<table>
<thead>
<tr>
<th>பகுதி - I</th>
<th>தமிழ் பாடத்திட்டம் (2017-2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>பகுதி - I, கல்வி</td>
<td>தமிழ் முதல் தாள் 6-H,6-C (இளநிலை கலையியல் பட்ட வகுப்புக்குரியது)</td>
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<thead>
<tr>
<th>அண்டு - I: வித்தியாச விளக்கம்:</th>
<th>(20 மணிநிலை)</th>
</tr>
</thead>
<tbody>
<tr>
<td>வித்தியாச: மாணவன் பாரதி பாரதி - காரின் கண்டு பட்டு மீட்டர் விளக்கம்</td>
<td></td>
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<tr>
<td>வைரல் விளக்கம்: தமிழ் தொலை - பாரதி பாரதி விளக்கம் - மெய்விளக்கம் காரின்</td>
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<td>விளக்கம்: தமிழ் காரின் - மெய்விளக்கம்</td>
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<tr>
<td>மூலம் விளக்கம்: தமிழ் காரின் இயற்கை விளக்கம் - மெய்விளக்கம் காரின்</td>
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<tr>
<td>விளக்கம்: தமிழ் முதல் தாள் - மெய்விளக்கம்</td>
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<th>அண்டு - II: கல்வி விளக்கம்:</th>
<th>(15 மணிநிலை)</th>
</tr>
</thead>
<tbody>
<tr>
<td>கல்வி முதல் தாள்: 1 - 50 பாடல்கள்</td>
<td></td>
</tr>
<tr>
<td>விளக்கம்: பாரதி - 20 காலங்கள்</td>
<td></td>
</tr>
<tr>
<td>பாரதி புள்ளித்தருக்கு நிறைவு: 5 பாடல்கள்</td>
<td></td>
</tr>
<tr>
<td>பெண்கள் விளக்கம்: 74 -78 பாடல்கள்</td>
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<tr>
<td>பாரதி விளக்கம்: பாரதி விளக்கம் - மெய்விளக்கம்</td>
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<tr>
<th>அண்டு - III: கல்வி விளக்கம்:</th>
<th>(15 மணிநிலை)</th>
</tr>
</thead>
<tbody>
<tr>
<td>கல்வி முதல் தாள்: 1-26 காலங்கள்</td>
<td></td>
</tr>
<tr>
<td>விளக்கம்: பாரதி பாரதி - பாரதி விளக்கம்</td>
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<tr>
<td>விளக்கம்: 5 பாடல்கள்</td>
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</tr>
<tr>
<td>விளக்கம்: பாரதி பாரதி - 9 பாடல்கள்</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>அண்டு - IV: கல்வி:</th>
<th>(10 மணிநிலை)</th>
</tr>
</thead>
</table>
1. Bachelor of Commerce - Karpagam Academy of Higher Education, Coimbatore 641 021
2. உயர்கல்வி பரிதிமாற்றுகலா
3. கட்டிடாக்கல் - இராசமாணிக்கை
4. வாழ்க்கைகள் - ஆளுதமத்திறன் ஸ்ரீகண்ணன்
5. மணற்கணி - சுந்தரவடிதவல்

கலந்து: 5: பேருப்பிரிவு

| 1.  | படப்பிளடக்கியப் பயிற்சிகள் (கதத், கவிதத், கட்டுதர, உதரநதட)|
| 2.  | பேருப்ப்பேர்ப்பு |
| 3.  | கவளியீடு, ஒசாமி, புரோப் திலகவல் பயிற்சிகள் |

பாட்டுச் சங்கம்: குமாரைராஜான் - நகயா சிங். குமாரன் பாராங்கக்கும்புத் தீர்மானத்துறை உயர்மைதல்.
Objective
- To enable learners to acquire English language skills at a faster pace.
- To train learners to reflect on the literary works and communicate flexibly.

### UNIT I
**Prose:** Google Guys (Extract) – Richard L Brandt  
**Poetry:** The Blind Pedlar – Osbert Sitwell  
**Short Story:** A Garden So Rich – Christie Craig  
**Vocabulary:** Prefix, Antonyms, Sentence Completion  
**Grammar:** Article, Adverb, Pronoun

### UNIT II
**Prose:** Happiness 101 – Geeta Padmanabhan  
**Poetry:** An Old Woman – Arun Kolatkar  
**Vocabulary:** Suffix, Analogies  
**Grammar:** Noun, Adjective

### UNIT III
**Prose:** Structured Procrastination – John Perry  
**Short Story:** The Umbrella Man – Roald Dahl  
**One-Act Play:** The Boy Who Stopped Smiling – Ramu Ramanathan  
**Vocabulary:** Synonyms, Euphemisms, Word Definitions  
**Grammar:** Verb, Conjunction and Interjection, Indirect/Reported Speech

### UNIT IV
**Poetry:** No Sentence – Anjum Hassan  
**One-Act Play:** While the Auto Waits- O’ Henry  
**Vocabulary:** Words Often Confused, Anagrams  
**Grammar:** Preposition, Voice- Active and Passive

### UNIT V
**Short Story:** The Bird – Amar Jalil  
**One-Act Play:** The Cellphone Epidemic – Claudia I. Haas  
**Vocabulary:** Portmanteau Words, One Word Substitution  
**Grammar:** Question, Pronunciation

**Prescribed Text:**  

**Suggested Reading:**  
Scope

Financial Accounting has wide scope and area of application. It is not only for the business world, but spread over in all the spheres of the society in all professions. As accounting is a dynamic subject, its scope and area of operation have been always increasing, keeping pace with the changes in socio-economic changes.

Objective

The objective of this paper is to help students to learn the basic concepts and conventions of accounting and basic accounting framework, to know about the final accounts of the company, and promoting students to know the various accounting systems

Unit I

Unit II

Unit III
Accounting for Hire-Purchase and Installment System- Transactions - Journal Entries and ledger accounts including Default and Repossession.

Unit IV
Consignment - Features, Accounting treatment - Consignor and Consignee. Joint Venture - Accounting procedures: Joint Bank Account, Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

Unit V
Accounting for Partnership - Valuation of Goodwill – Calculation of Profit Sharing Ratio – Admission – Retirement of a Partner.

