UNIT I

UNIT II
Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.

UNIT III

UNIT IV

Case Study related to the Entire Syllabus.

Suggested Reading:
1. Lawrence R. Jauch, Glueck William F. - Business Policy and Strategic Management (Frank Brothers)
7. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)
UNIT I
An Overview MIS – Definition of MIS, MIS as an evolving concept, MIS and other Academic Disciplines, Subsystems of an MIS, Operating Elements of an Information System, MIS Support for Decision Making

UNIT II

UNIT-III
Concept of Information: Definition, Information Presentation, Quality Information, Value of Information in Decision Making and Other Value, Age of Information Human as an Information Processor – General Model, Newell Simon Model, Limits and Characteristics of an Information Processing Man, Information Processors

UNIT-IV
System Concepts: Definition, General Model and Types of System, Subsystems, System Stress, System Change, Preventing System Entropy, System Concept and Organization, System Concept Applied to Analysis


Suggested Reading:
3. E. M. Awad, System Analysis and Design,
UNIT I
Overview of Retailing Environment and Management: Retailing, Definition and Concept, Functions of Retailing Driving Forces for Retailing, Building and Sustaining Relationships, Strategic Planning, Structural Change, Type of Retail Outlets, Market Structure, Retail Planning, Development and Control.

The Customer and Retail Business: Knowing your Customers, Focusing on the Consumer, Mapping Out Society, Learning, Attitude, Motivation and Perception.

UNIT II
Situational Analysis: Retail Institutions by Ownership, Retail Institutions by Store-based Strategy-Mix, Web, Non store-based and other Forms of Non Traditional Retailing, Targeting Customers and Gathering Information, Communicating with Customers, Promotional Strategies used in retailing.


UNIT III

UNIT IV
Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing.


Suggested Readings:
2. Berman B and Evans J.R. - Retail Management (Pearson Education, 9th Ed.)
5. Cox Roger and Brittain Paul - Retailing: An Introduction (Pearson Education, 5th Ed.)
6. Newman and Cullen - Retailing (Cengage Learning, 1st Ed.)
UNIT-I
Project Management

UNIT-II
Generation and Screening of Project ideas
Generation of ideas, Monitoring the Environment, Corporate Appraisal, Scanning for Project ideas, Preliminary Screening
SCBA – Rationale and Approaches to it (UNIDO and L.M. approach)

UNIT-III
Project Formulation and Network Techniques

UNIT-IV
Financial Analysis –

Suggested Reading
UNIT-I
Introduction
Concept of income and its components, concepts of tax planning-Tax avoidance, Tax evasion, tax management, Tax planning with reference to location, Nature of business, Forms of business organization.

UNIT -II
Tax planning – Financial management Decisions and managerial Decisions
Taxes planning in respect of Capital Structure Decision, Dividend policy, inter corporate Dividend, Bonus Share, own or lease, Make or Buy decisions, repair, Replacement, Renewal, Renovation of an Assets, shut down or Continue Decision

UNIT-III
Computation of Total Income
Tax liabilities of Companies, Minimum Alternate Tax, Dividend Tax, and Dividend Tax on Mutual funds, Double Taxation Avoidance Agreements, Fringe Benefit Tax and Taxation of International Transactions
Tax provision
Tax provision relating to FTZ, Infrastructure sectors, backward areas, Tax incentives to exporters

UNIT- IV
Tax Management

Suggested Reading:
1) Bhatia H L - Public Finance (Vikas, 1999, 20th Ed.)
2) Lakhota R N - How to Save Wealth Tax (Vision Book 2001, 9th Ed.)
3) Prasad Bhagwati - Income Tax Law & Practice (Vishwa Prakashan)
5) Singhania V K - Direct Taxes, Law & Practice (Taxmann, 40th Ed.)
6) Datey V.S. - Indirect Taxes – Law & Practice (Taxmann, 20th Ed.)
UNIT-I
Introduction
Compensation- concept, Factor affecting employee compensation, Dimensions, New trends in compensation management, The 3-P compensation concept, Components of remuneration

UNIT-II
Wages and salary administration at macro(national) level
Economic objectives of wage policy, Social objectives, Key considerations, Wage concept, Minimum wages & ILO Five year plans and wage policy, Pay commissions, Wage boards, Adjudication, Pay revision in public sector – issues and Considerations, Industry’s compensation policy (micro level).
Compensation strategy at micro(company) level, Concept of internal equity and external parity

Job Evaluation
Methods and systems of job evaluation, Job pricing, Designing pay ranges and bands. Compensation structure –Indian’ practices. Salary progression, Methods of payment

UNIT-III
Concept of reward
Financial and non-financial compensation system
Incentives
Merits and demerits of incentives, Types of incentives- individual & group

Fringe benefits - Need, Objective, Types

UNIT-IV
Wage Laws in India
Performance and skill based pay systems
Voluntary retirement scheme
Managerial/ executive remuneration

