

**PANJAB UNIVERSITY, CHANDIGARH**

Outlines of tests, syllabi and courses of reading for **M.Com. ( E. Commerce)** for the examinations of 2010-2011

- Note:
1. Examination in each subject will be **3 hours**.
  2. Maximum marks for external/Written examination is 50 marks and Internal assessment is 50 marks.
  3. Use of non-programmable calculators by the students in Examination Hall is allowed. The calculators will not be provided by the University.

**INSTRUCTIONS TO THE PAPER SETTERS:**

IF THERE ARE TWO UNITS : Set 10 questions in all. Five questions from each unit. The students are



Fourth Semester

Mec. 401.	E-Commerce Strategy and Management	100
Mec. 402.	Workshop on Applied Costing and Computers Application in Costing	50
Mec. 403.	Seminar on Security and Privacy Issues in E-Commerce	50

Electives (the students have to continue with the groups which they opted in the third semester. Each group consists of four papers)

Group A- Banking and Finance

Mec.404.	1a. Multinational Banking	100
Mec.404	2a. Financial engineering and Risk Management	100
Mec.404.	3a. Management of Financial Services	100
Mec.404.	4a International Financial Management	100

Group B-Insurance

Mec.404.	1b.Marketing of Insurance	100
Mec.404.	2b. Management of life Insurance	100
Mec.404.	3b.Managment of Fire, General and Marine Insurance	100
Mec.404.	4b. Management of Rural Insurance	100

Group C-Management of select services (Tourism and Hotel)

Mec.404.	2c. Environmental Tourism and Cultural Industry	100
Mec.404.	3c. Tourism Industry in India	100
Mec.404	4c Marketing and Sales Promotion Tourism Industry	100

Group D- Management of Trade

Mec.404	1c. Legal frame work of Tourism and Hotel Management	100
Mec.404	1d. International Marketing	100
Mec.404	2d. workshop on export Documentation & Procedure	100

Mec:101 Advanced Business Economics

**Objective:** Decision making in any business organization is a complex process. The objective of this course is to equip the students with basic knowledge of the concepts and tools of economics analysis as relevant for business decision-making.

UNIT-I

Nature and scope of business economics, Demand theory and techniques for demand estimation. Demand elasticities-price, income and cross. Theory of Production- Production function for a single product, technological progress and the production function. Production function of a multi product firm. Cost theory traditional, modern and engineering; the empirical evidence on the shape of the cost; the relevance of cost theories in business decision making; business cost and incremental costs. Market structure and degree of competition. Profit maximization, price and output in the short run and in the long run in perfect competition Monopoly, monopolistic and oligopoly.

UNIT-II

Consumption function and theories of consumption, factors affecting the level of aggregate consumption. Role of investment, Investment Function and its theories. Keynesian and classical theories of income employment and output, wages and employment, evaluation of Keynesian theory of employment. Profit Management: nature and measurement of profit, profit theories, profit planning and forecasting. The Location decision: factors influencing location, theories of location and regional policy: Business cycles and trade cycles.

**Reference:**

W.Duncan Reckle and Jonathan N. Crook  
A Koutsoyiannis  
Joel Dean  
Edger K. Browning Jaqueline M. Browning  
  
Mote. Paul, Gupta  
D.C. Hague  
R.L.Varshney & K.L. Maheshwari  
H.L. Ahuja  
Edward Shapiro

Managerial Economics  
Modern Micro-Economics  
Managerial Economics  
Micro Economic Theory and Applications  
Managerial Economics  
Managerial Economics  
Managerial Economics  
Advanced Economics Theory  
Macro Economics

**Mec: 102 Marketing Management and the Internet**

**Objective:-** Of all the functional areas of business, it is marketing that has been

**References:**

- Bisnpo, Bill, (1998) Strategic Marketing for the Digital Age, Excel Books
- Brady Regina, Edward Forest, Richard Mizerski (1977) Cyber marketing: Your interactive Marketing consultant. NTC Business Books, Illinois, U.S.A.
- Davis, Judy (2001) The art of marketing: A Guide to Web Marketing, Vol.9. Crest Publishing House.
- Harson ward Principles of Internet Marketing
- Hofacker Charles Internet marketing 3<sup>rd</sup> edition John Wiley & sons
- Kotler Philip (2000) Marketing Management, The millennium Edition PHI
- Mc Donald Malcom and Hugh E. Marketing-Improving Marketing Effectiveness in a digital world: Person Eduction. Wilson (1999)
- Sexena Rajan (1997) Marketing Management , Tata Mc-Graw Hill.
- Zimmerman, Jan(2000) Marketing on the Internet.