Note:
Distribution of marks - 20% theory and 80% problems

Suggested Readings
Text Book

**Reference Books:**
5. *Compendium of Statements and Standards of Accounting.* (2012) New Delhi, The Institute of Chartered Accountants of India,
**Scope**

Accounting is an integral part of company’s financial system. However, there is more to a career in finance then Accountancy. This course aims at a holistic view of finance in company with an emphasis to other areas of Accounting, Taxation and Banking Services.

**Objectives**

- To provide practical knowledge on accounting practices
- To know the accounting through Tally
- In Tally we can learn how to prepare and maintaining the company’s profit and loss account

**TALLY – PRACTICAL LIST**

1. Create a new company in integrate accounts mode and account with inventory mode
2. Create a primary and subgroups using single or multiple ledger mode.
3. Create minimum 10 ledgers using single or multiple ledger and alter and delete any 2 ledger.
4. Create a new company, ledger and record minimum 10 transactions with out adjustment.
5. Create a new company, ledger and record minimum 10 transactions with any five adjustments and display the relevant results.
6. Enter the following voucher
   - Payment vouchers
   - Receipt
   - Purchases
   - Sales
   - Credit note
   - Debit note
   - Journals
   - Memo
   - Optional
7. Prepare trail balance for the company
8. Prepare profit and loss account and balance sheet (with minimum of any 5 adjustments)
Scope

The subject of Business Organization and Office Management has acquired an important status in the field of business studies. It embraces the types of organizations, location of business unit and functions of stock exchange. The knowledge of this subject is essential for all those who want to enter into any line of business.

Objective

The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.

Unit I

Unit II

Unit III

Unit IV

Unit V
Suggested Readings

Text Book

Reference books:
Scope
Communication is the flow of information and understanding from one person to another at the same level or at different levels. It is a process which enables management to allocate and supervise the work of the employees. The effectiveness of management largely depends upon the effectiveness of their communication.

Objective
To equip students of the B.Com course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Unit I
Nature of Communication: Process of Communication, Types of Communication (Verbal & Non Verbal), - Importance of Communication- Different forms of Communication- Barriers to Communication Causes - Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit II
Business Correspondence: Letter Writing – Presentation - Inviting quotations- Sending Quotations- Placing orders- Inviting tenders - Sales letters- Claims and Adjustment Letters and Social Correspondence – Memorandum - Inter-office Memo – Notices- Agenda- Minutes.

Unit III

Unit IV

Unit V

Suggested Readings
Text Book:
Reference Books:
பகுதி - I, தமிழ்
ப்பொம்பா இலக்கியங்கள் 17LAU201 : தமிழ் இரண்டாம் தாள்
6-H,6-C
(இரண்டாம் கதவினம் பட்ட மரபுக்குறியீர்கள்)

அங்கத்தில் - I : பகுதி இரண்டியம்
(10 மணிநூற்றணியும்)
தமிழ், தமிழக இரண்டியம்கள் - விளக்கம், பாடல்கள், பாதல்கள்
1. தொலை - பதிவுபாடுகள் - தொழில்நுட்பவியல் பாதல்கள்.
2. மாணவர் - பதிவுபாடுகள் தொழில்நுட்பவியல்: 10 பாதல்கள்

அங்கத்தில் - II : குறள் இரண்டியம்
(25 மணிநூற்றணியும்)
சிங்க இரண்டியம்கள் அரங்கம்

1. பிரசம் கலந்த - பாதல்-110
2. செதுக்கப்பல் மாணவத்து - பாதல்-130

குறிப்பிட்டுகள்: 1. பொய்க்காலங்கள் கொண்ட - தமிழ்- 69
2. நூற்றண் கிளையப்பேர் - பாதல்-283

தமிழியல்: 1. பொய்க்காலங்கள் கிலைப்பேர்:
இலக்கியக் கிலைப்பேர்-171
2. அரங்கமைப்பு மாணவக் கிளையப்பேர்-203

பொய்க்காலங்கள்: 1. சிங்க கொண்ட - பாதல்-27
2. மாணவை கிளைய-90

பொய்க்காலங்கள்: பொய்க்காலங்கள் கிலைப்பேர் குறைந்தவை:
லட்சம் சதுமுன்பாட்டுகள்-6, பதிவுபாடு குறைந்தவை-7, பதிவுபாடு திரட்டுகள்-9,குறைந்தவை குறைந்தவை-10, பதித்துக்கள் பதித்துக்கள்-11.

குறிப்பிட்டுகள்: 1. கிலைசுத்தியங்கள்-15
2. பொய்க்காலங்கள்-11

குறைந்தவை: 1. குறைந்தவை மாணவப்பத்து கிலைத்துறை-17

பொய்க்காலங்கள்: 1. பதிவு சது பதிவுகள் சதுமுன்பாட்டுகள்-192
2.சாத்து தேசிய குறைந்தவை சதுமுன்பாடு-279

அங்கத்தில் - III : காப்பியம்
சிங்கப்பூர் கைவியல் - பொய்க்காலங்கள், குறைந்தவை:
சிங்கப்பூர் கைவியல்: தொழில்நுட்பவியல்-218-275.
சிங்கப்பூர் கைவியலுக்: 286-295.

அங்கத்தில் - III : காப்பியம்
(12 மணிநூற்றணியும்)

11
மங்கை வாழ்த்துப் பாடல்: (21-29) - கலாச்சாரவியல் கிளவு: 'நாகநீள் நகராடு' கலாச்சாரவியல் விளக்கத்திற்கு, 'கலாச்சாரவியல் விளக்க' செய்ய வல்லும் போன்றி வேண்டும்.

காண்க்காட்டு: (207-234) - சந்தைச் செய்தும் கலாச்சாரவியல் செய்யல்: 'அருந்திருல் என்னும்' கலாச்சாரவியல் விளக்கத்திற்கு, 'கலாச்சாரவியல்' செய்ய வல்லும் போன்றி வேண்டும்.

பாடல்கைகாட்டு: (482-485) - பொறுவுக்கும் கலாச்சாரவியல் செய்யல்: 'என்னும் 'கலாச்சாரவியல்' விளக்கத்திற்கு, 'பொறுவுக்கும்' செய்ய வல்லும் போன்றி வேண்டும்.