Suggested Reading:
3. N.D. Kapoor, Hand Book of Industrial Law, Sultan Chand and Sons.
5. K.N. Subramaniam, Wages in India
UNIT I
Employee State Insurance Act, 1948

UNIT II
The Payment of Wages Act, 1936
The Minimum Wages Act, 1948

UNIT III
The shops & Establishment Act,
The Workmen's Compensation Act 1923

The Payment of Bonus Act, 1965

UNIT IV
The Payment of Gratuity Act, 1972
The Maternity Benefit Act, 1961

Suggested Reading:

2. P.L. Malik, Handbook of Industrial Law, Eastern Book
3. N.D. Kapoor, Handbook of Industrial Law, Sultan Chand & Sons
5. Ratna Sen, Industrial Relation in India, MacMillan India.
UNIT I
Introduction to Export Management:
Introduction On, Definition of Export, Benefits arising from Export, Export Prospect for Small Firms, Importance of Exports to India, Process of Export Marketing, Sources of Export Information, Important Publications, Important Organizations, Direction of Exports from India, Recent Trend in India’s Export.
Selection of Products and Identification of Export Markets:
Choosing a Product, Methods of Identifying Export Winners, Suitability of a Product for A company, Selecting Products for Manufacturing and Export, Selection of Export Markets, Criteria for Grouping Countries.

UNIT II
Export Marketing Channels and Export Sales Contract:

UNIT III
Export Finance and Pricing

UNIT IV
Formalities of registration and Export Documentation

SUGGESTED READINGS
1) Cherunilam, F -International Trade and Export Management (Himalaya, 2007)
2) Varshney R.L., Bhattacharya B-International Marketing Management (Sultan Chand & Sons, 9th Ed.)
3) Govt. of India –Hand Book of Export Import Policy 2002-2007 (Ministry of Commerce, India)
4) Keegan J Warren – Global Marketing Management (Pearson Pub.)
UNIT I
Introduction to Logistic System:

UNIT II
Structure of Shipping Industry and World Seaborne Trade:
Different type of Ships, Shipping Routes, Operating Ships-Linear and Tramp, Organization of a Shipping Company.
Volume and value of World Trade, World Tonnage, Flags of Convenience, Conference System, Chartering.

UNIT III
Freight Structure and Role of Intermediaries:

UNIT IV
Indian Shipping and Containerization:
Ports in India, Developments in India Shipping, Ports Infrastructure Development, Shipping Association, Shipment of Govt. Controlled Cargo.
Concept of Containerization, Classification of Constraints in Containerization, I.C.D’s.

International Air transport:
Concept of Air Transport, Advantages of Air Transport, Constraints, Air Cargo, Tariff Structure, I.A.T.A.

SUGGESTED READING:
1 Johnson J, Wood D-Contemporary Logistics
2 Khanna K K -Physical Distribution Management : Logistical Approach (Himalaya, 2007)
3 Krishnaveni Muthiah-Logistics Management and World Seaborne Trade (Himalaya, 2007)
UNIT I
Introduction to Rural Management, Importance, Market Size and Physical Structure of Rural Society, Corporate Interest in Rural Market, Classification of Rural Product and Rural Market, Socio-Economic Reforms, Use of Durable and Non-Durables by Indian Rural folk, Marketing of Consumer Durables, Rural Communication-Challenges and Strategies, Types of Rural Communication.

UNIT II

UNIT III
Marketing of Agricultural Products – Agricultural Inputs and their Types, Government Efforts, Challenges, Agricultural Marketing, Marketing Rural Non-Farm Products, Marketing Network, Social Structure of Rural Society, Different Marketing Agencies and Institutions, Various Types of Distribution Channels in Rural Marketing,

UNIT IV

Introduction to Rural Financing, Sources of Finance, Requisites of a Good Finance System, National Level Credit Agency-NABARD, Functions of NABARD, Schemes and Patterns of NABARD.

Suggested Readings
1. Warren M - Financial Management for Farmers and Rural Managers (Blackwell Publishing)
2. Pragp A - Rural Diversification (EG Books)
3. Thorner Daniel and Morner Alice - Land and Labour in India (Asia Publishing House)
4. Deu S. Mahendra and Basu K.S. - Economic and Social Development (Academic Foundation)
5. Gopalaşwamy T.P. - Rural Marketing Environment, Problems and Strategies (Vikas, 1st Ed.)
UNIT -I

Principles of Life Insurance and Governance of Insurance Business.

UNIT - II

Important Life Insurance Products and General Insurance Products
Determination of Premiums and Bonuses
Various Distribution Channels

UNIT -III
Risk Management and Underwriting
Role of Actuaries- Product framing, Underwriting guidelines, Re-insurance
Preparation of Insurance Documents Policy Conditions

UNIT - IV
Settlement of Claims
Insurance Laws and Regulations with respect to following Acts.


Suggested Readings:
1. Mishra M.N.-Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)
2. Ganguly Anand -Insurance Management (New Age International Publishers, New Delhi)
5. Kakkar, Bisen -Insurance & Risk Management (New Age Publication, New Delhi)