## **Mac.103 Business Environment**

**Objective:** Judicious decision making in a business organization requires the proper knowledge of the environment in which it has to function. This course aims at orienting the students with all the external environmental forces which affect the decision making process of an organization.

### UNIT-I

**Concept of business environment;** its significance and nature, interaction matrix of different environment factors. Process of environmental scanning. Environmental scanning of important industries of India viz.

Tractors Pharmaceutical Industry, food Processing, Electronics Fertilisers steel, soft drinks, and TV.

### UNIT-II

**Economic environment;** the philosophy, strategy and planning in India, monetary policy and their impact on Indian business, Industrial policy foreign trade policy and their impact on Indian business. Political environment, relation between business and government of India. Constitutional provisions related to business, concept of state intervention in business, ideology of different political parties, bureaucracy and Indian Business. Technological environment. Policy for research and development in India, appropriate technology, Debate of Technology versus labour, MNC as a source of transfer to technology and its implication.

### UNIT-III

**Socio-cultural environment in India:** Salient features of Indian culture values and their implication for Indian business. Middle class in India and its implications on industrial growth in India. Consumerism as emerging force, Social responsibility of business. Business ethics and Indian business. Impact of mass media on Indian business.

Changing role of rural sector in India rural income



### UNIT-III

**Security issues in e-commerce:** Security Risks of e-commerce, exposure of resources, types of threats, sources of threats, security tools, digital identity and electronic signature, encryption and concept of public and private key infrastructure, risk-management approach e-commerce security, towards a national security policy for e-commerce.

### UNIT-IV

Regulatory and Legal Framework of E-commerce: Cyberlaws, aims and salient provisions, cyber-laws in India and their limitations taxation issues in e-commerce.

**Multi-Media and E-Commerce:** Concept and Role of multimedia, multi-media technologies, Digital Video and digitization of product and customer communication. Desk top video conferencing and marketing.

#### References:

1. Diwan, Prag and Sunil Sharma: Electronic Commerce- A Manager's Guide to E-Business, vanity Books International Delhi.
2. Kalakota Ravi and Whinston Andrew B: Frontiers of Electronic Commerce, Addison Wesley.
3. Minoli and Minoli : Web Commerce Technology Handbook, Tata McGraw Hill New Delhi.
4. Schnidcr, Gary P: Electronic Commerce, Course Technology, Delhi.
5. Young Margaret Levine: The Complete Reference to Internet, Tata MCGraw Hill, New Delhi.

**M.COM (E-COMMERCE) 1<sup>st</sup> SEMESTER**

**Mec 105: FINANCIAL MANAGEMENT AND POLICY**

**Objective**

1.



UNIT-IV

**Working Capital Estimatin of Management**-Operating cycle concept, managing cash and cash equivalents, managing inventory, managing accounts receivables, managing payables.

**Working Capital Financing**-Trade credit, bank finance, commercial paper, factoring money market instruments.

UNIT-V

**Valuation of M &A Projects**-Economics of M & A, methods of valuation-NAV, PECV,MPS,EPS, break-up value and free cash flows.

**Innovative Financial Instruments**-Hybrid securitites namely convertible and non-convertible debentures, deep discount bonds, warrants.