புகாகரன் காட்டு: பாடலில் பாடல் பலன்: காட்டு: 'நாகநீள் நகராடு' கலாச்சாரவியல் விளக்கத்திற்கு, 'பாடலில் பாடல்' செய்ய வல்லும் போன்றி வேண்டும்.

பாடல்கைக்காட்டு: பாடலில் பாடல் பலன்: 'பாடலில் பாடல்' செய்ய வல்லும் போன்றி வேண்டும்.

திறந்தசெல்: மங்கை வாழ்த்து கருத்து (சந்தைச் செய்தும் 25 மாதுக்கான) ஆண்டு - IV : சிறுகாலம் (15 மாதுக்கான) ஆண்டு V : பாடல்பொருள் (10 மாதுக்கான)

பின்னர் பொருளின் (கக்க, கக்கச், காரணம், போன்றோடு) பொருளின் பரிசை

பாடலுக்கு: குளியைச் சந்தைச் செய்ய - பதில் எண். பாடல் பாடல்பொருளில் கூறப்பட்டுள்ள பாதிப்பு.
Objectives:

➢ To train students in acquiring proficiency in English by reading different kinds of genres in literature.
➢ To provide aesthetic pleasure through literature.

UNIT I
Prose: The Unexpected- Robert Lynd
Poetry: The Village Schoolmaster – Oliver Goldsmith
Short Story: The Lion’s Share – Arnold Bennett
Vocabulary: Homonyms
Grammar: Irregular Verb

UNIT II
Prose: Travel by Train – J. B. Priestley
Poetry: The Gift of India – Sarojini Naidu
Grammar: Sentence pattern

UNIT III
Prose: Women’s Education is Almost More Important than the Education of Boys and Men – Indira Gandhi
Short Story: The Necklace – Guy De Maupassant
Vocabulary: Similes
Grammar: Discourse Markers

UNIT IV
Poetry: Ozymandias – P.B. Shelley
One-Act Play: The Pot of Broth- W.B. Yeats
Vocabulary: Collective Noun
Grammar: Correction of Sentences

UNIT V

Short Story: The Silver Butterfly – Pearl S. Buck
One-Act Play: The Bear – Anton Chekov
Vocabulary: Acronym
Grammar: Question Tag

Prescribed Text:

Suggested Reading:
Business Law represents the understanding of the essential elements of Indian contract Act, including formation, termination, current issues and challenges. This paper educates the knowledge includes Limited liability Partnership Act and Negotiable Instruments Act.

Objective
The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.

Unit I

Unit II

Unit III

Unit IV

Unit V
Suggested Readings

Text Book:

Reference Books:
Scope

Business law has been adequately dealt with, taking into consideration their applicability to day–to–day events in life. The study the cases is bound to sharpen the reasoning ability, arguing skill and decision making capacity of the students.

Objectives:

- Helps to acquire in depth knowledge in Indian Contract Act
- Helps the students to get more knowledge on basics of Partnership Act
- Helps to provide enough knowledge on Negotiable Instrument Act

List of Practical

1. Prepare a presentation on offer and acceptance of Contract
2. A Contract is void without Consideration – Give a Presentation
3. Discuss in group on the following
   a. unlawful agreements
   b. Contractual Capacity
   c. breach of contract
   d. Remedies for Breach of Contract
   e. Contract of sale
   f. Conditions and Warranties

4. Design Presentation slides on the following topics
   a. Registration of a Partnership firm
   b. Rights and Duties of Partner
   c. Implied Authority of partner
   d. Mode of dissolution of Partner
   e. Limited Liability partnership agreement
   f. Incorporation by Registration
   g. Incorporation Document
   h. Partners and their relations

5. Design Slides on negotiable instruments
   a. Essential requisites of Negotiable Instruments
   b. Promissory Note
   c. Bill of Exchange
   d. Cheque
   e. Holder in due course
   f. Negotiation
   g. Types of Endorsement
   h. Crossing of Cheque

Note: Record note to be submitted and Viva-voce will be conducted.
Suggested Readings

**Text Book:**

**Reference Books:**
Scope

Business Mathematics and Statistics represents the understanding of essentials of matrices and basics of Mathematics of Finance, Differential calculus, Uni- variate analysis and bi-variate analysis. It is also explains the time based data, Index numbers and Time series analysis.

Objectives

The objective of this course is to familiarize students with the applications of mathematics and statistical techniques in business decision-making.

1. Use of simple calculator is allowed.
2. Proofs of theorems / formulae are not required.
3. Trigonometric functions are not to be covered.

Unit I: Matrices & Basic Mathematics of Finance
Definition of a matrix. Types of matrices; Algebra of matrices. Calculation of values of determinants up to third order; Adjoint of a matrix; Finding inverse of a matrix through ad joint; Applications of matrices to solution of simple business and economic problems- Simple and compound interest Rates of interest – nominal, effective and continuous – their interrelationships; Compounding and discounting of a sum using different types of rates

Unit II: Differential Calculus
Mathematical functions and their types – linear, quadratic, polynomial; Concepts of limit and continuity of a function; Concept of differentiation; Rules of differentiation – simple standard forms. Applications of differentiation – elasticity of demand and supply; Maxima and Minima of functions (involving second or third order derivatives) relating to cost, revenue and profit.

Unit III: Uni-variate Analysis
Measures of Central Tendency including arithmetic mean, geometric mean and harmonic mean: properties and applications; mode and median. Partition values - quartiles, deciles, and percentiles. Measures of Variation: absolute and relative. Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation and properties.

Unit IV: Bi-variate Analysis
Simple Linear Correlation Analysis: Meaning, and measurement. Karl Pearson's co-efficient and Spearman’s rank correlation Simple Linear Regression Analysis: Regression equations and estimation. Relationship between correlation and regression coefficients

Unit V: Time-based Data: Index Numbers and Time-Series Analysis
Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices. Components of time series; additive and multiplicative models; Trend analysis: Finding trend by moving average method and Fitting of linear trend line using principle of least squares
Suggested Readings:

Text Books

Reference Books
Scope

The study creates awareness among the people to know about various renewable and nonrenewable resources of the region, enables environmentally literate citizens (by knowing the environmental acts, rights, rules, legislation, etc.) to make appropriate judgments and decisions for the protection and improvement of the earth.

