

Vellalar College for Women (Autonomous), Erode - 12.
PG & Research Department of Commerce
Master of Commerce
Academic Year 2017 - 2018
Course Content and Scheme of Examinations (CBCS Pattern)

Semester I

Study Components	Paper Code	Title of the Paper	Inst. Hrs./ Week	Dur. Hrs.	Max. Marks			Credits
					CIA	ESE	Total	
Core	13COPC101	Marketing Management	6	3	25	75	100	4
	09COPC102	Managerial Economics	7	3	25	75	100	4
	13COPC103	Information Technology & MIS	7	3	25	75	100	4
	13COPC104	Corporate Accounting	7	3	25	75	100	4
Non-Major Elective	09COPN101	Internet and E-Commerce	3	3	25	75	100	5

Semester II

Core	13COPC205	Business Research Methods	6	3	25	75	100	4
	13COPC206	Advanced Cost Accounting	5	3	25	75	100	4
	16COPC207	Human Resource Management	5	3	25	75	100	4

	13COPC208	Business Environment	5	3	25	75	100	4
	14COPCP01	Computer Application Practicals-I	6	3	40	60	100	3
Skill Based Subject - I	13COPS201	Advanced Multi Skill Development Paper	3	1	40*	60**	100	5

* CIA –Unit IV & V

**Online Examination Unit- I, II & III

Semester III

Core	13COPC309	Income Tax	6	3	25	75	100	4
	13COPC310	Financial Management	6	3	25	75	100	4
	13COPC311	Investment Management	6	3	25	75	100	4
	13COPCP02	Computer Application Practicals-II	6	3	25	75	100	3
Skill Based Subject - II	11COPS302	Investment and Secondary Market Operations	3	3	25	75	100	5
Skill Based Subject - III	11COPS303	Customer Relationship Management	3	3	25	75	100	5

Semester IV

Core	12COPC412	Accounting for managerial decision making	6	3	25	75	100	4
	13COPC413	E-Commerce	6	3	25	75	100	4
	13COPC414	International Business	6	3	25	75	100	4

	13COPC415	Advertising Management	6	3	25	75	100	4
	11COPC4PV	Project Work	6			100	100*	4
Total(I- IV Semesters)							2200	90

*80% for project and 20% for Viva-Voce

Group Project (2 members in a Group)

SKILL BASED SUBJECTS

Subject	Semester	Paper Code	Paper
Paper-I	II	13COPS201	Advanced Multi Skill Development Paper Investment and Secondary Market Operations (Cafeteria) Customer Relationship Management (Cafeteria System)
Paper-II	III	11COPS302	
Paper-III	III	11COPS303	
NON – MAJOR ELECTIVE			
Subject	Semester	Paper Code	Paper
Paper-I	I	09COPN101	Internet and E-Commerce
SELF LEARNING PAPER			
Subject	Semester	Paper Code	Paper
Group-II		13COPSL02	Services Marketing
			5 credits

SEMESTER I

Core I

MARKETING MANAGEMENT

Instructional Hrs. : 90

Sub. Code: 13COPC101

Max. Marks: CIA – 25; ESE – 75

Credits: 4

Objectives:

- To impart a conceptual understanding of the marketing challenges.
- To give an indepth knowledge of the realities of the new marketing era viz synthesis of customer needs, business and social interests.

Unit I

16 Hrs.

Marketing Management - Functions. Buyer Behaviour Related to the Purchase, Post-Purchase Evaluation - Consumer Satisfaction/ Dissatisfaction - Post-Purchase Dissonance, Marketing Implications - *Consumer Research Strategies - Methods of Gathering Consumer Information* - Measuring Consumer Characteristics – Attitude Measurement Scales.

Unit II

20 Hrs.

Product Innovation – Meaning - Need - Product Related Strategies - Product Identification - Branding - Branding Policy, *Importance of Branding, Brand Name - Characteristics* – Brand Ambassadors - Trademark – Packaging - Functions, Types, Requisites, Evaluating Package’s Effectiveness – Value Added Packaging – Consumer Problems with Packaging- Labeling – Classification - After Sales Service – Product Quality Assurance – TQM- meaning, elements of TQM.

Unit III

18 Hrs.

Information Technology (IT) Enabled Marketing – Characteristics of IT Enabled Marketing - *Key Elements for Successful IT Enabled Marketing* – On-line Marketing: A Form of Direct Marketing – Benefits of On-line Marketing – Barriers. Produce Exchange: Functions – Methods of Trading – Latest Trends in Marketing – Direct Marketing, Tele-Marketing, De-Marketing, Database Marketing, Green Marketing.

Unit IV

20 Hrs.

Promotion: Definition – Need - Objectives – Sales Promotion Activities - Consumer's Sales Promotion Programmes – Dealer's Sales Promotion Activities – Point- of -Purchase (P.O.P) - Changes in Promotion Mix During the Product Life Cycle – *Promotional Strategies*

Unit V

15 Hrs.

Social Aspects of Marketing – Importance – Consumerism - Meaning – Importance – Consumer Exploitation – Problems of Consumers – Enactments – RTI Act. Social Responsibility - *How Marketing Influences Society* - Marketing Ethics.

Note : *Italics denote self study topics*

Skill Based Component (Not for End Semester Examinations)

- Develop a questionnaire to measure consumer satisfaction/dissatisfaction with durable goods (Such as a car, computer, two-wheeler) purchased within a year. Survey 20 consumers who bought the item and determine their level of satisfaction. Discuss the marketing implications.
- Recommend a design for the following types of Consumer research on select consumers:
 - a) Observation b) Survey c) Experiment.
- Conduct a survey to identify the problems of Textile Marketing in Erode District

Books for Reference:

1. **David L. Laudon & Albert J. Della Bitta**, *Consumer Behaviour*, Mc.Graw, Hill Inc, New Delhi, 1993.
2. **Memoria C. B, Suri R.K., Satish Mamoria**, *Marketing Management*, Kitab Mahal Agencies, Patna, 2003.
3. **Sherlekar . S.A**, *Marketing Management*, Himalaya publishing house, Mumbai 2006
4. **Pillai & Bhagavathi .R.S.N** *Modern Marketing* S.Chand & company Ltd, Delhi 2003

SEMESTER - I

Core II

MANAGERIAL ECONOMICS

Instructional Hrs.: 105

Sub. Code: 09COPC102

Max. Marks: CIA – 25; ESE – 75

Credits: 4

Objectives:

- To enable the students to understand the micro and macroeconomic concepts relevant for business decisions.
- To help the students to understand the application of economic principles in business management.