Capital Market Efficiency and Indian Capital markets

**Recommended Readings:**

- |                                      |  |
|--------------------------------------|--|
| Brealey, R.A. and Myers, S.C. (2003) | Principles of Corporate Finance, Tata Mc-Graw Hill, 7 <sup>th</sup> edition. |
| Chandra, Prasanna (2005)             | Financial Management, Tata MC-Graw Hill, 6 <sup>th</sup>                     |
| Gitman, L.J. (2004)                  | Corporate Finance, Pearson Education, 10 <sup>th</sup> edition.              |
| Vanhorne (2004)                      | Financial Management, Pearson education 12 <sup>th</sup> edition.            |
| Pandey, I.M. (2005)                  | Financial Management, Vikas Publishing House, 9 <sup>th</sup> edition.       |

**Mec-106 Seminars on Business Research Methodology**

UNIT-I

Introduction to research in business  
Types of research in business  
Choosing the problem for Research  
General phases and principles of Research procedures

UNIT-II

Formulating hypotheses  
Use of Bibliographical Data in Research  
Filed observation  
Designing Questionnaires and Schedules

UNIT-III

The Interview  
Review of Sampling Methods, sampling design  
Analysis of research data  
Scaling Techniques

**References:**

Digby	Business research mythology
Pauline V.Young	Scientific Social Surveys and Research
M.H.Gopal	An introduction to Research procedure In Social Sciences
Goode and Hatt	Method in Social Research
Kathari C.R.	Research Methodology-Methods and Techniques
Rao K.V.	Research Methodology-in Commerce and Management

**Mec: 107 Seminars on Executive Communication**

**Objective:** The course aims at developing the communication skills of students with special Reference to case analysis.

Executive communication perspective, principles of business communication-written and oral types and techniques of business letters, report writing and written analysis

**Mec.202 Production Management**

**Business Applications of E-Commerce.**

**Objective**



## **References**

1. Diwan, Praj and Sunil Sharma: Electronic Commerce-A Manager's Guide to E-Business, Vanity Books International, Delhi.
2. Kalakota Ravi and Whinston Andrew B: Frontiers of Electronic Commerce, Addison-Wesley.
3. Minoli and Minoli : Web Commerce Technology Handbook, Tata McGraw Hill, New Delhi.
4. Schneider, Gery P: Electronic Commerce, Course Technology, Delhi.
5. Young, Margaret Levine: the complete reference to Internet, Tata McGraw Hill, New Delhi.



**Mec. 205 Seminar on Accounting Theory**

**OBJECTIVE-** The course aims at acquainting students with the coherent set of logical principles and the general frame of reference for the evaluation and development of accounting practices.

**UNIT-1**

**Accounting theory-** Nature and foundations. Accounting environment- social, Economic and legal. Accounting methodology- Levels of accounting theory; Development of accounting thought Considerations in making accounting policies.

**UNIT- II**

**Nature of ownership equities:** the propitiatory theory, the entity theory, the residual theory, the enterprise theory and the fund theory.

**UNIT-III**

**Financial reporting issues:** Disclosure in financial reporting  
-Quantitative and non quantitative information  
-Information structure of corporate reports in India.

**References:**

Merchant accounts and payment gateway package  
Worldpay multi-currency payments.  
Online bill payment portal

**References:**

1. Diwan, Prag and Sunil Sharma: **Electronic Commerce- A Manager's Guide to E-Business**, Vanity Books International, Delhi.
2. V.K. Jain and Hemlata; **Electronic and Mobile commerce**, Cyber-Tech Publication, New Delhi.
3. Kalakota Ravi and Whinston Andrew B: **Frontiers of Electronic Commerce**, Addison-Wesley
4. Minoli and Minoli: **Web Commerce Technology Handbook**. Tata Mc Graw Hill, New Delhi.
5. Schneider, Gary P **Electronic Commerce**, Course Technology, Delhi.
6. Young Margaret Levine: **The Complete Reference to Internet**. Tata Mc Graw Hill, New Delhi.

**Mec:207 Training Report & Viva voce**

**Mec.208 1 Bank Management**

**Objective-** the course aims at developing the understanding of the application of practice of management to banking and provide a framework to analyze practices.

**UNIT-I**

**Structure of money and capital market:** Economic growth and capital formation. Role of Financial institutions in capital formation.