Objectives

- Creating the awareness about environmental problems among people.
- Developing an attitude of concern for the environment.
- Motivating public to participate in environment protection and improvement.


Unit II: Natural Resources - Renewable and Non-renewable Resources: Natural resources and associated problems. Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources: Use and over-utilization, exploitation. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles. Ill-effects of fire works.


Unit IV: Environmental Pollution - Definition, Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: Foods, earthquake, cyclone and landslides.


**Suggested readings**


**T2:** Arvind Kumar, 2004. A Textbook of Environmental Science; APH Publishing Corporation, New Delhi.


Objective: To develop confidence to respond in English during situations where the use of English is imperative.
To develop fluency in actual conversation in the English language.

UNIT I: Listening
Listening and its types, Basic Listening Lessons, Critical Listening Lessons, Advanced Listening Lessons, and Note Taking

UNIT II: Speaking
Basics of speaking, Regular English, Business English, Interview English, and Travel English

UNIT III: Reading
Reading and its purposes, Types of Reading, Reading Techniques, Reading Comprehension, Note Making

UNIT IV: Writing
Writing defined, Types of Writing, Components of Writing, Writing Contexts, Language and Style with accordance to the contexts

UNIT V: Vocabulary Enrichment
Synonyms, Antonyms, Homonyms, Phrasal Verbs, Idioms and Phrases, One Word Substitutes, and Affixes

Suggested Reading:
Learning to Learn: Study Skills in English Cambridge, 2015
Advanced Skills; Simon Harenes – CUP. 2015
Business Results, Woodward, OUP. 2015
Function in English. Jonathan Middlemiss et al, OUP
COMPANY LAW

Scope

Company Law gives the fundamental knowledge and exposure of the Company’s Act. This paper impart the knowledge on procedure for formation of companies and board of directors, their qualification and disqualification, writing of minutes and agenda and qualities of company secretary.

Objective

The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013. Case studies involving issues in company law are required to be discussed.

Unit I


Unit II


Unit III

Management: Classification of Directors -Women Directors- Independent Director- Small Shareholder’s Director- Disqualifications- Director Identity Number (DIN)- Appointment- Legal Positions - Powers and Duties - Removal of Directors- Managing Director, Manager; Meetings of Shareholders and Board- Types of Meeting, Convening and Conduct of Meetings, Postal Ballot, Meeting Through Video Conferencing - e-Voting - Committees of Board of Directors - Audit Committee - Nomination and Remuneration Committee - Stakeholders Relationship Committee - Corporate Social Responsibility Committee.

Unit IV


Unit V

Suggested Readings

Text Book:

Reference Books:
2. Anil Kumar, *Corporate Laws*, Delhi, Indian Book House.
Scope
This course provides the knowledge about the provisions of income Tax Act. Basis of charge explains the residential status of an individual, HUF and all other persons. It gives the clear idea about the computation of total income such as income from salary, income from house property, profits and gains of business or profession, capital gain and income from other sources and filing of income tax returns.

Objective
To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.

Unit I
Introduction: Basic concepts: Income, Agricultural Income, Person, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income, Maximum Marginal Rate of Tax-Permanent Account Number (PAN) - Residential status- Scope of Total Income on the basis of Residential Status - Exempted Income Under Section 10.

Unit II
Computation of Income under Different Heads-1: Income from Salaries- Income from house property

Unit III
Computation of Income under Different Heads-2: Profits and gains of business or profession- Capital gains- Income from other sources.

Unit IV
Computation of Total Income and Tax Liability: Income of other persons included in Assessee’s Total income- Set-off and Carry Forward of Losses- Deductions from Gross Total Income.

Unit V
Computation of Total Income - Aggregation of Income - Assessment of Individuals - Total Income and Tax Liability of an Individual.

Suggested Readings
Text Book

References book:

**Software**
2. ‘Excel Utility’ available at incometaxindiaefiling.gov.in
17CMU312   INCOME TAX LAW AND PRACTICE- (PRACTICAL)

The following are the list of programmes

1. Creation of login of e- filing
2. E- Filing of income tax returns,
2. Calculation of TDS
3. Provision and Procedures of VAT
5. Application for Getting PAN / TAN
6. E- payment of tax on total income and tax calculator
7. Submit returns or various forms
8. Rectification of Mistakes
9. ITR V Receipt Status
10. Outstanding tax demand and refund status
Scope
Financial analysis provides basic knowledge on preparation of financial statements and analysis of all the statements and reports. It includes the accounting standards.

Objective
To understand, analyze and interpret the basic framework of financial reporting.

Unit I

Unit II

Unit III

Unit IV
**Analysis & Interpretation of Financial Statements**: Ratio Analysis – Liquidity, Solvency, Activity & Profitability Analysis, Comparative & Common Size Analysis (Vertical & Horizontal Analysis) - Financial Statement Variation by Type of Industry.

Unit V
**Expanded Analysis**: Financial Ratios Used in Annual Reports, Management’s Use of Analysis - Graphing Financial Information - Accounting Standards in India & IFRS Basic Framework.

Suggested Readings

**Text Book**

**Reference Books**
Scope

Times are really quite exciting. An ever increasing plethora of events followed the global financial crisis. With globalization and innovation in the financial markets at its peak - it is very essential to study the market risks and requirements. With global trade and finance getting more dynamic day by day, the India stock market is not far behind to experience these developments.

Objective

This paper intends to provide basic skills to operate in stock market and the ways of investing in it. It will enable the student to take up investment in stock market independently.

Unit I


Unit II


Unit III

Comparative analysis of companies, Stock Valuations - Using Ratios like PE ratio, PEG ratio, and Price Revenue Ratio. Use of Historic Prices, Simple Moving Average, Basic and Advanced Interactive Charts - Examining the Shareholding Pattern of the Company - Pitfalls to Avoid while Investing - High P/E Stocks, Low Price Stocks, Stop Loss, Excess Averaging.