Unit I

15 Hrs.

Definition and scope of managerial economics – relationship with other disciplines – role and responsibilities of managerial economist – basic concepts in managerial economics – *goals of a firm.* .

Unit II

20 Hrs.

Demand analysis - determinants of demand – Factors influencing market demand – elasticity of demand – types, methods – Applications – demand forecasting for industrial goods – consumer goods – *factors influencing elasticity of demand.*

Unit III

25 Hrs.

Cost analysis – concepts and classification – cost – output relationship – cost control and cost reduction – production functions – estimation – time element and production functions – *Economies of scale.*

Unit IV

25 Hrs.

Price and output decisions under different markets – Monopoly and *duopoly* – Perfect and imperfect competition – Pricing policies.

Unit V

20 Hrs.

National Income – definition, concepts and components – methods of measuring national income – Trade cycle – features, phases – control of trade cycle – *Industrial sickness – causes – remedies.*

Note : *Italics denote self study topics*

Skill based component: (Not for end semester examinations)

- Make a Time series analysis of the prices of select commodities
- Determine the Break - Even sales of companies in the select industry and comment on the riskiness of the companies under conditions of price fluctuations.

Books for Reference:

1. **Sankaran. S**, *Managerial Economics*, Margham Publication, Chennai, 2004
2. **Maheswari and Varshney**, *Managerial Economics*, Sultan Chand and Sons, 2001
3. **Mehta P.L**, *Managerial Economics*, Sultan Chand & Sons, New Delhi, 2005

SEMESTER - I

Core III

INFORMATION TECHNOLOGY AND MANAGEMENT

INFORMATION SYSTEM

Instructional Hrs.: 105

Sub. Code: 13COPC103

Max. Marks: CIA – 25; ESE – 75

Credits: 4

Objectives:

- To empower the students with computer skills through learning concepts and technologies.
- To impart knowledge on the basic applications of computer.

Unit I

20Hrs.

Hardware and Software – Trends in Computer Hardware and Peripherals – *Trends in computer Software* – System Software – Application Software.

Operating system – Data Base Management System – Networking – *Local Area Network* – Wide Area Network.

Unit II

20Hrs.

Telecommunication – Trends in Telecommunication – Desk Top Publishing – Image Processing – Electronic Communication System – *Electronic Meeting System*.

Unit III

20Hrs.

System concepts – Types of system – System Approach – Information Resource Management – Planning, implementing and *Controlling Information System*

Unit IV

22Hrs.

Transaction Processing System – Information Reporting and Executive Information

System - Decision Support System

Unit V

23Hrs.

AI and Expert System - Knowledge Discovery in Database- Data warehouse and Data marts- Data Mining and on-line Analytical Processing – Geographic Information System

Note: *Italics* denote self study topics

Skill based Component (Not for end semester examinations)

- Browse the Internet using various search engines.
- Visit BSNL Office and learn about the procedure used in providing telecommunication service to the subscribers and also submit a report.

Books for Reference:

1. **Alexis Leon & Mathews Leon**, Fundamentals of Information Technology, Leon Vikas, Chennai, 1999
2. **James O'Brien**, *Management Information System*, BPB Publications-New Delhi-2010.
3. **Prasad L.M & Usha Prasad**, *Management Information Systems* Sultan Chand & Sons-New Delhi-2003.
4. **Deepak Bharihoke**, Fundamentals of Information Technology, Excel Books, New Delhi, 2002.

SEMESTER I
Core IV
CORPORATE ACCOUNTING

Instructional Hrs.: 105

Sub. Code: 13COPC104

Max. Marks : CIA – 25; ESE – 75

Credits: 4

Objectives:

- To gain the knowledge of preparing annual financial statements of corporate organizations and the Accounting standards.
- To acquire knowledge on accounting for company mergers and reorganizations and holding companies.
- To provide accounting skills in respect of banking and insurance business.

Unit I **25 Hrs.**

Preparation of final accounts(As per the Revised schedule VI) – Managerial remuneration – preparation of Balance sheet.

Unit II **30 Hrs.**

Amalgamation – Absorption (including inter-company holdings) – External reconstruction – Internal reconstruction.

Unit III **18 Hrs.**

Holding Company accounts including inter-company holdings (only two subsidiaries)

Unit IV **30 Hrs.**

Accounts of Banking companies and Insurance companies (New format)

Unit V **2 Hrs.**

Accounting standards – As –2, 14, 29, inventories – International Accounting Standards.

Note : 1. Question paper covers 80% problem and 20% Theory

2. *Italics denote self study topics*

Skill based component (Not for end semester examinations)

- Different types of Life insurance policies (Money back & Endowment)
- A survey of Life insurance policyholders & types of policies.

Books for Reference:

1. Gupta.R.L, *Advanced Accounting* Sultan Chand and Sons, New Delhi,1985.

2. Jain & Narang , *Advanced Accounting* Sahitya Bhawan, Agra,1987.

3. Reddy T.S. & Murthy A., *Corporate Accounting*, Margham Publications, Chennai, 2009

SEMESTER – I

Non-Major Elective

INTERNET AND E-COMMERCE

Instructional Hrs.: 45

Sub. Code: 09COPN101

Max. Marks: CIA – 25; ESE – 75

Credits: 5

Objectives:

- To enable non-commerce students to understand the basics of internet and the significance of e-commerce
- To make them aware of the various models of e-commerce and e-payment systems
- To give an exposure about the problems associated with e-commerce

Unit I

8Hrs.

Evolution of Internet – Internet and WWW – Internet protocols – Intranet – Extranet.

Unit II

10Hrs.

Definition of E-Commerce – features – Objectives – Models of E-Commerce – Critical factors for E-Commerce Success – How to build an E-Commerce system – Advantages and disadvantages of E-Commerce – *concept of mobile commerce.*

Unit III

10Hrs.

Electronic Data Interchange – Components of EDI systems – Electronic payment systems – *Merits and limitations.*

Unit IV

9Hrs.

The New age of information-based marketing – *advertising on the internet* – charting the on-line marketing process.

Unit V

8 Hrs.

Security issues in E-Commerce – basic computer security – Internet Security – Data and Message Security – cyber crimes – *cyber laws*.

Note: *Italics* denote self study topics.

Books for Reference:

1. **Joseph P.T**, *E-Commerce: A managerial perspective*, Prentice Hall of India, New Delhi, 2008.
2. **Ravi Kalakota and Whinston** *Frontiers of Electronic Commerce*, Pearson education, New Delhi, 2008
3. **Kamalesh Bajaj and Debjani Nag** *E-commerce: The cutting Edge of Business*, Tata Mccgraw, Hill, New Delhi 2006.

