

II Semester

CM 2.1 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-2: 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 -3: 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-4: 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 flow-new way of managing supply chain- Objectives of supply chain management-seven ways to reduce inventory- Real time benefits of E_SCM- E- Supply Chain Components & Architecture.

Unit -5: 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- Data Protection Risks from Mistake and Disputes-Privacy – Managing E-Credit Risk

Reference 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 FINANCIAL ACCOUNTING AND PACKAGES

Unit-I: Introduction to Accounting: Concept – Importance and scope – Generally Accepted Accounting Principles – Objectives, Nature and Scope of Financial Accounting. – Cost Accounting – Management accounting.

Unit-II: Preparation of Financial statements: Income statement and Balance sheet – Bank Reconciliation Statement – Inventory valuation and Depreciation.

Unit-III: Analysis of Financial Statements: Objectives; Financial Ratios – Funds Flow & Cash Flow Analysis.

Unit- IV: Management Accounting: Marginal Costing – CVP analysis – Standard costing and Variance analysis.

Unit- V: Accounting Package- Tally (Theory and practical) Suggested

Books:

1. G. Prasad & V. Chandra Sekhara Rao, *Accounting for Managers*, Jai Bharat Publications,
2. Meigs & Meigs, *Accounting the Basis for Business Decisions*, Tata McGraw Hill, New Delhi.
3. Pankaj Gupta, *Management Accounting*, Excel Books, New Delhi, 2006.
4. Bhattacharya S.K. & Dearoon.J., *Accounting for Management – Text and Cases*, New Delhi, Vikas,
5. Narayana Swamy, *Financial Accounting: A Managerial Perspective*, Prentice Hall of India.
6. Ashish k., Bhattacharya, *Cost Accounting for Business managers*, Elsevier
7. Bhattacharya, *Financial Accounting for Business Managers – Perspective*, Prentice Hall of India.
8. MC Shukla, TS Grewal, *Cost Accounting*, S. Chand
9. I.M. Pandey: *Management Accounting*, Vikas Publishing House.
10. Chakraborty & Hrishikesh – *Management Accountancy*, Oxford University Press.
11. Khan and Jain, *Management Accounting*, Tata McGraw Hill, Delhi.
12. Rajsekharan, *Financial Accounting*, Pearson
13. J.C. Varshney: *Financial and Management Accounting*, Wisdom Publication.
14. Tulsian, P.C., *“Cost Accounting”*, S.Chand
15. Paresh Shah, *Management Accounting*, Oxford University Press
16. Sahaf, M.A., *Management Accounting*, Vikas Publishing House.
17. Rajesh Khothari & A. Godha, *Management Accounting*, MACMILLAN, 2007.
18. B. Parvathiswara Rao, *Accounting for Management*, Duvvuri's Publications

CM – 2.3: RESEARCH METHODOLOGY & BUSINESS ANALYTICS
(w.e.f. the batch of students admitted - 2015-16)

UNIT – I : 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 AND COLLECTON 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. C.R.Kothari, “Research Methodology: Methods and Techniques”, New Age International Publishers, New Delhi, 2006.
4. Gupta S.P. “Statistical Methods”, Sultan Chand, New Delhi, 2010.
5. K.V. Rao, “Research Methodology in Commerce and Management”, Sterling Publishers, New Delhi, 2012.
6. T.S. Wilkinson & P.L. Bhandarkar, “Methodology and Techniques of Social Research”, 2010.
7. Richard A.Johnson & Dean W.Wichern, “Applied Multivariate Statistical Analysis”, Prentice Hall International Inc., 2007.
8. R.N Prasad and Seema Acharya, “Fundamentals of Business Analytics”, Wiley India Publication.
9. Pang-Ning Tan, Michael Steinbach & Vipin Kumar, “Introduction to Data Mining”, Pearson, 2009.
10. Alex Berson, Stephen Smith & Kurt Thearling, “Building Data Mining Application for CRM”, Tata McGraw Hill, New Delhi, 2000.

CM 2.4: FINANCIAL MANAGEMENT

Unit- I: FINANCIAL MANAGEMENT: - Financial Management and the goals of the firm – Organization of finance function –Time Value of Money-Agency conflict

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: Leverage – Concept of leverage – Operating Leverage – Break-even analysis – Financial leverage – EBIT – EPS analysis – Combined leverage. **CAPITAL STRUCTURE:** Capital Structure Theories – Net Income approach – Net operating income approach – Traditional view – MM Hypothesis. **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-IV: DIVIDEND DECISIONS:– Dividend Theories – Traditional position – Walter’s Model – Gordon’s Model – M-M Hypothesis.

Unit-V: WORKING CAPITAL MANAGEMENT: Concepts of working capital – Determinants of working capital – Optimum level of current assets – Liquidity Vs. Profitability – Risk – Return tangle – Estimating working capital needs – Financing and control of working capital – Inventory Management – Cash Management.

SUGGESTED READINGS:

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. Salmon,Ezra and Pringle, John.J. “An Introduction to Financial Management “, Prentice Hall of India (P) Ltd, New Delhi.
6. Khan, M.Y. & Jain P.K “Financial Management”, Tata McGraw Hill Pub. Co. Ltd New Delhi.
7. Panday, I.M. “Financial Management”, Vikas Publishing House (P) Ltd.
8. Chandra, Prasanna “Financial Management”, Tata McGraw Hill, New Delhi.
9. Kulkarni, P.V. “Financial Management”, Himalaya Publishing House.
- 10 Maheswari S.N. “Principles of Financial Management”, S Chand & Sons.
- 11 Srivatsava R.M. “Essentials of Business Financial”, Himalaya Publishing House,
- 12 Tulsan, P.C. “Financial Management”, S. Chand & Co. New Delhi.
- 13 Alice C Lee, J C Lee, C F Lee “Financial Analysis, Planning and Forecasting”, Cambridge University Press.

CM 2.5 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.

CM 2.6: 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., *Human Resource and Personnel Management*, 2nd Edition, TataMcGraw Hill, New Delhi, 2001.
2. De Cenzo. & Stephen P.Robbins, *Personnel/ Human Resource Management*, PearsonPublications,
3. Edwin B.Flipppo, *Personnel Management*, McGraw-Hill
4. Dessler, *Human Resource Management*, 10th Edition, Pearson Education.
5. P.Subba Rao, *Human Resource Management and Industrial Relations*, HimalayaPublishing House, New Delhi.
6. V.S.P.Rao, *Human Resources Management*, Excel Books, New Delhi.
7. David Lepak, *Human Resource Management*, Pearson Publicaions.
8. Kenneth M. York, *Applied Human Resource Management*, Sage Publications.
9. H. John Bernardin, *Human Resource Management*, Tata McGraw Hill.
10. T.V. Rao, “*Performance Management & Appraisal Systems*”, SAGE Publications.
11. Peter J Dowling, “*International HRM*”, CENAGE Learning.
12. Kaushal H, *Case Study Solutions Human Resource Development*, MACMILLAN.
13. Michael Muller- Camen, *Human resource Management*. Jaico Publishing House
14. Lain Henderson, *Human Resource Management*, University Press