Unit IV

Investing in Mutual Funds: Background of Mutual Funds - Needs and Advantages of Investing in Mutual Funds - Net Asset Value, Types of Mutual funds - Open Ended, Closed Ended, Equity, Debt, Hybrid, Money Market, Load vs. No Load Funds, Factors Affecting Choice of Mutual funds. CRISIL - Mutual Fund Ranking and its Usage.

Unit V

Suggested Readings

Text Book:

Reference Book:
Objective:
- To train students in understanding the concepts of communication.
- To train students in developing their written communication and presentation skills.

UNIT I: Integrated Skills
Development of speaking, listening and grammar skills.

UNIT II: Advanced Reading Skills
Outcomes include improved reading speed, increased reading fluency and increased vocabulary.

UNIT III: Advanced Writing Skills
Planning and writing complex tasks

UNIT IV: News and World Affairs
Newspapers, magazines, the Internet, TV and radio are used to develop listening, reading and discussion skills.

UNIT V: Project Work
The class works together to write and produce a group project. This class is particularly useful for building confidence in using English and improving pronunciation.

Suggested Reading:
In Business: CUP
Oxford Handbook of Writing: St. Martins handbook of Writing
Sound Business. Julian Treasure OUP
Scope

Corporate Accounting gives knowledge in accounting treatment of issue of shares and debentures, acquisition of business and underwriting. It includes the liquidation of companies and computation of underwriters’ net liability. This paper also develop the knowledge on accounting procedure in amalgamation, alteration of share capital, internal Reconstruction and external reconstruction.

Objectives

➢ To enable the students to acquire the basic knowledge of the corporate accounting
➢ To make the students to learn the techniques of preparing the financial statements.

Unit I


Unit II

Final Accounts: Preparation of Profit and Loss Account and Balance Sheet of Corporate Entities – Excluding Calculation of Managerial Remuneration - Disposal of Company Profits- Valuation of Goodwill and Valuation of Shares - Concepts and Calculation: Simple Problem only

Unit III

Amalgamation of Companies: Concepts and Accounting Treatment as per Accounting Standard: 14 (ICAI) (excluding inter- company holdings). Internal Reconstruction -Concepts and Accounting Treatment (excluding scheme of reconstruction)

Unit IV


Unit V


Suggested Readings

Text Book:

Reference Books
**Scope**

Corporate Accounting describes the basic accounting procedures and application of respective accounting standards for Amalgamation of companies, accounting for holding companies and parent companies, shares and debentures.

**Objectives**

- To enable the students to acquire the basic knowledge on the application of accounting standards for amalgamation
- To make the students to learn the techniques and application of accounting standards in the preparation of financial statements

**List of Practical**

1. Prepare Format and Procedure of Amalgamation Companies as per Accounting
2. Prepare Format and Procedure of Accounting for Holding Companies and parent Companies as per Accounting Standard 21
5. Prepare final Accounts of Companies as per Accounting Standard
6. Accounting standard for Share
7. Accounting Standards for Debenture

**Suggested Readings:**

**Text Book:**

**Reference Books**
Scope
It deals with the collection and analysis of expenses, the measurement of production of the different products at the different stages of manufacture and the linking up of production with the expenses. In fact, the varying procedures for the collection of expenses give rise to the different systems of costing as Historical or Actual Costs, Estimated Costs, Standard Costs etc.

Objectives
To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.

Unit I

Unit II

Unit III

Unit IV

Unit V
Book Keeping in Cost Accounting - Integral and Non-integral Systems- Reconciliation of Cost and Financial Accounts

Suggested Readings
Text Books
Reference Books
Scope
In olden days restrictions, regulations and other barriers prevented business to take risks. Today, the whole world is open. Duties, license, quotas and other investment limitations have gradually been eliminated. Anyone can do business in any part of the world. The aspiring international businessman can go to anywhere and explore opportunities.

Objective
The objective of the course is to familiarize the students with the concepts, importance and dynamics of international business and India’s involvement with global business. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.

Unit I

International Business Environment: National and Foreign Environments - Components - Economic, Cultural and Political-Legal Environments

Unit II


Unit III
a. Regional Economic Co-operation: Forms of Regional Groupings - Integration Efforts among Countries in Europe, North America and Asia (NAFTA, EU , ASEAN and SAARC).
b. International Financial Environment: International financial system and institutions - IMF and World Bank – Objectives and Functions - Foreign Exchange Markets and Risk Management- Foreign Investments - Types and Flows - Foreign Investment in Indian Perspective

Unit IV
Unit V

Foreign Trade Promotion Measures and Organizations in India - Special Economic Zones (SEZs) and Export Oriented Units (EOUs) - Measures for Promoting Foreign Investments into and from India - Indian Joint Ventures and Acquisitions abroad - Financing of Foreign Trade and Payment Terms – Sources of Trade Finance (Banks, Factoring, Forfaiting, Banker’s Acceptance and Corporate Guarantee) - Forms of Payment

Suggested Readings

Text Book

Reference Books
1. Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. *International Business*. Pearson Education
Scope
Electronic Commerce is more than just buying and selling products online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. India has shown tremendous growth in the E-commerce segment.

Objective
To enable the student to become familiar with the mechanism for conducting business transactions through electronic means

Unit I

Unit II

Unit III
IT Act 2000 and Cyber Crimes IT Act 2000: Definitions, Digital Signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Regulation of Certifying Authorities, Digital Signatures Certificates, Duties of Subscribers, Penalties and Adjudication, Appellate Tribunal, Offences and Cyber-Crimes

Unit IV

Unit V
On-line Business Transactions: Meaning, Purpose, Advantages and Disadvantages of Transacting Online, E-commerce Applications in Various Industries - Banking, Insurance, Payment of Utility Bills, Online Marketing, E-tailing - Popularity, Benefits, Problems and Features, Online Services - Financial, Travel and Career- Auctions, Online Portal, Online
Learning, Publishing and Entertainment - Online Shopping (Amazon, Snapdeal, Alibaba, Flipkart, etc.)
Suggested Readings

Text Book

Reference Books:
Scope
Human Resource Management is very wide. This is concerned with manpower planning, recruitment, selection, placement, transfer, promotion, training and development, layoff and retrenchment, remuneration, incentives, productivity etc.

Objective
The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organization.