SEMESTER II

Core V

BUSINESS RESEARCH METHODS

Instructional Hrs. : 90

Sub. Code: 13COPC 205

Max. Marks: CIA – 25; ESE – 75

Credits: 4

Objectives:

- To enable the students to understand the methodology of carrying out research in business
- To aid the students in acquiring knowledge of statistical techniques applicable to modern business
- To prepare the students to understand the techniques of presentation of a research report

Unit I

15 Hrs.

Business Research – Meaning – Scope and significance – *utility of Business Research* – Qualities of good research – Types of research – Research Process – Identification, selection and formulation of research problems – Hypothesis – Research Design – Features of good design.

Unit II

15 Hrs.

Sampling - Methods and Techniques - Sample size – Sampling error – field work and data collection – Primary and Secondary data – Tools of data collection – Interview schedule – Questionnaire – Pilot study and Pre-testing - Internet sources - Data bases - Websites available for data collection.

Unit III

15 Hrs.

Processing and analysis of data – Editing – Coding, Transcription and Tabulation – Report writing – steps in report writing – Layout of the Research report – Types of report – Precautions in writing research report

Unit IV**15 Hrs.**

Correlation – Simple, Rank, partial and multiple correlation – Regression models – Multiple regression - Time series Analysis.

Unit V**15 Hrs.**

Test of significance – ‘t’ test – Large sample and ‘F’ test – Test of significance for attributes – Analysis of variance – Chi-square Test - Discriminant Analysis (Theory only)

Note : 1. Question paper covers 60% problem and 40% Theory

2. *Italics* denote self study topics

Skill Based Component: (Not for End Semester Examinations)

- Prepare a questionnaire and design a coding scheme for it.
- Choose a topic and present an abstract of atleast 5 previous studies with proper footnotes.

Books for Reference:

1. **Gupta S.P.** *Statistical Methods* S.Chand & Co.Ltd, New Delhi, 2010
2. **Kothari C.R.**, *Research Methodology*, New Age International , New Delhi, 2011
3. **Wilkinson & Bhandarkar**, *Methodologies and Techniques of Social Research*, Himalaya Publishing House Mumbai, 16 th Edition 2003.

SEMESTER - II

Core VI

ADVANCED COST ACCOUNTING

Instructional Hrs.: 75

Sub. Code: 13COPC206

Max. Marks : CIA – 25; ESE – 75

Credits:4

Objectives:

- To understand various concepts and elements of costing
- To gain knowledge on labour and overhead costing
- To gain skill for controlling cost and decisions.

Unit I

15Hrs.

Cost Accounting – meaning and definitions – Nature and significance of cost accounting – *Methods of costing* – Elements of costing — preparation of cost sheet.

Cost Audit vs. Financial Audit-Cost control and Cost Reduction.

Reconciliation of Cost and Financial Profits.

Unit II

15 Hrs.

Material classification and coding of material – fixation of maximum, minimum and reorder level – EOQ – Purchase procedure – storage of materials – Issues of materials – *Pricing of material issues and return* – Inventory control – physical verifications – periodical and perpetual inventory.

Unit III

15 Hrs.

Labour: Classification of labour – Time keeping – Preparation of pay roll – wage payment and incentive system – over time – accounting of labour cost – work study – Merit rating – Time and Motion study – *standard time*.

Unit IV

15 Hrs.

Meaning and classification of overheads – steps in overhead accounting – Absorption of overhead cost – *Difference between cost allocation, apportionment and reapportionment* – methods of apportionment and reapportionment – Machine hour rate – over absorption and under absorption.

Unit V

15 Hrs.

Process costing – Equivalent production – Joint products and by products. *Distinction between by products, main products and joint products* – Job, Batch and Contract costing.

Note : 1. **Question paper covers 60% problem and 40% Theory**

2. *Italics denote self study topics*

Skill based component: (Not for end semester examinations)

- Visit a construction company and know about its accounts maintenance.
- Visit a manufacturing concern and submit a report on the cost sheet prepared by it.

Books for Reference:

1. **Iyengar.S.P** , *Cost Accounting* ,Sultan Chand & Sons, New Delhi,2005.
2. **Jain.S.P & Narang. K.L** *Cost Accounting*, Kalyani Publishers,New delhi,2005.
3. **Maheswari.S.N**, *Cost & Management Accounting*, S.Chand & Co.Ltd, New Delhi,2006.

SEMESTER - II

Core VII

HUMAN RESOURCE MANAGEMENT

Instructional Hrs : 75

Sub. Code: 16COPC207

Max. Marks: CIA – 25; ESE – 75

Credits: 4

Objectives:

- To present a framework for understanding Human Resource Management and its evolution
- To understand the individual behaviour and performance and the need to integrate and maintain human resources
- To gain awareness on Human Resource Information System and Human Resource Accounting and Audit

Unit I

10 Hrs.

Meaning – Features – Objectives – Scope – Functions – Significance – *Evolution and Development of Human Resources Management.*

Unit II

22 Hrs.

Human Resource Planning – Need and importance of HRP – Job Analysis – Role Analysis – Recruitment and Selection – Testing – Interview – Placement – Training – *Promotion.*

Unit III

15Hrs.

Maintaining Human Resources - Performance Appraisal – Job Evaluation – Job Satisfaction and Morale – Determinants and Consequences – Steps to improve Job Satisfaction and Morale Building – Employee Empowerment – Conditions – Forms – Empowered Teams – *Barriers.*

Unit IV

13 Hrs.

Human Behavior Process – Perception – Motivation (Theories – Maslow, Herzberg and McGregor’s Participation Theory) – Personality – Theories of Personality – Determinants of Personality – *Leadership (Functions, Qualities, Leadership Styles)*

Unit V

15 Hrs.

Human Resource Information System (HRIS) – Need for HRIS – Advantages – Uses of HRIS – Designing of HRIS – Computerised HRIS – Personnel Inventory – *Limitations of HRIS.*

Human Resource Accounting (HRA) – Meaning and Objectives – Methods of Valuations of Human Resources – Controlling Costs of Human Resource – Benefits of HRA – Limitations – *Human Resource Audit (Objectives, Areas of audit and Benefits).*

Note: *Italics denote self study topics*

Skill based Component: (Not for end semester Examinations)

- Collection of Recruitment ads & application blanks from newspapers, on-line, magazines etc.,
- Employee welfare measures and other non-monetary motivational measures offered by companies from company web-sites.

