave macmillan – London – distributed by ANE books PVT Ltd., Email : anebooks_tn@airtelmail.com
3. Retail management – Dunne Lusch, cengage learning, Chennai. Email : sriram.b@cengage.com
4. Retail supply chain management by James B. Ayers and Mary Odegaard special Indian Edition – ANE books PVT Ltd., Chennai. Email: anebooks_tn@airtelmail.com

SUGGESTED READINGS

- 1) Retailing management, Michael Barton and others – Tata Mcgraw Hill co.
- 2) Managing Retailing – Piyush Kumar Suiha and others. Oxford University press. Chennai.
- 3) Retailing environment & operations Andrew J. Newman and other, cengage learning Chennai.
- 4) International Retailing, Nicholas Alexander – Oxford University press Chennai.
- 5) Fundamentals of Retailing – KVS madaan, Tata Mcgraw Hill Co.
- 6) Retail Management – Chetan Bajaj and others. Oxford University Press.
- 7) Retail Management By Neelesh Jani Global India Publications, New Delhi.
- 8) Retail Management by Sajai Gupta and GVR Preet Randhawa – Atlantic publishers – Chennai.

CORE COURSE - XI INDUSTRIAL RELATIONS

Semester: IV

Max. Marks: 75

Course Code: 18PCO4C11

Credit: 5

Total Periods : 90

Instruction Periods:6

Objectives :

Organisational efficiency and performance are interlinked with industrial relations . This course is an attempt to appreciate the conceptual and practical aspects of industrial relations. ‘

UNIT-I

(18 Periods)

Industrial relations : Meaning , Factors , Scope , Objectives , Principles . Parties to industrial relations . Requirements of successful industrial relations . Industrial Relations policy in India .

UNIT-II

(18 Periods)

Trade Unionism : Meaning , Characteristics , Objectives , Functions , Advantages, Disadvantages , Methods used to achieve its objectives , Types , Growth and Development of Trade Unions Movement in India . Central Organisations of Indian Trade unions : INTUC, AITUC, HMS,UTUC . Problems of Indian Trade Unions . Main provisions of the Trade unions Act , 1926 .

UNIT-III

(18 Periods)

Workers' Participation in Management : Meaning , Scope , Objectives , levels of participation . Conditions for the success of participation. Forms of Workers' participation in management in India : Works committee , Joint Management Council , scheme of workers' participation on Board of Directors , Shop councils and Plant council, Workers' participation in share capital .

UNIT-IV

(18 Periods)

Collective Bargaining : Meaning , Features , principles , scope , forms , importance . Pre-requisites for the success of collective bargaining . Collective bargaining in India .

UNIT-V

(18 Periods)

Industrial Disputes and its Prevention and Settlement : Industrial disputes : Meaning, classes, causes, consequences. Prevention and Settlement of industrial disputes. Main provisions of the Industrial Disputes Act , 1947 . Standing Orders . Main provisions of the Industrial Employments (Standing Orders) Act, 1946 . Disciplinary Action /Domestic Enquire .

Suggested Readings :

1. C.B. Mamoria , S. Mamoria Dynamics of Industrial Relations in India and S.V Gankar
2. B.R. Virmani Participative Management v/s Collective Bargaining
3. G. Sinha & P.R. Sinha Industrial Relations and Labour Legislation
4. Arun Monappa Industrial Relations in India
5. O.P. Aggarwal Conditions of Employment and Disciplinary Action Workmen in industrial and Commercial Establishments and shops

CORE COURSE - XII
COST AND MANAGEMENT ACCOUNTING

Semester: IV

Max. Marks: 75

Course Code: 18PCO4C12

Credit: 5

Total Periods : 90

Instruction Periods:6

Objectives:

- To understand the basic concept and procedures used to determine product cost.
- To be able to interpret cost and management accounting statement.
- To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making.

UNIT I

(18 Periods)

Management Accounting – Definition, Nature and Scope – Functions – Role of

Management Accountant – Tools of Financial Analysis and Planning – Ratio, Fund Flow and Cash Flow Analysis.

UNIT II

(18 Periods)

Cost Concept – Absorption Vs Variable Costing – Cost Center – Profit Center - Preparation of Cost Sheet - Marginal Costing – Break - Even and CVP Analysis and Decision Making. Application of Marginal Costing in Managerial Decision Making. Advanced Problems.

UNIT III

(18 Periods)

Activity Based Costing – (ABC) – Introduction – Concept of ABC – Approaches to ABC – Allocation of overheads under ABC – Characteristics of ABC – Implementation of ABC System, ABC supports to Corporate strategy. Pricing Decision – Back Flush Costing – Life Cycle Costing (Theory Only).