**UNIT-II**

**Commercial bank:** Organization structure and functions, Process of multiple credit creation, sources and uses of bank funds Liquidity concepts, Instrument and procedure. Bank loans- general consideration. Regulation policies and organization of commercial bank lending. Credit analysis: analysis of financial statements: practices and policies of specific loan types. Profit policy: Management of investment portfolio.

**UNIT-III**

Earnings of commercial banks. Evaluation of branch performance: clearing house management, personnel policies and problems, community relations, functions, structure, operations. Lending policies and practices of cooperative banks and RR banks.

**UNIT-IV**





levels- costing-food cost reports-recipe costing-menu pricing-hotel security;  
Licenses-permission from statutory authorities-labour department-city corporation police-  
state excise-customs- department of tourism-employee state insurance

## UNIT-II

Definition of tourism and need for tourism-The birth, growth and development of tourism,  
Factors influencing growth of tourism-Tourism culture and economic development-  
Tourism and employment-Tourism and related developments such as social, political,  
educational etc; Tourism marketing concepts and importance- Marketing Functions in  
Tourism-Tourism marketing mix; Tourism pricing-Method of pricing-Tourism promotion  
Advertising costs-steps in planning an advertising campaign-Tourism publicity.

### Suggested Readings

1. Anand, MM Tourism and Hotel Management in India, Prentice Hall Delhi, 1976
2. Doswell, Roger Approach to Hotel Planning, New University Education, London, 1970.
3. Medlik, S. The British Hotel and Catering Industry, Sir Issac Pitman and Sons, London, 1961.
4. Negi, Jagmohan, Hotels for Tourism Development, Metropolitan Books, Delhi, 1983 .
5. Paige, G. and D.K. Paige, The Hotel Receptionist, Cassell, London, 1979.
6. Sutton, Donald, F. Financial Management in Hotel and Catering Operation, Heinemann, 1979.
7. Elliot, James, Tourism, Routledge, 1997.
8. Hall, Derek R. (ed) Tourism and Economic Development. Belhaven Press. London, 1991.
9. Mazanec, Joseph A. (ed) International City Tourism, Pinter, London, 1997.
10. Lea, J. Tourism and Development in Third World, Routledge, London, 1988.
11. Mowforth, Martin and Ian Munt Tourism and sustainability, Routledge, London. 1988.

## **Mec.208. 5 Entrepreneurial Development**

**Objective:** The course aims at acquainting the students with the nature, significance and various programmes in entrepreneurial development with special reference to India economy.

### **UNIT-I**

Entrepreneurship: Need scope and philosophy.

- Creativity and Entrepreneurship
- Entrepreneurial competencies and traits
- Factors affecting entrepreneurial development-religious, social cultural, political, ancestral and demographic.
- Entrepreneurship: A function of innovation
- Entrepreneurship The achievement motive in economic growth.
- Entrepreneurship : Theory of social change.
- Entrepreneurship: Family structure, migration and the enterprise entrepreneurship.

### **UNIT-II**

- Intrapreneuring and Entrepreneurship
- Barriers entrepreneurship
- Intrapreneurial grid
- Becoming an Intrapreneur.
- Phases in intrapreneurship
- Major approaches to corporate entrepreneurship.
- Entrepreneurship competencies-meaning and evaluation.
- Characteristics of being entrepreneur
- Community and entrepreneurship
- Social determinants of entrepreneurial growth
- Functions of an entrepreneur.
- Classification of entrepreneurs.

### **References:**

1. Sharma K.L. 1987, society and entrepreneurship, Jaipur Rawat Publication.
2. Richard Lynn-The Entrepreneur case studies George Allon & Allen & Unwin Ltd., London, 1973.
3. Developing new Entrepreneurs-Entrepreneurship Development Institute.
4. Peter, F. Drucker-Innovation and entrepreneurship, Harper & Row. 1985.