Unit I

Unit II
Acquisition of Human Resource: Human Resource Planning-Quantitative and Qualitative dimensions - Job Analysis -Job Description and Job Specification - Recruitment -Concept and Sources - Selection –Concept and Process - Test and Interview - Placement and Induction

Unit III

Unit IV

Unit V:

Suggested Readings
Text Book
Reference Books:
17CMU501B  INDIRECT TAX LAW

Scope
This course imparts the knowledge on levy and collection of indirect taxes. It is usually borne by the final consumer. It gives thorough knowledge about levy and collection of central excise duty and customs duty, central sales tax and Computation of VAT in different forms.

Objective
To provide basic knowledge and equip students with application of principles and provisions of Service Tax, VAT, Central Excise, and Customs Laws.

Unit I
Service Tax-I: Service tax - Concepts and General Principles - Charge of Service Tax and Taxable Services.

Unit II
Service Tax-II: Valuation of Taxable Services, Payment of Service Tax and Filing of Returns, Penalties, CENVAT Credit.

Unit III
VAT: Concepts and General Principles - Calculation of VAT Liability including Input Tax Credits - Small Dealers and Composition Scheme - VAT Procedures

Unit IV
Central Excise: Central Excise Law in Brief – Goods, Excisable Goods, Manufacture and Manufacturer, Valuation, CENVAT, Basic Procedures, Export, SSI, Job Work

Unit V

Suggested Readings

Text Book

Reference Books
1. V. Balachandran (2006) Indirect Taxation, New Delhi , Sultan Chand &Sons,
Scope
Marketing is an enveloping trend in modern competitive world as it contributes greatly for the productivity of firms. Marketing includes advertising, promotions, public relations, and sales. It is the procedure of introducing and promoting the product or service into the market and enhancing sales from the buying public.

Objective:
To provide basic knowledge of concepts, principles, tools and techniques of marketing.

Unit I

Unit II

Unit III

Unit IV

Unit V
Promotion: Nature and Importance of Promotion - Communication Process - Types of Promotion – Advertising - Personal Selling - Public Relations & Sales Promotion, and their Distinctive Characteristics - Promotion Mix and Factors Affecting Promotion Mix Decisions - Recent Developments in Marketing - Social Marketing - Online Marketing - Direct Marketing, Services Marketing, Green Marketing - Rural Marketing - Consumerism.
Suggested Readings

Text Book

Reference Books :
Scope
Banking and insurance represents the Banking Regulation Act, Relationship between Banker and Customer and Credit control measures. This paper provides the types of account, position of surety, Mortgage, Loan and advances internet banking and insurance and types of risk, indemnity and role of IRDA.

Objective
To impart knowledge about the basic principles of the banking and insurance

Unit I
Introduction: Origin of Banking - Definition, Banker and Customer Relationship, General and Special Types of Customers - Types of Deposits - Origin and Growth of Commercial Banks in India - Financial Services Offered by Banks - Changing Role of Commercial Banks, Types of Banks

Unit II
Cheques and Paying Banker: Crossing and Endorsement - Meaning, Definitions, Types and Rules of Crossing- Duties, Statutory Protection in Due Course - Collecting Bankers - Duties, Statutory Protection for Holder in Due Course - Concept of Negligence.

Unit III
Banking Lending: Principles of Sound Lending - Secured vs. Unsecured Advances - Types of Advances - Advances Against Various Securities.

Unit IV

Unit V

Suggested Readings
Text Books
Reference Books:
Scope

Marketing is the soul of every business. Without marketing no one can survive in their business. Principles of marketing practical course provide the joint-hand knowledge to the students on the current marketing scenario. This helps them to acquire the sufficient knowledge in the marketing field.

Objectives:

- Helps the students to get in-depth knowledge on Marketing Segmentation
- Helps to know about the proper Distribution channels
- Helps to identify the media of Advertisement

List of Practical

1. Prepare and Present the Development of Market Segmentation for any FMGC products
2. Give a Presentation of the Selection of distribution channel for Baby Product
3. Present in which media of Advertisement will you select for Cosmetic products
4. How to develop online marketing for apparels? Present and Defend
5. Give a Brief Account on Social Marketing
6. Give a Presentation on the following
   i. Green Marketing
   ii. Rural Marketing
   iii. Service Marketing
7. Design a presentation on Consumer Exploitation - Food Products
8. Discuss in Group – “The Consumer Movements in India”
Scope
Banking and insurance represents the Banking Regulation Act, Relationship between Banker and Customer and Credit control measures. This paper provides the types of account, position of surety, Mortgage, Loan and advances internet banking and insurance and types of risk, indemnity and role of IRDA.

Objective
To impart knowledge about the basic principles of the banking and insurance

List of Practicals

1. Draft chart of Banking system
2. Forms of various accounts and deposits of Commercial Banks.
3. Application forms for opening accounts, Cheque Books, pass books, requisition slips for withdrawals and deposits, bank statements, format of Demand draft, Cheque, travel cheques etc.
4. Working and operations of ATM, Credit cards, E-Banking.
5. Collect the format of proposal form of different kinds of insurance and learn the process of filling them.
6. Life insurance companies and identifying their features - Comparative analysis – Filling proposal form.
7. Map the general insurance market companies – familiarize with IRDA norms for agency license.
8. Visit any insurance office and collect the details of its Organizational Structure,
9. Collection of the Proposal Forms of insurance and filling the same,
10. Collecting and filling of Insurance Claim Forms,
11. Collect any one type of Policy Bond,
12. Life insurance companies and identifying their features - Comparative analysis – Filling proposal form.
Scope

In India there is a dearth of quality people in industry, which demands high level of entrepreneurship development programme throughout the country for the growth of Indian economy. The scope of entrepreneurship development in country like India is tremendous. Especially since there is widespread concern that the acceleration in GDP growth in the post reforms period has not been accompanied by a commensurate expansion in employment.

Objective

The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behaviour.