UNIT IV

(18 Periods)

Standard Costing – Setting standards – Variance Analysis and Reporting – Material, Labour, Overhead – Sales and Profit Variance - Reporting and investigation of variances.

UNIT V

(18 Periods)

Budget and Budgetary Control Forecasting Vs. Budget – Preparation of Functional Budget – Types of Budgets – Zero Base Budgeting, Programme Budgeting and Performance Budgeting.

Note: Question Paper shall cover 40% Theory and 60% Problems.

Reference Books:

1. S.P.Jain & R.L.Narang, “Advanced Cost Accounting”, Kalyani Publishers, Ludhiana.
2. B.M.Lall Nigam, “Cost Accounting Principles and Practices”, Himalaya Publishing House,

Mumbai.

3. Dr. S.N.Maheswari, "Coat and Management Accounting", Sultan Chand & Sons Publisher, New Delhi.

4. Murthy & Gurusamy, Management Accounting, Vijay Nichole Imprints (P) Limited, Chennai.

5. P.C Tulsian, Cost Accounting S.Chand & Company Limited.

6. M.N. Amara, "Cost and Management Accounting (Theory and Problem)", Himalaya Publishing House, Mumbai.

7. N.S. Zad, "Cost and Management Accounting", Taxman Publishers Private Limited.

CORE COURSE - XIII

INVESTMENT MANAGEMENT

Semester: IV

Max. Marks: 75

Course Code: 18PCO4C13

Credit: 5

Total Periods : 90

Instruction Periods:6

Objective: To make the student to understand the investment opportunities and portfolio management

UNIT I

(18 Periods)

Investment Management - Nature and scope - Objectives – Process – Investment Media Security and Non-security forms of Investment - gilt edged securities – Sources of Investment information.

UNIT II

(18 Periods)

New Issues Market – Methods of Issuing – Parties involved in the new issue market – Secondary market – Stock Exchanges – NSE and BSE – Trading mechanism – online trading – SEBI and Investors production.

UNIT III**(18 Periods)**

Security Analysis – Approaches – Fundamental Analysis – Technical Analysis – Dow Theory – Random Walk Theory – Efficient Market Hypothesis.

UNIT IV**(18 Periods)**

Portfolio Analysis – Traditional and Modern approach – Rationale of Diversification of Investments – Markovitz theory – Sharpe Index Model - Capital Asset Pricing Model.

UNIT V**(18 Periods)**

Investment companies in India – Types Mutual Fund Operations in India – UTI – SEBI and RBI Guidelines for Mutual Funds.

Note: Theory only

BOOKS FOR REFERENCE:

1. Punithavathy Pandian : Security Analysis and Portfolio Management (Vikas Publishing House)
2. Dr S Gurusamy –Security Analysis & Portfolio Management –Vijay Nicole Imprints Pvt Ltd, Chennai.
3. Gupta L.C. : Return of Equities – The Indian Experience (New Delhi OXFORD).
4. Bhalla V.K. : Investment Management and Portfolio Management (S.Chand & Co. Delhi).
5. Fisher & Jordon : Security Analysis and Portfolio Management.
6. Preeti Singh : Security Analysis (Himalaya Publishing House).
7. Avadhani V.A. : Investment and Securities Markets in India.
8. SEBI : Guidelines 1992.
9. Jack dark Francis Investment : Analysis and Management (McGraw Hill 1990).
10. Gara.K.L : Stock Exchanges in India.

ELECTIVE COURSE – IV A

CUSTOMER RELATIONSHIP MANAGEMENT

Semester: IV

Max. Marks: 75

Course Code: 18PCOA4E4A

Credit: 4

Total Periods : 90

Instruction Periods:6

Objectives:

To have adequate knowledge regarding relations in customer relationship management possess insight in customers satisfaction, know and apply the services quality, gain knowledge in electronic customer relationship management, understand the importance of customers and employees in organization and management

UNIT – I

(18 Periods)

Customer Relationship Management Fundamentals- Theoretical perspectives of relationship- Evolution of relationship marketing- Stages of relationship- Issues of relationship- Purpose of relationship marketing Approach towards marketing: A paradigm shift- Historical Perspectives- CRM Definitions- Emergence of CRM practice:- CRM cycle- Stakeholders in CRM- Significance of CRM- Types of CRM- Success Factors in CRM CRM Comprehension- CRM Implementation.

UNIT – II

(18 Periods)

Customer Satisfaction: Meaning- Definition- Significance of Customer Satisfaction- Components of Customer Satisfaction- Customer Satisfaction Models- Rationale of Customer Satisfaction- Measuring Customer Satisfaction- Customer satisfaction and marketing program evaluation- Customer Satisfaction Practices- Cases of Customer Satisfaction.