**UNIT-IV**

Objective of Consumer Protection Act, 1986, rights of consumers. Duties and obligations of business organization under consumer protection act. Objectives of Environment Protection Act

**Mec 303: ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE  
MANAGEMENT**

**REFERENCES**

1. Stephan P. Robbins : Organizational Behaviour
2. Kleth Davis : Human Behaviour at Work:TMH,
3. Hersey and Blanchard : Management of Organisational Behaviour
4. UMA Sekaran : Organisational Behaviour, Text and Cases, TMH
5. Norman R.F. Maier : Psychology in Industry.
6. Gary Desslar : Organisation, Theory, Integrating Structure and Behaviour
7. Hicks and Gullet : Organisations : Theory and Behaviour.
8. Harry W.Hapner :Psychology Applied to Life and Work.
9. Singh Warrlor :Organizational Behaviour.
10. Severy Dtzioni :A Contemporary Introduction to Social Psychology.
11. Amital Urwick : Modern Organizations
- 12.

**BOOKS RECOMMENDED**



**REFERENCES**

1. M.N. Mishra : Insurance Principles and Practice
2. : IC 41
3. M.J. Methew : Insurance
4. George E. Rejda : Principles Risk Mgt. & Insurance
5. Julia Holyake : Insurance
6. Anand Ganguly : Insurance Mgt.
7. Jornal : \*Chartered Secretary





**Mec 306.I C TOURISM MANAGEMENT**

**UNIT-I**

Tourism recreation and leisure: definition, meaning and differentiation. Meaning of tourist, traveler, visitor, transient and excursionists. Travel and tourism history, inter/trans disciplinary approach to tourism. Tourism models.

**UNIT-II**

Tourism product. Special elements and difference from other consumer products,. Concept of resource/attraction, Product/ Destination and Market.

**UNIT-III**

Types and forms of tourism. Concept of sustainable/alternate/mass and new tourism (importance), future

Public and private enterprise management in India with reference to hotels-case of ITDC, Oberoi and Welcome group.

#### UNIT-IV

Fiscal and non-fiscal incentives offered to hotel industry in India; overall policy perspective; ethical and regulatory aspects. International hotel regulations. Elements of hotel marketing, professionalisation of hotel marketing.

Hotel project planning- conceptual framework.

#### REFERENCES

Tourism and travel concepts and principles	Jagmohan Nagi
Dynamics of tourism	R.N.Kaul
Manuals on Hotels operations	Sudhir Andrews
Marketing of travel and tourism	Victor Middleton
Regional development, tourism hotels and travel trade	
Tourism dimensions	S.P.Tiwari
Tourism development in India	Leela shelly
Principles of grading, classifications of restaurants, Resorts and hotels	Jagmohan Nagi

#### Mec.306.1d RETAIL MANAGEMENT

**Objective:** The objective of the course is to acquaint the students with the emerging developments in the field of retail management.

#### UNIT-1

Introduction to the Retail Management: The functions of retailing, retail formats, Successful retailing. The contest of retail business planning.

Structural change in the Retail environment: Changes in the retail management in India, Socio-demographic change, Technology and economic, Socio-economic changes, impact on the Retail Industry.

Market structure and Control: Retailing Structures: Environment and Competition, The Competitive Environment in Different retail Sectors, Government policy. Competition and consumer demand, Retail development and completion, additional theories of conflict and development.

#### UNIT-II

**Retail marketing:** planning and development, The consumer and the retail business: knowing your customers: Focusing on the consumer, Mapping out society. Psychographics, Postmodern consumers, Learning attitudes, motivation and perception Modeling consumer behaviour.

The fundamentals of merchandising: product, Merchandising strategies, Planning, Sourcing, Arranging and displays, Space management.

Locating the store in the retail environment . ,developing a location strategy, Evaluating the trading area, Locating: a practical guide for all retailers, researching the proposed trading area-defining the catchments area.

#### UNIT-III

Retail marketing: operations, store design and layout: producing the right format, The store and its image, The external store: and its image, The external store; structure as part of image, internal store, display, Visual merchandising and atmospherics.

Managing retail services: creating quality retail services., Characteristics of retail services , managing the service selling and service counter.

Services retailing: creating tangibility, from service provider to service retailer, developing and promoting the service, managing the stores, delivering the service.

#### UNIT-IV

Delivering the product, People in retailing: making people matter, retail employment, Planning the workforce. Management and organizational culture. Personnel management and administration, Health and safety.