Unit I


Unit II


Unit III


Unit IV

Sources of business ideas and tests of feasibility: Significance of Writing the Business plan - Project Proposal - Contents Of Business Plan/ Project Proposal - Designing Business Processes – Location – Layout - Operation, Planning & Control - Preparation Of Project Report -Project Submission/ Presentation and Appraisal Thereof By External Agencies, Such As Financial/Non-Financial Institutions

Unit V

Mobilizing Resources : Mobilizing Resources for Start-up - Accommodation and Utilities- Preliminary Contracts with the Vendors- Suppliers- Bankers- Principal Customers- Contract Management- Basic start-up Problems
Suggested Readings

Text Books:

Reference Books:
4. SIDBI Reports on Small Scale Industries Sector., 2001
Scope
The scope of advertising is to communicate a message to current customers or potentially target new customers. It helps a company get a message or a piece of information across to their customer base regarding a new product or special deal.

Objective
The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.

Unit I

Unit II
Media Decisions : Major Media Types - Their Merits and Demerits - Advertising Through Internet and Interactive Media-Issues and Considerations - Factors Influencing Media Choice - Media Selection, Media Scheduling.

Unit III
Message Development: Advertising Creativity - Advertising Appeals - Advertising Copy and Elements of Print Advertisement Creativity - Tactics for Print Advertisement.

Unit IV

Unit V
Advertising Agency: Role, Types and Selection of Advertising Agency; Reasons for Evaluating Advertising Techniques. Social, Ethical and Legal Aspects of Advertising in India; Recent Developments and Issues in Advertisement.

Suggested Readings

Text Book:

Reference Book
1. Belch and Belch, Advertising and Promotion, Tata McGraw Hill Co.
Scope
Micro Economics gives the thorough knowledge on economic theory, the concept of demand, supply, market equilibrium, production functions and market structure. This paper provides the basic of Economics is its importance in management decisions.

Objectives
To equip the students with the knowledge of pricing under different market conditions, develop the skills in managing capital and profit and impart knowledge in national income analysis

Unit I

Unit II

Unit III

Unit IV

Unit V
Suggested Readings

Text Book

Reference Books:
Scope

Business Ethics are moral principles that define right and wrong behaviors in the world of business. The right and wrong behaviours in business is determined by the public interest groups and business organization as well as an individual’s personal morals and values. The meaning of ethics is that it is the science of moral which is concerned with the human character and conduct.

Objective:
To help to understand the ethical issues in business and managerial decisions
To make students aware of the social responsibilities of business

Unit I


Unit II


Unit III


UNIT IV


UNIT V

issues in MNCs; Environmental Ethics – Environmental issues in India – Greening and Green initiatives – Sustainable development – Waste Management

**Suggested Readings:**

**Text Book:**
1. Business Ethics and Corporate Governance, 2003, ICFAI Centre for Management Research, Hyderabad

**Reference Books**
2. John R Boatright (2009), *Ethics and the conduct of Business*, Delhi, Pearson Education (Singapore) Pvt. Ltd. Indian Branch,
Scope
Management accounting is very wide and broad based and it includes a variety of aspects of business operations. It enhances the knowledge on preparation of financial statement, ratio analysis, fund flow and cash flow statement to take management decisions.

Objectives
This course enables the students to understand the importance of the subject through various analysis and helps the student to prepare management reports by using funds flow and cash flow statement.

Unit I

Unit II

Unit III

Unit IV

Unit V
Suggested Readings

Text Book

Reference Books:
1. Goel, Rajiv, Management Accounting. International Book House,
Scope
This course imparts the knowledge on elements of computers. Computer plays a vital role in all spheres of business life. It gives the knowledge on hardware and software devices and working in word document and spreadsheets.

Objectives
To provide computer skills and knowledge for commerce students and to enhance the student's understanding of the usefulness of information technology tools for business operations.

Unit I

Unit II

Unit III

Unit IV

Unit V

Suggested Readings

Text Book
The following are the list of practicals

1. Prepare inventory statements using (calculate inventory using all methods)
   - FIFO
   - LIFO
   - Simple Average Method
   - Weighted Average Method

2. Prepare bank reconciliation statement

3. Prepare the following ratio analysis
   - Financial ratio
   - Operating ratio
   - Investment ratio

4. Prepare the following
   - Cash flow statement
   - Fund flow statement

5. Create stock and stock groups

6. Create stock group and stock items and enter the vouchers

7. Preparation of reports for the following
   - Profit & loss a/c
   - Balance sheet
   - Bank reconciliation statement
   - Ledgers
   - Ratio analysis

8. Back up and restore the company information
17CMU611B COMPUTER APPLICATION IN BUSINESS (PRACTICAL)

The following are the list of programmes,

**MS WORD**

1. Type chairman’s speech/Auditor’s report/Minutes/Agenda and perform the following operations:

2. Prepare shareholders meeting letter for 10 members’ using mail merge operation.

3. Prepare Bio-Data by using Wizard/Template.

**MS EXCEL**

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operation:
   - Data entry. Total. Average. Result and Ranking by using arithmetic and logical functions and sorting.

2. Draw the different type of charts (line. Pie. Bar) to illustrate year wise performance of sales. purchase. profit etc. of a company by using chart wizard.

3. Prepare a statement of Bank customer’s account showing simple and compound interest calculations for 10 different customers’ using mathematical and logical functions.

**MS POWERPOINT**

1. Design presentation slides for a product of your choice. The slide must include name. brand name. type of product. characteristics. special features. price. special offer etc.

2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.

**MS ACCESS**

1. Prepare a payroll for employee database of an organization with the following details:

2. Create mailings labels for student database which should include at least three tables and each table must have at least two fields with the following details:
   - Roll Number. Name. Course. Year. College Name. University. Address and Phone number.
Scope
In the corporate Business World, Office, in recent times, has come to occupy the central and an important place in every organization, especially with rapid industrialization. For efficient administration of a Modern Office with the help of the most modern techniques, Services of trained Executive Secretaries, Secretaries, Personal Assistants and Office Assistants are in great demand.

Objective
This course familiarizes the students with the activities in a modern office and to impart the students about the working environment, the tools and equipments used in office.

