

II Sem Syllabus

CM 2.1(R22): E-COMMERCE

Unit-1: History of E-Commerce-Early Business Information Interchange Efforts-Emergence of Internet & World Wide Web-Infrastructure for EC-Advantages & Disadvantages of E-Commerce. Business Models for E-Commerce –E-Business models based on relationship of Transaction parties-B2C, B2B, C2C & C2B. E-Business modes based on the relationship of transaction- Brokerage, Aggregation models

Unit-II: Technologies of the World Wide Web- Internet client-server application-Telnet, PTP, IRC, Chat, ICQ & MIME, Networks. Software Agents, & ISP Broad Band Technologies, Hyper Text, Java Script & XML - e-commerce web site-Website goals & Objectives Strategies for website Development

Unit III: E-marketing- Traditional Marketing, online marketing- Advantages of online Marketing - Advertisements in E-commerce- various means of advertising- advertisement strategies Push Technology & Intelligent Agents

Unit-IV: E-CRM-Customer Relationship Management Technology support-E-CRM tool kit-customer life cycle- CRM capabilities and the customer life cycle-Privacy issues and CRM-Data mining in CRM - e-Supply Chain- Old ways of managing supply and information Real time benefits of E_SCM- E- Supply Chain Components & Architecture.

Unit -V: E-Commerce payment systems-Electronic payments and protocols-Security schemes in Electronic payment systems-Electronic credit card system on the Internet-Electronic Fund Transfer and debit cards on the Internet-E-Cash-Properties of E-Cash-E-Cash in Action- Using Digital Currency-Operational Risk & E-Cash-Legal issues and E-Cash- E-Cheque- Risk and E-Payments Systems

Suggested Books:

1. E-Commerce, An Indian Perspective, PT Joseph SJ PHI (third)
2. E-Commerce, A Management Perspective—Efraim Turban, Joe Lee, David Kind-H Michael Chung, Pearson Education Asia- (Third)
3. Pandey US & Shukla Er.S., E-Commerce & M- Commerce Technology, S.Chand& Company New Delhi edition-2010
4. Gary P. Schneider, e-commerce strategy Technology & Implementation, Cengage Learning, New Delhi-2009
5. Trepper e-commerce strategies PHI -2006
6. Jonathan Reynolds, E-Business A Management Perspective, Oxford

CM 2.2(R22): RESEARCH METHODOLOGY & BUSINESS ANALYTICS

Unit-I: Research Methodology: Meaning of Research - Nature and Scope of Research Methodology – Problem Formulation, Research Objectives – Hypotheses, Characteristics of good hypotheses, Research Design – Types of Research Design

Unit-II: Sources & Collection of Data: Primary and Secondary Sources – Methods of Data Collection – Questionnaire Design – Attitude Measurement Techniques – Motivation Research Techniques – Administration of Surveys – Sample Design and Sampling Techniques.

Unit-III: Automated Data Analysis: SPSS Applications – Tabulation and Cross Tabulation of Data: Univariate, Bivariate Data Analysis and Tests of Hypothesis.

Unit-IV: Multivariate Analysis: Advanced Techniques for Data Analysis: ANOVA, Discriminate Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering Techniques, Report Writing.

Unit-V: Business Analytics: Evolution - Business Analytics as Solution for Business Challenges - Master Data Management: Data Warehousing and kinds of Architecture – Data Extraction – Transformation and Up-loading of Data – Data Mining – Meta Data – Data Marts – Concept of Creating Data Marts – Data Integration – Concept of OLTP and OLAP.