Books for Reference:

1. **Khanka S.S.** *Human Resource Management*, S. Chand & Company Ltd, New Delhi, 2010
2. **Jayasankar.J.** *Human Resource Management*, Margham Publications, Chennai, 2013.
3. **Fred Luthans**, *Organizational Behaviour*, Mcgraw, Hill, Newyork, 1995

SEMESTER- II

Core VIII

BUSINESS ENVIRONMENT

Instructional Hrs. : 75

Sub. Code: 13COPC208

Max. Marks : CIA - 25 ;ESE - 75

Credits:4

Objectives:

- To understand the objectives and concept of today's Business Environment
- To enlighten the role of foreign capital and Government Policy towards foreign capital
- To learn the concepts and implications of Privatization and Globalization

Unit I

15 Hrs

Meaning of business – scope of business – characteristics of Today's business – Business Objectives – Environment – Meaning – Types of Environment – Environmental Analysis - Importance – Process – Techniques – Limitation of Environmental Analysis.

Unit II

15 Hrs

Business and social structure – Business ethics – Social responsibilities of business – consumer rights – Exploitation of consumers – consumer protection – utility of consumerism – consumerism in India – statutory regulation. *Corporate accountability.*

Unit III

15 Hrs

Legal obligations and Restrictions regarding Industrial Pollution – small scale industry – *contribution and role of SSI*

Industrial sickness – Definition – Extent of sickness, causes for sickness and Remedies.

Unit IV

15 Hrs

Need for foreign capital – forms of foreign capital – Limitations - *Government Policy towards FDI* – Regulation of MNC – Merits, Demerits of MNC – Code of conduct- Foreign Investment Promotion Board(FIPB) – Objectives and Functions.

Unit V

15 Hrs

Meaning of Public sector – significance – problems – remedies – Privatization – Merits and Demerits of Privatization – Privatization Rules – Disinvestment in India.

Globalization – Essential conditions – Pros and cons – *Factors favoring globalization.*

Note .: *Italics denote self study topics*

Skill based component: (Not for end semester examinations)

- Carryout surveys on the environmental problems faced by the people of Erode city and submit a report on how eliminate the environmental problems in Erode city.
- Visit the website of Ministry of Disinvestment of GOI and collect information on Disinvestment activities.

Books for Reference:

1. **Aswathappa.K,** *Essentials of Business Environment* , Himalaya Publishing House,Mumbai,2008.
2. **Aswathappa.K,** *Legal Environment of business* ,Himalaya Publishing House,Mumbai,2008.
3. **Francis Cherunilam,** *Business Environment,* Himalaya Publishing House,Mumbai,2008.
4. **Gupta.C.B,** *Business Environment,* Sultan Chand & Sons, New Delhi,2011

SEMESTER II
Core IX
Computer Applications Practicals – I
(L^AT_EX, MS Office & SPSS)

Instructional Hrs: 90

Sub.Code:14C0PCP01

Max. Marks: CIA – 40; ESE – 60

Credits: 3

L^AT_EX

The Basics- Simple Typesetting - Fonts – Type Size – The Document – Document Class – Page Style – Page Numbering – Formatting Lengths – Parts of a Document – Dividing the Document.

1. Prepare a share certificate and a degree certificate.
2. Prepare a document using the options of paper size, heading declarations, font size and title.
3. Prepare a business report to be published in a Business Magazine.
4. Write a letter to the Bank Manager to avail loan for starting a business.
5. Prepare a questionnaire (minimum 15 questions) in your area of specialization (Marketing/ Finance/ HR).
6. Prepare a Bibliography.
7. Prepare Curriculum Vitae.

MS POWER POINT

1. Design a packing label for any product of your choice in MS Word and display it in MS Power Point.
2. Prepare a Power Point presentation for the following:
 - Product Advertisement
 - Company Advertisement using hyperlink to all slides, different animation effect for text and pictures, fully automatic - timing - 3 seconds.

MS EXCEL

1. Prepare a table showing the customer details of a bank (Customer Name, Nature of Account, Account Number, Address, E-mail ID) and perform the following:
 - Delete the customer who has closed the account.
 - Insert a row in between the 1st and 2nd customer.
 - Insert a column in between Address and E-mail ID and name it as Telephone Number.
 - Hide the column 'Address'.

2. Create a table of a company with the following details (Name of the Employee, Name of the Department, Net Pay, Address, City)
 - Copy the production department employees in sheet number 2.
 - Copy the details of the employees staying in Coimbatore city.
 - Find the person who is getting a maximum salary.
3. Prepare a payroll for the employees (10 employees) of an organisation and count the number of employees who are getting the salary of more than Rs.10,000/-. Calculate the following components: DA, HRA, EPF and LIC as a percentage of basic pay and sum up the total basic pay and find net pay of all employees.
4. Prepare an excel sheet under the main heading of assets & liabilities and perform the following:
 - Select a column and change the number format to rupees and paise(0.00) format. Select a particular range of cells and change its font style as bold; select a row and hide it.
 - Use shortcut key, go to sheet 3 and select a cell.
5. Prepare a breakeven chart using chart wizard.

MS ACCESS

1. Collect and create a database for maintaining the address of the policy holders of an insurance company with the following constraints:
 - Policy number should be the primary key.
 - Name should not be empty.
 - Maintain at least 10 records.
 - Retrieve the addresses of female policy holders whose residence is at Coimbatore.
2. Create a database using design view for sales details of a company.
 - Add details for 10 places and 5 products.
 - Sort sales territories in alphabetical order.
 - Display list where sales exceed Rs.10 lakhs.
 - Apply sort option to display records (Area wise and Product wise).
 - Generate reports by using the above queries.

Statistical Package for Social Sciences (SPSS)

1. Using the questionnaire prepared by you with LaTeX, Calculate the following:
 - Mean, Median, Geometric Mean and Harmonic Mean
 - Standard Deviation, Variance and Check the Consistency
 - Non-parametric Test – Chi-square
 - ANOVA
 - F-test and “t” -test
2. Fit a straight line for the given data using Regression.
3. Find Correlation for the given data.

Semester II

Skilled Based Subject I

Advanced Multi Skill Development Paper

Instructional Hours: 45

Sub. Code: 13COPS201

Max. Marks: CIA – 40; ESE – 60

Credits: 5

Objectives:

- To enhance the students' self-confidence, time management and learning skills
- To improve communication skills and competency to attend competitive examinations
- To equip the students to participate effectively in group discussion and dialogue

Unit I

9 Hours

Communication: Question tags - Gerund and Infinitives - Spotting the errors – Synonyms – Antonyms - One word substitution - Sentence completion –Prepositions – Articles.