Unit I
**Office and Office Management:** Meaning of office - Functions of Office – Primary and Administrative Management Functions - Importance of Office - Duties of the Office Manager - - Qualities - Qualifications. Filing and Indexing: Filing and Indexing –Meaning and Importance - Essentials of Good Filing - Centralized vs. Decentralized Filing - Weeding of old records - Meaning and Need for Indexing - Types

Unit II

Unit III

Unit IV
**Banking facilities:** Types of accounts - Passbook and Cheque book - Other forms used in banks - ATM and money transfer - Abbreviations/Terms used in Offices: Explanation of abbreviations/terms used in offices in day-to-day work. Modes of Payment: Types of payments handled such as postal orders - Cheque (crossed/uncrossed) - post-dated and pre-dated Cheques - stale Cheque - dishonored Cheque.
UNIT V
Role of Secretary: Definition – Appointment - Duties and Responsibilities of a Personal Secretary - Qualifications for appointment as Personal Secretary - Modern technology and office communication – E - mail - Voice mail – Internet – Multimedia – Scanner - Video-conferencing - Web-casting - Agenda and Minutes of Meeting - Drafting, Fax-messages – E – mail - Maintenance of appointment diary.

Suggested Readings

Text Book
1. Duggal, B, Office Management and Commercial Correspondence, Kitab Mahal.

Reference Books:
3. Terry, George R: Office Management and Control.
Scope
Financial Management represents how the finances are managed and their reflections on the fundamental decisions to be taken by the corporate and finance world. This paper presents the basics of Finance functions, cost of capital and working capital management.

Objective
To familiarize the students with different investment alternatives, introduce them to the framework of their analysis and valuation and highlight the role of investor protection.

Unit I

Unit II

Unit III

Unit IV
Portfolio Analysis and Financial Derivatives: Portfolio and Diversification - Portfolio Risk and Return - Mutual Funds - Introduction to Financial Derivatives - Financial Derivatives Markets in India

Unit V

Suggested Readings

Text book
1. Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw Hill Education
Reference Books
Scope
Personal selling and Sales promotion are the live advertising of a product or service face-to-face between a person and a prospective user of a product or service. The spectrum of promotions may vary in Promotion programs such as sampling, couponing, sales inducing etc. carried out through various location.

Objectives
The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process and they will be able to understand selling as a career and what it takes to be a successful salesman.

Unit I

Unit II

Unit III
Buying Motives: Concept of motivation - Maslow’s Theory of Need Hierarchy; Dynamic Nature of Motivation -Buying Motives and their uses in Personal Selling

Unit IV
Selling Process: Prospecting and Qualifying; Pre-Approach – Approach - Presentation and Demonstration- Handling of Objections - Closing the Sale - Post Sales Activities.

Unit V
Sales Reports: Reports and Documents - Sales Manual - Order Book - Cash Memo - Tour Diary - Daily and Periodical Reports - Ethical aspects of Selling

Suggested Readings

Text Books
Reference Books
Scope

The Act applies to all goods and services of any kind other than for commercial purposes provided by any sector - private, public or cooperative. It also covers public utility services. Any ultimate consumer or registered association of consumers, State and Central Government can file a complaint under the Act. The complaint may relate to defect in the goods, deficiency in service, price variation and unfair trade practice.

Objectives

This paper seeks to familiarize the students with of their rights as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. The student should be able to comprehend the business firms’ interface with consumers and the consumer related regulatory and business environment.

Unit I


Unit II


Unit III


Unit IV

Quality and Standardization: Voluntary and Mandatory standards - Role of BIS - Indian Standards Mark (ISI) - Ag-mark, Hallmarking, Licensing and Surveillance; ISO: An overview

Unit V
Industry Regulators and Consumer Complaint Redress Mechanism
i. Banking: RBI and Banking Ombudsman
ii. Insurance: IRDA and Insurance Ombudsman
iii. Telecommunication: TRAI
iv. Food Products: FSSAI (an overview)
v. Electricity Supply: Electricity Regulatory Commission
vi. Advertising: ASCI

Suggested Readings

Text Book

Reference Books:
4. Rajyalaxmi Rao, Consumer is King, Universal Law Publishing Company
5. Empowering Consumers e-book, www.consumeraffairs.nic.in
6. The Consumer Protection Act, 1986
Scope

Indian Economy represents the concept of economic development of various fields. This paper gives the basics of economic development such as agriculture, industry, public finance, foreign trade.

Objectives

This course seeks to enable the student to grasp the major economic problems in India and their solutions. It also seeks to provide an understanding of modern tools of macro-economic analysis and policy framework.

Unit I
Basic Issues and features of Indian Economy - Concept and Measures of Development and Underdevelopment; Human Development; Composition of national income and occupational structure

Unit II
Policy Regimes - The evolution of planning and import substituting industrialization - Economic Reforms since 1991 - Monetary and Fiscal policies with their implications on economy

Unit III
Growth, Development and Structural Change - The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions - The Institutional Framework: Patterns of assets ownership in agriculture and industry - Policies for restructuring agrarian relations and for regulating concentration of economic power - Growth and Distribution - Unemployment and Poverty; Human Development - Environmental concerns - Demographic Constraints: Interaction between population change and economic development.

Unit IV
Sectoral Trends and Issues - Agriculture Sector: Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution; Factors influencing productivity and growth; the role of technology and institutions - Industry and Services Sector: Phases of Industrialisation – Public sector – its role, performance and reforms; The small scale sector; Role of Foreign capital - Financial Sector: Structure, Performance and Reforms. Foreign Trade and balance of Payments: Structural Changes and Performance of India’s Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance

Unit V
Suggested Readings

Text book
  2. IC Dhingra, *Indian Economy*, Sultan Chand & Sons

Reference Books:
Scope
Retail management has become one of the fastest growing careers in the industry with the tremendous growth in the economy. Retail market of India is the most attractive and emerging market in the world. In the past years, it has demanded more number of trained professionals in this field. It strives to create a new generation of smart retail professional of International caliber.

Objective
- Introduce retailing and its evaluation in the Indian and Global markets
- Exposure to customer relationship management and its operations in retailing
- Provide exposure and skills to establish service operations and marketing channel systems

Unit I

Unit II

Unit III

Unit IV
Unit V


Suggested Readings:
Text Book:

REFERENCE BOOKS
1. Suja Nair; (2 06) Retail Management, HPH- I st Edition
2. Karthic –(2006) Retail Management, HPH
3. Barry Bermans and Joel Evans: "Retail Management – A Strategic Approach", 8th edition, PHI/02
7. Swapna Pradhan : Retailing Management, 2/e, 2007 & 2008, TMH