**Out-of-store retailing** ; buy by wire, out-of-store retailing, retail strategy and the internet, Mail order catalogue shopping, Television shopping, The future of out-of-store retailing International retailing internationalization and globalization. Shopping at world stores, Internalization and globalization, Going international The Internationalization process, Culture, business and International management.

#### References:

- |  |  |
|--|--|
| 1. Levy and Weitz                            | Retailing Management (Tata Mc Graw Hill) |
| 2. Gilbert David,                            | Retail Marketing Management              |
| 3. Lucas George K.                           | Retailing                                |
| 4. John Fernie & Leigh Sparkes<br>Management | Logistics And Retail                     |

#### Mec.306. 2d LOGISTICS

**Objective:** This course will deal with the corporate physical distribution activities, as an Integrated system. Elements of Logistics Management and some new concepts will be considered.

#### UNIT-1

Concept of Logistics Management, Integrated Logistics, Role and Mission of Logistics, Competitive Advantage through Logistics, evolution of logistics, to supply Chain Management. The Customer Service dimension, Service-driven Logistics.

#### UNIT-2

Principles of transport Function, Modes of Transport, Modal characteristics and selection, Carrier characteristics and selection, Transportation costing, transportation Rates and Pricing, Transportation Documentation and Carrier Liability, intermodal transport.

#### UNIT-3

Role of Inventory Mgt. , Inventory Costs, Inventory Control, EOQ under conditions of Certainty and Uncertainty, JIT and Quick Response Logistics.  
Role of Warehousing, Types of warehouses, Utility of Company Warehouse v/s Public Warehouse, Basic considerations for location and Location Strategy.

#### UNIT- 4

Material Handling and Package Testing Containerization in India, Order Processing-Importance to Customer Service.

Reverse Logistics, Organizing for integrated Logistics, Role of Information and IT in Logistics, Global integrated Logistics.

**References:**

1. Logistics – Bloomberg, Lemay, Hanna-PHI (2002)
2. Basics of Distribution Mgt.- A Logistical Approach- Satish Kapoor and Purva Kansal-PHI (2003)
3. Logistics and Supply Chain Management- Christopher Martin- Pearson (1998)
4. Logistical Management –Bowersox and Closs-TMH (2000)
5. Supply Chain Mgt.- Sunil Chopra and Peter Meindi- Pearson (2001).

**Mec. 306. 1e FINANCIAL DISCLOSURES CORPORATE GOVERNANCE**

**OBJECTIVE:** The objective of this course is to highlight the need and importance of Corporate Governance in the era of globalization to match the high standards of transparency level and efficiency and effectiveness of corporate sector.

**UNIT-I**

Chartered Accountant  
Chartered Financial Analyst  
Chartered Secretary  
Management Accountant  
SEBI and Corporate Laws

**Mec. 306. 1f, MANAGEMENT OF SMALL BUSINESS**

**Objective:** The course aims at acquainting the students with the nature, significance and problems of small

Industrial Economies: Definition, Nature and Scope

Basic Concept: Firm, Industry, Market structure, market power, passive and active behaviour of the firm.

- Conceptual framework for the study of industrial economics
- Organisation form and alternatives motives of the firm
- Industrial efficiency and technical efficiency.
- Optimum size of the firm
- Industrial structure and economic development
- Organisation of firms: Ownership control and objectives.

## **UNIT-II**

- Market structure: sellers and buyers

**M.Com. E-Commerce Fourth semester**

Mec. 401 E-Commerce Strategy and Management	100
Mec 402 Workshop on Applied Costing and Computers Application In Costing	50
Mec. 403. Seminar on Security and Privacy Issues in E-Commerce	50

Electives (the students have to take one of the groups which they opted in the third semester. Each group consist of four papers)

**Group A - Banking and Finance**

Mec. 404 1a. Multinational Banking	100
Mec.404.2a Financial Engineering and Risk/Management	100
Mec.404.3a Management of Financial Services	100
Mec. 404.4a International Financial Management	100

Group F- Entrepreneurial Development and Small Business

Mec. 404 1f. Small Business Environment in India	100
Mec.404.2f Corporate Planning	100
Mec.404.3f Entrepreneurial Development and New Enterprise Management	100
Mec. 404.4f Industrial Structure and Organizational Policy-2	100
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Total	600

**Mec. 401. E-Commerce Strategy and Management**

**Objective-** Objective of this course is to orient the students towards Strategic Management in the specific context of e-Commerce Environment.