Suggested Books:

1. Bhattacharya D. K., “Research Methodology”, Excel Books, New Delhi.
2. Cooper, “Business Research Methods”, Tata McGraw Hill, New Delhi, 2010.
3. Gupta S.P. “Statistical Methods”, Sultan Chand, New Delhi, 2010.
4. K.V. Rao, “Research Methodology in Commerce and Management”, Sterling Publishers, New Delhi, 2012.
5. T.S. Wilkinson & P.L. Bhandarkar, “Methodology and Techniques of Social Research”, 2010.
6. R.N Prasad and Seema Acharya, “Fundamentals of Business Analytics”, Wiley India Publication.
7. Pang-Ning Tan, Michael Steinbach & Vipin Kumar, “Introduction to Data Mining”, Pearson, 2009.
8. Alex Berson, Stephen Smith & Kurt Thearling, “Building Data Mining Application for CRM”, Tata McGraw Hill, New Delhi, 2000.

CM 2.3(R22): BASICS OF FINANCIAL MANAGEMENT

Unit- I: Financial Management: - Financial Management and the goals of the firm – Organization of finance function – Time Value of Money-Agency conflict - Cost of Capital: Cost of debt – cost of preference capital – Cost of equity capital – cost of external equity – Cost of retained earnings - Weighted average cost of capital.

Unit-II: Investment Decisions: Capital budgeting – Types of Capital budgeting process – Cash flows estimation and measurement – Investment criterion – Methods of appraisal: Traditional Techniques and Discounted Cash Flow Methods – NPV vs IRR - Capital rationing – Risk analysis in capital budgeting.

Unit-III: Finance Decisions: Capital Structure - Capital Structure Theories – Net Income approach – Net operating income approach – Traditional view – MM Hypothesis - Leverage – Concept of leverage – Operating Leverage– Financial leverage - Combined leverage – Break even analysis - EBIT EPS analysis

Unit-IV: Dividend Decisions: Dividend Theories – Traditional position – Walter’s Model – Gordon’s Model – M-M Hypothesis. Determinants of dividend – Dividend policy.

Unit-V: Working Capital Management: Concepts of working capital – Determinants of working capital - Risk – Return tangle – Estimating working capital needs – Financing and control of working capital – Inventory Management – Cash Management.

Suggested Books:

1. Sheeba Kapil. Financial Management, Pearson, 2011.
2. Jonthan Berk Financial Management, Pearson, 2010.
3. Van Home. James C. “Financial Management”, Prentice Hall of India (P) Ltd, Delhi.
4. Hampton, John J. “Financial Decision Making”, Prentice Hall of India (P) Ltd, New Delhi..
5. Khan, M.Y. & Jain P.K “Financial Management”, Tata McGraw Hill Pub. Co. Ltd New Delhi.
6. Panday, I.M. “Financial Management”, Vikas Publishing House (P) Ltd.
7. Chandra, Prasanna “Financial Management”, Tata McGraw Hill, New Delhi.
8. Kulkarni, P.V. “Financial Management”, Himalaya Publishing House.
9. Maheswari S.N. “Principles of Financial Management”, S Chand & Sons.
10. Srivatsava R.M. “Essentials of Business Financial”, Himalaya Publishing House,
11. Tulsan, P.C. “Financial Management”, S. Chand & Co. New Delhi.

CM 2.4(R22): HUMAN RESOURCE MANAGEMENT

Unit- I: Human Resource Management: Nature and significance, functions of HRM, Qualities and Role of HR Manager, HRM Model, HRM in a changing Environment. Job Analysis – Objectives and methods of job analysis.

Unit-II: Human Resource Planning: Objectives, process, factors affecting HR Planning, Requisites for successful HR Planning. Recruitment – purpose, factors influencing, sources of recruitment. Selection – significance, process, placement, induction and socialization.

Unit-III:Employee Training: Significance, Methods: Management Development Programmes, Performance appraisal – Objectives, methods, developing and administering an Appraisal programme, limitations to its effectiveness.

Unit-IV: Job Evaluation – Significance, Methods and Problems: Career Planning and Development: Concept, need, process. Counseling – Significance and key elements- Disciplinary procedure and Grievance procedure.

Unit-V: Quality of Work Life (QWL): Meaning, conditions, specific issues in QWL, strategies for improvement of QWL.