General Awareness and Scientific Aptitude: Socio - Economic - Banking – Basic Sciences

People and Environment. Politics and Current Affairs. Higher Education. Information and Communication Technology. Teaching Aptitude. Research Aptitude.

UNIT II:

9 hrs

Logical Reasoning : Syllogism – Statement Conclusions – Statement Arguments – Statement Assumptions – Statement Courses of Action – Inference – Cause and Effect – Visual Reasoning – Direction Sense Test – Blood Relation – Coding and Decoding – Deductive Reasoning.

UNIT III:

9 hrs

Numerical Reasoning and Quantitative Aptitude: Age – speed – Heights and Distance – Time and Distance - Ratio and Proportion – Percentage – Fraction – Profit and Loss – Interest – Average – Calendar – Clocks– Probability – Series – Venn Diagram - Data Interpretation.

Unit IV:**9 Hours**

. Goal Setting – Time Management – Mind Mapping – Effective Ways to Manage Stress – Preparation for Examination

Unit V**9 Hours**

Conferences and Seminars – Preparation and Presentation of Papers – Group Discussions on Topics of Current Relevance in Commerce and Industry – Facing the Interview Board

Books for Reference:

1. **Aggarwal R.S.**, *Quantitative Aptitude*, S. Chand and Company, Reprint 2009.
2. **Chopra. J.K.**, *Bank Probationary Officers' Examination*, Unique Publishers, 2010.
3. **Datason. R.P., Manish Arora and Gulati. S.L.**, *Clerical Cadre Recruitment in State Bank of India*, Newlight Publishers, 2013.
4. **Davinder Kaur Bright**, *Railway Recruitment Board*, Bright Publications, 2010.
5. **Lal, Jain and Vashistha. K.C.**, *UGC NET/ JRF /SET Teaching and Research Aptitude*, Upkar Prakashan Publishers, 2012
6. **Pratyogita Darpan**, *UGC NET/ JRF/ SET Teaching and Research Aptitude*, Upkar Prakashan Publishers, 2012.
7. **Sharma. J.K.**, *IBPS Recruitment of Bank Clerical Cadre Examination*, Unique Publishers, 2013.
8. **Tara Chand**, *General Studies for Civil Services Preliminary Examinations, Paper-1*, Tata Mc Graw Hill Education Private Ltd., 2013.
9. **Hari Mohan Prasad and uma Rani Sinha,2011** *Objectives English for Competitive Examinations*,New Delhi: Tata McGraw Hill Education Private Ltd.
10. **Elizabeth B.Hurlock**, *Personality Development*, Tata McGraw –Hill Publishing Company Limited ,New Delhi, 2008.
11. **Leena Sen** *Communication Skills*, PHI Learning Private Limited, New Delhi,2009.

SEMESTER III

Core X

INCOME TAX

Instructional Hrs. : 90

Sub. Code: 13COPC 309

Max. Marks: CIA – 25; ESE – 75

Credits: 4

Objectives:

- To enable students to learn the provisions of Income-tax Act, 1961
- To impart knowledge to the students on the computation of taxable income under various heads of income

Unit I

15Hrs.

Provisions of Income Tax Act 1961 – relating to Previous year and Assessment year – scope of total income and residential status. Income which do not form part of the total income. Agricultural income – Tax – Free incomes and income entitled to relief.

Unit II

21 Hrs.

Computation of Income from Salaries: Definition – Characteristics - Computation of salary Income-Salary u/s 17(1) – Allowances - Perquisites and their types and treatment - *Profit in lieu of Salary* - Exempted Profits- Deduction u/s 16 & 80C.

Unit III

16 Hrs.

Income from House Property : Definition and meaning – Exempted income from house property - Annual Value - Determination of annual value - let out - self occupied – deductions - *Treatment of unrealised rent.*

Income from other sources: General incomes u/s 56(1) - specific income u/s 56(2) - Dividend – Interest on securities – deductions - Expenses expressly disallowed.

Unit IV

20 Hrs.

Profits and gains of business or profession : Definition – Charging Provisions - Computation of Income under the scheme - rules there off – Allowable expenses - expenses expressly disallowed - expenses disallowed in certain cases deemed profits *Valuation of stock* .**Capital Gains:** Basis of charge - transfer of capital assets - deemed transfer - Cost of Acquisition - Exempted capital gains – *treatment of capital losses*

Unit V

18 Hrs.

Assessment of Individuals – *Deductions to be made in Computing Total Income* - set off and carry forward of losses – Advance payment of tax – Tax deducted at source - E-filing of returns.

Note : 1. **Question paper covers 60% problem and 40% Theory**

2. *Italics denote self study topics*

Skill based component: (Not for end semester examinations)

- With imaginary income do E-filing of returns.
- Learn the purpose and contents of PAN card.

Books for Reference:

1. **Gaur V.P & .Narang D.B,** *Income Tax Law and Practice*, Kalyani Publishers, Chennai .
2. **Mehoratra H.C & Goyal S.P,** *Income Tax Law and Practice*, Sahitya Bhavan publications, Agra. -

SEMESTER - III

Core XI

FINANCIAL MANAGEMENT

Instructional Hrs. : 90

Sub. Code: 13COPC 310

Max. Marks: CIA – 25; ESE – 75

Credits: 4

Objectives:

- To enable the students to get an in depth understanding of various financial management areas like risk, return and cost of capital
- To enlighten the learners on dividend decisions, leverages and leasing

Unit I

15 Hrs.

Financial Management – meaning, objects and scope – Emerging role of Financial Managers in India - Time value of money – Reasons for time preference for money – Compounding and Discounting Techniques.

Unit II

15 Hrs.

Risk and return – meaning, measurement – Evaluation of proposals to minimize risk – methods of risk management – *major risk return decision areas.*

Unit III

20 Hrs.

Cost of capital – concept – importance – classification of cost of capital – computation of cost of capital – cost of retained earnings – weighted average cost of capital.

Unit IV

20 Hrs.

Capital budgeting – *Concept of capital budgeting – importance* – Computation of capital investment required – Capital budgeting appraisal method

Unit V

20 Hrs.

Dividend policy – meaning – Modigliani and Miller's Approach – Walter's Approach – *Factors affecting dividend policy* – 'Rights shares – Valuation of rights – Methods of Valuation – Leverages – EBIT – EPS analysis – *Leasing – Meaning – types of leasing* – financial evaluation of Lease from the point of view of the lessee.(Theory only)

Note : 1. Question paper covers 50% problem and 50% Theory

2. *Italics denote self study topics*

Skill based component (Not for end semester examinations)

- Make Leverage Analysis of select companies and comment on the risk of the company
- Make a study about the Dividend Behaviour of select Indian Companies.
- Calculate the cost of equity and cost of debt of select companies and determine the financial and operating risk.
- Case Studies.