**UNIT -1**

Introduction to corporate strategy. An overview of formulation and implementation of strategy, Mission Corporate Resources and Core Competencies, Mckensey 7-S framework, SWOT Analysis.

**UNIT -2**

Strategic planning for e-commerce, Competitive Intelligence, Strategy Implementation and Evaluation

Project and Strategy Assess3(s)-2.30mpl is t0: 1(r)-3.955347.131(e)-13 Td [ ]10.8294 -12.72 Td ( )Tj T\*(P)1.65193(r)



**References:**

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#### **UNIT-IV**

Financial Engineering processes and strategies, asset liability management, hedging and related risk management techniques, corporate restructuring, leveraged buyouts, tax driven deals, takeovers, synthetic instruments.

#### **UNIT-V**

Future directions in financial engineering. Effect of globalization and technology on financial engineering  
Legal aspects of innovative financial products.

#### **References:**

- |   |   |
|---|---|
| 1. John F. Marshall and Vipul K. Bansal | : Financial Engineering, P.H.I.           |
| 2. P.G. Apte                            | : International Financial Management      |
| 3. Terry J. Watsham, Thomson            | : Futures and Options in Risk-Management, |
| 4. Allan C. Shapiro                     | : Multinational Financial Management      |

#### **Mec 404.3a MANAGEMENT OF FINANCIAL SERVICES**

**Objective:** the course aims at acquainting the students with the developments in the areas of financial services and developing their skills to manage financial services.

#### **UNIT-I**

Financial Services; Nature & Types, Regulatory environment of Financial services, Marketing of

**UNIT-I**

1. International Financial Management: An Overview
2. Objectives of International firm and impact of risk
3. Financial function in multinational Corporation
4. Impact of international tax on international financial Management

**UNIT-II**

1. Foreign Exchange Market
2. Foreign exchange risk and exposure
3. Strategies for exposure management and techniques of foreign exchange rate projection.
4. Devices for foreign exchange risk and exposure devices.

**UNIT-III**

1. International Working capital management
2. Investments of international, money market
3. Euro currency and other important international money market
4. International banking and payment settlement mechanism.

**UNIT-IV**

1. International financial Instruments and markets.
2. Country risk analysis
- 4.

Publicity and packaging and Public Relations. Some special problems of Marketing in Insurance Sector. Marketing and Society.

#### **UNIT-IV**

International Insurance Market, Type of Marketing System. Type of Private insurer. Information Technology as a Marketing tool. After sales services and Relationship Marketing. Further of Insurance Marketing. Scenario of Insurance Marketing in India.

#### **REFERENCES:**

1. M.N. Mishra : Insurance Principles and Practice
2. : IC 4 1
3. Ravishankar : Marketing of Services
4. M.J. Methew : Insurance
5. George E. Rejda : Principles Risk Mgt.& Insurance
6. Julia Holyake : Insurance
7. Anand Ganguly : Insurance Mgt.
8. Journal : \* Chartered Secretary  
\*Udyug Yug  
\*Mgt. Accountant  
\*Yojna

#### **MEC: 404. 2b Management of Life Insurance**

**OBJECTIVES:** The objective of this course is orient is the students towards different aspects of life Insurance.

#### **UNIT-I**

Basic concepts in Risk Management and Insurance. Life Insurance Office procedure. Life Insurance's organizational step up and its Management. Selection of Risk in Life Insurance, Measurement of Risk, calculation of premium, policies conditions.

#### **UNIT-II**

Functions of Management of Life Insurance: Planning, Organising, Staffing, Directing and Controlling. Principles of Office Management – Record Mgt., Office Environment, Management of Cost.

#### **UNIT-III**

Application of IT in Life Insurance Provision of IRDA 1999 with special to management of Life Insurance.