UNIT – III

(18 Periods)

Service Quality: Concept of Quality- Meaning and Definition of Service Quality- Factors influencing customer expectation and perception- Types of Service Quality- Service Quality Dimensions- Service Quality Gaps Measuring Service Quality- Service Quality measurement Scales.

UNIT – IV

(18 Periods)

Customer Relationship Management: Technology Dimensions - E- CRM in Business- CRM: A changing Perspective- Features of e-CRM- Advantages of e-CRM- Technologies of e-CRM- Voice Portals- Web Phones BOTs- Virtual Customer Representative- Customer Relationship Portals- Functional Components of CRM Database Management: Database Construction- Data Warehousing- architecture- Data Mining. Characteristics Data Mining tools and techniques- Meaning- Significance- Advantages- Call Center- Multimedia Contact Center- Important CRM softwares.

UNIT – V

(18 Periods)

Customer Relationship Management: Emerging Perspectives: Employee-Organisation Relationship- Employee Customer Linkage- Factors effecting employee's customer oriented behavior- Essentials of building employee relationship- Employee customer orientation- Service Failure- Service Recovery Management- Service Recovery Paradox- Customer Life time value- customer profitability- customer recall management- customer experience management- Rural CRM- - customer relationship management practices in retail industry hospitality industry- banking industry- telecom industry- aviation industry.

Text Books:

Alok Kumar Raj: Customer Relationship Management: Concepts and Cases (Second Edition)- PHI Learning

REFERENCE BOOKS:

1. Simon Knox- Adrian Payne- Stan Maklan: Customer Relationship Management- Routledge Inc.
2. Bhasin- Customer Relationship Management (Wiley Dreamtech)
3. Dyche- Customer relationship management handbook prentice hall
4. Peelan-Customer relationship management prentice hall
5. Kristin Anderson- Carol Kerr: Customer relationship management- McGraw-Hill Professional
6. Chaturvedi-Customer Relationship Management (Excel Books)
7. Sheth J N- Parvatiyar A. and Shainesh G. : Customer relationship management: - Emerging Concepts- Tools- & Applications- Tata McGraw-Hill Education L P C

ELECTIVE COURSE – IV B

SALES MANAGEMENT

Semester: IV

Max. Marks: 75

Course Code: 18PCO4E4B

Credit: 4

Total Periods : 90

Instruction Periods:6

UNIT I

(18 Periods)

Introduction to sales management: Meaning, Evaluation, Importance, Personal Selling, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager. Types of sales organizations

UNIT II

(18 Periods)

Selling skills & Selling strategies: Selling and business Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.

UNIT III

(18 Periods)

Management of Sales Territory & Sales Quota: Sales territory, meaning, size, designing, salesquota, procedure for sales quota. Types of sales quota, Methods of setting quota. Recruitment and selection of sales force, Training of sales force.

UNIT IV

(18 Periods)

Sales force motivation and compensation: Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process

UNIT V

(18 Periods)

Sales management job: Standard sales management process-international sales management - international market selection-market survey approach or strategy - case study in Indian context. Sales Manager and Sales Person: Role of sales manager and sales people; functions of salesmanager, functions of sales person, types and characteristics of sales manager and sales people-Time management for sales manager and sales person.

TEXT BOOKS RECOMMENDED:

- 1.Salesmanship and Advertising – Davar.
- 2.Salesmanship – RSN Pillai and Bagavathi.
- 3.Salesmanship and Publicity – JSK Patel.
- 4.Sales Management – Richard R. Still.
- 5.Modern Marketing R.S.N. Pillai and Bagavathi – S.Chand.

PROJECT

PROJECT (DISSERTATION AND VIVA-VOCE)

OBJECTIVE :

To facilitate the students to understand the Business enterprises systematically and present the research report as per the acceptable format.

The project topics are to be finalised to the students at the end of the second semester with a time schedule to carryout various stages of work. During the semester vocation, the data Collection may be commenced. The theme selected by each student for the Dissertation should be related to various problems and issues pertaining to Commerce. Each candidate should submit two copies of dissertation as per the guidelines to the Controller of Examination and one copy to the department concerned. The project will be evaluated for 100 marks (ie. 80 marks for Dissertation work and 20 marks for Viva-Voce) by Internal (Supervisor) and External Examiners. The average of the Marks of the Internal Examiners (Supervisors) and External Examiners shall be considered as the final marks to be awarded for project. The passing minimum for Dissertation is 40 marks and viva voce examination is 10 marks.