Books for Reference:

1. **Pandey I.M.**, *Financial Management*, Vikas Publishing House Pvt., Ltd., New Delhi

2. **Khan.M.Y.,Jain.P.K**, *Management Accounting*, Tata MCGraw, Hill, NewDelhi,2002.

3. **Maheswari .S.N.**, *Financial Management Principles and practice*, Sultan Chand and Sons

4. **Sharma. R.K & Shashi K.Gupta**, *Management Accounting Principles and Practice*

SEMESTER III

Core XII

INVESTMENT MANAGEMENT

Instructional Hrs. 90

Sub. Code: 13COPC 311

Max. Marks: CIA – 25; ESE – 75

Credits: 4

Objectives:

- To provide an insight into the field of investment including the risk and return involved in it
- To provide a knowledge on the stock market operations and the Regulatory framework under SEBI
- To acquire knowledge on how portfolios are analysed and selected and the various investment alternatives available

Unit I

20 Hrs.

Nature, meaning and scope of investment – importance of investment – Factors influencing investment – Investment media – *Features of an investment programme* – Investment process New issue market and stock exchange – Role of the new issue market – mechanics of floating new issues.

Unit II

20 Hrs.

Stock Exchange in India – Mechanics of Security trading in stock exchanges – kinds of trading Activity – Clearing house – Membership rules in a Stock Exchange – Listing of Securities – legal control of stock exchange – SEBI and its role, guidance – NSE – OTCEI – Recent trends – Stock market operation – Security market indicators- Introduction to Derivatives Market-Concepts of futures and Options.

Unit III

20 Hrs.

Fundamental and technical analysis and security evaluation : Economic analysis – Industry analysis – *Company analysis* – Technical analysis – scope. Portfolio Analysis

and Management: Portfolio analysis, scope – Portfolio selection – Risk and Return – types of portfolio.

Unit IV

15 Hrs.

Investment alternatives: Equity shares - Preference shares - Corporate Bonds and Debentures - Life Insurance Policies - UTI Schemes- Mutual Funds - Provident Fund – Land and House Property – Gold - Silver - New Financial Instruments.

Unit V

15 Hrs.

Portfolio performance evaluation: *Dimensions of evaluation.* - Sharpe, Treynor and Jensen models of Evaluation.

Note: *Italics* denote self study topics

Question paper covers 100% theory only

Skill based Component: (Not for end semester examinations)

- Survey of investment preferences & presenting report.

Books for Reference:

1. **Preethi Singh**, *Investment Management*, Himalaya Publishing House, Mumbai, 2009.
2. **Bhalla V.K.**, *Investment Management*, S.Chand & Co., Ltd., New Delhi, 2009
3. **Rustagi R.P.**, *Investment Management Theory and Practice*, Sultan Chand & Sons, New Delhi, 2005

SEMESTER III

Core XIII

Computer Application Practicals - II

(TALLY & INTERNET)

Instructional Hrs: 90

Sub. Code: 13C0PCP02

Max. Marks: CIA – 40; ESE – 60

Credits: 3

Objectives:

- To promote the skill of applying knowledge in accounting using Tally 9.0
 - To expose the students to the fundamentals of keeping inventory records in computerised accounting environment
 - To help the students to acquire the knowledge and skill of preparation of various accounting statements using Tally package
- 1) Features of Tally – Tally Screen – Accounts Info Menu – Inventory Info Menu – Display Menu – Calculator – Work area.
 - 2) Company creation – Alteration of Company – Deletion of Company – Selection of company.
 - 3) Hierarchy of Accounts – Ledger Accounts and Groups Creating Ledger – in single ledger mode – multi-ledger mode – primary Group Creation – Alteration of Individual Ledgers and Multiple Ledgers.
 - 4) Voucher Creation – Voucher entry – Types of Vouchers – Alteration of Vouchers – Deletion / Cancellation of Vouchers – Creating new Voucher types
 - 5) Daybook - Cash book – Group Summary.
 - 6) Display of Trial Balance – Profit and Loss Account and Balance Sheet.
 - 7) Inventory Masters – Stock Group Creation, Display and Alteration – Stock Categories Creation, Display and Alteration - Stock Items Creation, Display and Alteration.
 - 8) Ratio analysis – Bank Reconciliation statement – Printing Reports from Tally.
 - 9) VAT – Calculation of VAT – VAT Computation Report – VAT Adjustment against Tax Payable.

INTERNET LAB

1. Learn about browsers and bring some details about them.
2. Learn how to use search engines and list some of your search results.
3. Visit BSE & NSE websites and collect the information regarding share prices.
4. Visit the website of Commerce & Industries Ministry and collect some information about the trade policy.
5. Visit rbi.org.in
 - a) Get the statistics on Indian Economy from the Hand Book of Statistics and also from Data Base on Indian Economy.
 - b) See Current Rates – Bank Rates ,Reserve Ratios ,Exchange Rates, Lending and Deposit Rate
6. Visit the website of Union Finance Ministry and learn about
 - a) Financial Regulators in India b) Capital Markets in India c) Economic Survey
 - d) Budget
7. Visit a website of an online marketing company and write the procedure to place an order.
8. Learn about Discussion Forums and E-groups
9. Visit the website of National Informatics Center.

SEMESTER-III

SKILL BASED SUBJECT - II

INVESTMENT AND SECONDARY MARKET OPERATIONS

Instructional Hrs: 45

Sub. Code:11COPS302

Max. Marks:CIA-25, ESE-75

Credits: 5

Objectives:

- To acquire knowledge on how investment in stock market is analysed
- To know the Mechanics of stock trading and the emergence of Derivatives Market

UNIT I

9Hrs

Investment - Meaning - Importance - Factors Influencing Investment - Fundamental Analysis - Meaning - Technical analysis - Meaning.

UNIT II

9Hrs

Listing - Meaning - Benefits - Indices of NSE and BSE .

UNIT III

10Hrs

Indian Capital Market- Meaning- Capital market segments- Private Market and Secondary market -Indian Secondary Market - Meaning - Major Departments of a Typical Stock Exchange in India - Steps in Stock Trading - Mechanics of Settlement

UNIT IV

9Hrs

Depository and Dematerialisation – A brief outline of OTCEI and NSE .

UNIT V

8Hrs

Derivatives Market - Meaning - Growth of Derivative Market - Functions- Participants in Derivative Market.