Suggested Books:

1. Aswathappa.K., H R & PM, 2nd Edition, Tata McGraw Hill, New Delhi, 2001.,
2. Edwin B.Flippo, Personnel Management, McGraw-Hill
3. Dessler, Human Resource Management, 10th Edition, Pearson Education.
4. V.S.P.Rao, Human Resources Management, Excel Books, New Delhi.
5. David Lepak, Human Resource Management, Pearson Publicaions.
6. Kenneth M. York, Applied Human Resource Management, Sage Publications.
7. H. John Bernardin, Human Resource Management, Tata McGraw Hill.
8. T.V. Rao, “Performance Management & Appraisal Systems”, SAGE Publications.
9. Peter J Dowling, “International HRM”, CENAGE Learning.
10. Kaushal H, Case Study Solutions Human Resource Development, MACMILLAN.
11. Michael Muller- Camen, Human resourse Management. Jaico Publishing House
12. Lain Henderson, Human Resource Management, University Press

CM 2.5(R22): CORPORATE ACCOUNTING & TALLY

Unit-I: Introduction to Accounting: Concept – Importance and scope – Generally Accepted Accounting Principles – Objectives, Nature and Scope of Corporate Accounting - Accounting Standard

Unit-II: Issue and Forfeiture of Shares - Issue of Debentures - Redemption of Preference Shares - Redemption of Debentures - Acquisition of Business - Underwriting of Shares and Debentures

Unit-III: Absorption of Companies: Final Account of Companies and Managerial Remuneration - Disposal or Appropriation of Profits - Valuation of Goodwill - Valuation of Shares - Valuation of Inventory and Depreciation.

Unit-IV: Accounting for Liquidation of Companies :Internal Reconstruction of Companies - Amalgamation of Companies - Accounts of Companies in Liquidation

Unit-V: What is Tally.ERP 9? How to use Tally.ERP 9? Accounting Package- Tally (Theory and practical)

SUGGESTED READINGS:

- 1) Fundamentals of Corporate Finance by Bradford D. Jordan, Randolph W Westerfield, and Stephen Ross ...
- 2) The Revolution of Corporate Finance by Joel Stern ...
- 3) Corporate Finance for Dummies by Michael Taillard ...
- 4) Applied Corporate Finance by Aswath Damodaran ...
- 5) The Theory of Corporate Finance by Jean Tirole ...
- 6) Principles of Private Firm Valuation by Stanley J. Feldman ...

CM 2.6(R22): MARKETING MANAGEMENT

Unit-I: Importance of Marketing – Concepts – Approaches to the Study of Marketing – Marketing Environment.

Unit-II: Consumer Behaviour – Market Segmentation – Market Targeting and Positioning – Marketing Information System and Research.

Unit-III: Marketing Mix: Product Planning – New Product Development – Product Life Cycle – Branding Packaging – Product Mix Management.

Unit-IV: Pricing: Objectives – Methods and Strategies – Distribution – Channel Selection and Management Retail Management.

Unit-V: Promotion: Integrated Marketing Communications: Personal Selling – Advertising – Sales Promotion, Publicity and Public Relations – Direct Marketing: Evaluation of Communication Effort.

Suggested Books:

1. Philip Kotler and Kevin Lane Keller: Marketing Management, Prentice Hall of India / Pearson Education, New Delhi.
2. William J Stanton & Futrell: Fundamentals of Marketing.
3. V. J. Ramaswami and S. Namakumari: Marketing Management, Macmillan Business Books, Delhi.
4. S. Jayachandran: Marketing Management, Text and Cases, Excel Publications.
5. Tapan K. Panda, marketing management, Excel.
6. Zinkota&Kotabe: Marketing Management, Prentice Hall of India.
7. Joel R. Evans & Barry Berman: Marketing, Wiley India, New Delhi.
8. Mukesh Dhunna: Marketing Management, Wisdom Publication.
9. Rajiv Lal, John A. Quelch & V. Kasturi Rangan, Marketing Management, Tata McGraw Hill.