Books for Reference:

1. **Dr.S. Gurusamy**, *Financial Markets and Institutions* ,Vijay Nicole Imprints Private limited ,2008
2. **Preeti Singh**, *Investment Management* ,Himalaya Publishing House ,2009
3. **Dr.R.Shanmugam**, *Financial Services* Wiley India Private Ltd,2010.

Note: Skill Based Component :(Not for end semester examination)

**Preparing Charts Showing Index Movement for a Specific Period.*

**Collection of Broker - Client Agreement forms, Client Registration Documents and Share Trading related forms.*

SEMESTER III

Skill Based Subject III

CUSTOMER RELATIONSHIP MANAGEMENT

Instructional Hrs. : 45

Sub. Code: 11COPS303

Max. Marks: CIA – 25; ESE – 75

Credits: 5

Objectives:

- To enlighten the students on the concepts, principles and current trends in CRM
- To impart knowledge about the role of CRM in financial services and banking
- To highlight the features of e-CRM

Unit I

8 Hrs

Introduction to CRM: Meaning and Definition – Objectives – *Need* - Importance and benefits of CRM.

Unit II

9 Hrs

Principles of CRM – Types of CRM: Operational, Analytical and Collaborative CRM – CRM chain – Customer Retention – Importance – Customer Retention Management – (CRM in Action: Automobile Industry – Mobile*)

Unit III

9 Hrs

CRM Process: Objectives – *Benefits* – Need to create CRM process – 4 C's of CRM process – CRM Process for marketing organization.

Unit IV

10 Hrs

CRM in Banking – CRM Strategies – CRM Applications – Retail Banking and CRM – Universal Banking and CRM – Three Major S's Associated with Banking in relation to CRM – *Net Banking & CRM* – CRM and key Account Management, CRM in Commercial scheduled Banks – Technology Banking and CRM – Banking schemes with CRM.

Unit V

9 Hrs

e-CRM: What is e-CRM? – Need – Basic requirements – Features – *CRM in India* – Current trends in CRM.

TEXT BOOK

1. **Venkata Ramana v, Somayajulu G**, Customer Relationship Management, Excel Books, NewDelhi,2003

BOOKS FOR REFERENCE

1. **Peeru Mohamed H, Sagadevan A**, Customer Relationship Management, Vikas Publishing House Pvt Ltd, NewDelhi, 2004.

2. **Mukesh Chaturvedi, Abhinav Chaturvedi**, Customer Relationship Management, Excel Books, 1st Edition, NewDelhi, 2005.

SEMESTER - IV

Core XIV

Accounting for Managerial Decision Making

Instructional Hrs. : 90

Sub. Code: 12COPC 412

Max. Marks: CIA – 25; ESE – 75

Credits: 4

Objectives:

- To widen the knowledge of the learners on financial statement analysis, Fund Flow Statement, Cash Flow Statement and the components of Working Capital.
- To give an insight into the various cost control techniques like Budgetary Control, Marginal Costing and Standard Costing.

Unit I

15 Hrs.

Management Accounting – Meaning – Scope, Objectives, Significance, Limitations – *Financial Statements – importance – Tools of analysis* – comparative statements, Common – size Statements, Trend analysis.

Unit II

20 Hrs.

Ratio analysis – significance, uses and limitations of ratios – classification of ratios – computation and interpretation.

Working capital management – *concept of working capital – types, adequacy and sources of working capital* – cash, inventory and accounts receivables management – Fund flow and Cash flow analysis (New format only)

Unit III

20 Hrs.

Budgeting & Budgetary control – *Meaning characteristics of a good budget* – Budgetary control – Objectives and Functions – Classification of Budgets – preparation of budgets – Production budget – Sales budget – Material Budget – Cash Budget – Flexible Budget – Zero based budgeting.

Unit IV**20 Hrs.**

Marginal costing – Meaning – Importance, Objectives – *Marginal Costing and absorption costing* – Break Even analysis Application of marginal costing Techniques, Cost-volume – profit analysis.

Unit V**15 Hrs.**

Standard costing – Meaning – *Standard costing and budgetary control* – Variance analysis – Direct material Variance, Direct Labour Variance – Overhead Variance.

Note : 1. Question paper covers 60% problem and 40% Theory

2. *Italics denote self study topics*

Skill based component: (Not for end semester examinations)

- Analyse the funds flow statement included in the published statements of select companies and comment on the financial position.

Group Discussion:

- Cash Management – Optimum level of cash
- Budgets of the Central Government

Books for Reference:

1. **Khan & Jain** *Management Accounting*, Tata McGraw,Hill,Newdelhi,2002.
2. **Maheswari .S.N.**, *Management Accounting*, Sultan Chand & Sons, New Delhi, 2003
3. **Sharma & Gupta**, *Management Accounting*, Kalyani Publishers, Chennai

SEMESTER - IV

Core XV

E-COMMERCE

Instructional Hrs. : 90

Sub. Code: 13COPC 413

Max. Marks: CIA – 25; ESE – 75

Credits: 4

Objectives:

- To aid the learner to understand the basics of electronic commerce and security issues
- To provide exposure about the emerging changes in marketing and advertisements in the E-Commerce and M-Commerce era

Unit I

20 Hrs.

Electronic Commerce – Meaning – *Evolution in India* – Traditional Commerce Vs E-Commerce - Factors driving the growth of E-commerce – Benefits and Limitations – Business Models for E-commerce – B2C – B2B – C2C – C2B – E-commerce Opportunities in India & Challenges.

Unit II

20 Hrs.

Electronic Data Interchange – Cost and Benefits – *components of EDI systems* – Cryptography – Electronic Payment systems – Transaction Processing System - Components and Methods of TPS - Transaction Processing Cycle - Control of Transaction Processing.

Unit III

20 Hrs.

Security issues – Risks involved with usage of Internet – Firewalls and Network Security – Types of Firewalls - Firewall Security Policies -Transaction Security and its Requirements – Encryption and Transaction Security; Legal issues of E-commerce – *Cyber Crimes - Cyber laws*.

Unit IV

15 Hrs.

Supply Chain Management – Basics of SCM – Definition – Characteristics and models – Internet enabled SCM – E-CRM – Definition – Features – E-CRM Vs Traditional CRM – Framework and Architecture of E-CRM – Data mining in E-CRM - Advantages of e-CRM.

Unit V

15 Hrs.

Advertising and Marketing on the Internet – Methods of Internet Advertising - Evaluation of effectiveness of e-Advertisements – Charting online marketing process – Electronic Market Research.

Mobile Commerce – Attributes – Benefits and Drivers – Products and Services of Mobile Commerce – Mobile Financial Applications – Mobile Marketing and Advertising – Mobile Entertainment – Security, Ethical and Legal issues in Mobile Commerce.

Note: *Italics* denote self study topics

Skill based Component (Not for end semester examinations)

- View on-line advertisements and submit a mini project critically evaluating such advertisements.
- Group Discussion on Cyber Crimes affecting business.
- Case study on e-CRM.

Books for Reference:

1. **Kamalesh Bajaj and Debjani Nag**, *E-Commerce: The Cutting Edge of Business*, Tata McGraw Hill NewDelhi, 2008
2. **Ravi Kalakota and Andrew B. Whinstone**, *Electronic Commerce – A Managers' Guide*, Pearson Education, NewDelhi, 2011.
3. **Joseph P.T.**, *E-commerce: An Indian Perspective*, Prentice Hall of India, New Delhi, 2008.
4. **Efraim Turban, David King, Jae Lee, Ting-Peng Liang, Deborrah Turban**, *Electronic Commerce 2010: A Managerial Perspective*, Pearson Education, New Delhi, 2012.

SEMESTER - IV

Core XVI

INTERNATIONAL BUSINESS

Instructional Hrs: 90

Sub. Code: 13COPC414

Max. Marks: CIA - 25; ESE - 75

Credits: 4

Objectives:

- To understand the Role of foreign trade and Balance of payment
- To acquire the knowledge on concepts and theories of International trade
- To impart knowledge on international marketing and export and imports

Unit I

20 Hrs

Introduction to International Business : Importance - Nature and Scope of International Business; Modes of Entry into International Business - Theory of International Trade – Comparative Cost Theory – Hecksher Factor Price Equalization Theorem – *Terms of trade* – Free Trade Vs Protection.

Unit II

16 Hrs

Balance of Payments in the Context of Economic Growth Process: Trade Balance, Current Account Position and Capital Account Position – Trends – Correction of Adverse Balance of Payments – *Principles of BOP*.

Unit III

18 Hrs

International Marketing – Problems – Motives of International Marketing – International Orientations – Scope of Marketing Indian Products Abroad – Driving and Restraining Forces – Participants – Export Barriers – *Tariff & Non-Tariffs*.

Unit IV

15 Hrs

Foreign Exchange Market – Rate Determination – Factors Affecting Exchange Rate Fluctuations – Effect of Exchange Fluctuations – Euro Dollar Market- International Financial Institutions: IMF, World Bank ,WTO,GATT.

Unit V

21 Hrs

Composition and Direction of India's Exports and Imports, Present Position – project
Consultancy and Service Exports - Trade in Services. Counter Trade – Forms of Counter Trade –
Growth of Counter Trade – Drawbacks of Counter Trade.

Social Issues in International Business- Environmental issues- Labour Issues

Note : *Italics denotes self study topics*

Skill based Component (Not for end semester examinations)

- Ascertain the Trade balance, Current account position and capital account position of India over the last three years and comment on it.
- Tabulate the major items and values of India's export and import over the past five years and study the variations.

Books for Reference:

1. **Francis cherunilam**, *International Business: Text and Cases*, PHI Learning Private Limited. New Delhi, 2009.
2. **Francis cherunilam**, *International Business Environment*, Himalaya Publishing House, Mumbai, 2008..
3. **Rathor B.S. , Rathor J.S.**, *Export Marketing*, Himalaya Publishing House Mumbai, 2008
4. **Francis cherunilam**, *International Marketing* , Himalaya Publishing House Mumbai, 2009
5. **Mithani**, *Money, Banking & International Trade & Public Finance*, Anmol Publications New Delhi, 2004.

SEMESTER IV

Core XVII

ADVERTISING MANAGEMENT

Instructional Hrs. : 90

Sub. Code: 13COPC 415

Max. Marks: CIA – 25; ESE – 75

Credits: 4

Objectives:

- To make the students aware of the importance of advertisements in promoting goods and services
- To gain knowledge of creating advertisements in business field
- To know about the job opportunities in advertising field

Unit I

Advertising: - Structure of Advertising Industry - Role of Advertising in Modern Business World – *Limitations* - Advertising Coverage - Advertising planning and its Significance - Steps in Advertising Planning Process.

Advertising Goals and Objectives:- Approaches to the Task of Objective Setting: The Sales School of Thought & Communicative School of Thought

Types of Advertising: Consumer, Business to Business, Trade, Retail, Financial, Direct Response, Recruitment.

Unit II

Advertising Agency:- Introduction - *Role of Advertising Agency* – Recognition and the commission system - Service Agencies - Media Independents - A LA CARTE Agencies - Agency Personnel - Advertising Agency Jargon.

Creative Execution in Advertising:-Creative Execution of the Big Idea - Creativity in Ad Execution - Preparing a Creative Brief – Creative Execution Element - Celebrity Support in Execution.

Unit III

Creative Execution and Design in Print - Print Medium - Elements of Print Advertising – Understanding Design in Print – *Executing Creative other Print Media*.

Creative Execution on Radio – Introduction - Script Writing for Radio - Producing Radio Commercials - The ABCs of writing and Producing Radio Spots.

Unit IV

Creative Execution on Online:- *Internet as an Advertising Medium* - communicating through websites - Search Engine Marketing - Banner Advertisement - Text Links - Internet Direct Mail-Pop – Ups – Virals - Blogs and Community Forums.

Unit V

Creative Execution on Television – Introduction - Elements on Television - Making a Television Commercial.

Media Planning and Buying:- Introduction – *Importance* - *Setting Media Objectives* - Developing Media Strategy - Media Selection Procedures - Media Buying Functions - Media Buyers Special Skills - Global Media Buying - Staging a Media Plan – Alignment of Media and Message.

Note .: *Italics* denotes self study topics

Skill based Component: (Not for End Semester)

- Creating an Advertising Copy for any consumer product for Print Media.
- Visit any advertising agency and submit a report of its functioning.
- Group Discussion on whether advertisements are necessary to promote sales.

Books for Reference:

1. **Debraj Datta, Mahua Datta**, *Advertising and sales promotion*, Vrinda publications(p)ltd,2008
2. **Kruti Shah, Alandsouza**, *Advertising & promotion an IMC perspective*, Tata Mcgraw,Hill education pvt ltd, New delhi,2010
3. **Frank Jefkins**, *Advertising*, Addison wesley Longman,2000
4. **Sontakki C.N**, *Advertising*, Kalyani publishers,2004