**REFERENCES:**

1. M.N. Mishra : Insurance Principles and Practice
2. : IC 4 1
3. : IC 90
4. M.J. Methew : Insurance
5. George E. Rejda : Principles Risk Mgt.& Insurance
6. Julia Holyake : Insurance
7. Anand Ganguly : Insurance Mgt.
8. Journal : \* Chartered Secretary  
\*Udyug Yug  
\*Mgt. Accountant  
\*Yojna

**MEC: 404.3b Management of Fire, General and Marine Insurance**

**OBJECTIVES:** The Objective of this course is to expose the students towards different aspects of management of fire, general and marine insurance.

**UNIT-I**

Insurance: Introduction, origin, Development and Scope of Insurance. Role and Significance of General Insurance. Principles of General Insurance. General Insurance Corporation: Its organization and Structure.

**UNIT-II**

Nature and use of Fire Insurance. Fire Insurance contracts. Policies and conditions of fire Insurance. Rate Fixation in Fire Insurance. Underwriting Practice, Re-Insurance, Claim settlement. Management of Fire Insurance.

**UNIT-III**

Nature of Marine Insurance Contract, Policies and conditions of Marine Insurance. Premium calculation, marine Losses, Payment of claims, Marine Insurance Market at National and International level, Cargo underwriting and Rating, Loss Prevention, Reinsurance, Marine Frauds.

**UNIT-IV**

Specialised Insurance, Performance of General insurance and its subsidiaries, Problem and prospects of General Insurance, Miscellaneous for of Insurance, Management of General Insurance: Planning, Organising, Directing and Controlling. Application of IT in General Insurance. Future of General Insurance in Indian Scenario.

**REFERENCES:**

1. M.N. Mishra : Insurance Principles and Practice
2. : IC 4 1
3. : IC 11
4. M.J. Methew : Insurance

5. George E. Rejda

-47-  
: Principles Risk Mgt.& Insurance

**MEC: 404. 1c. Legal Framework of Tourism and Hotel Management**

**OBJECTIVES:** The objective of this course is to expose the students towards provisions of different Laws affecting tourism and hotel management.

**UNIT-I**

Laws relating to accommodation, travel agencies and tour operation sector. Laws and regulations relating to and railways. Laws relating to surface transport. DGCA formalities for business and recreational flying in India.

**UNIT-II**

Special permits to restricted areas for foreign tourists in India, restricted areas in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild areas and their procedure.

**UNIT-III**

Laws designed for adventure tours, special permits for rafting, paragliding, heliskiing and angling. Peak booking formalities, Rules for mountain expeditions. Cancellation of permits and bookings.

**UNIT-IV**

Trade Insurance and Consumer Protection Act, International Consumer Protection Acts in tourism evaluation and international insurance business. Foreigners Act, Passport Act and visa extension.

**REFERENCES:**





**UNIT-I**

Concept of marketing approaches to marketing, traditional vis-à-vis modern. Components of marketing mix. Sovereignty of consumer. Difference between product marketing and service marketing. Nature, classification and characteristics of services and their marketing implications.

**UNIT-II**

Concept of product in tourism and special issues related to marketing of tourism products. Principal-middleman relationship in tourism and their respective role in marketing various tourism products. Components of marketing mix with special reference to tourism promotional techniques.

**UNIT-III**

Linkages in tourism marketing. Linkages in travel and tourism marketing between accommodation, transport, travel and tour sectors and governments. Market segmentation and product positioning. Role of public sector institutions in tourism marketing.

**UNIT-IV**

Communication mix in tourism and travel marketing. Public relations, significant PR; methods and techniques of PR; role of various promotional units, organizations and their

Export finance, Shipment and procedures thereof: Export documents: processing of an export order.

**REFERENCES:**

1. Miracle and Albaum : International Marketing Management
2. John Fayerweather : Management of International Operations
3. Martin T. Sliiper : Accessing Export Potential
4. R. Vernon : Manager in the International Economy
5. G.S. Lall : Finance of Foreign Trade and Foreign Exchange
6. Kriplani V.H. : International Marketing
  
7. Rathore B.S. : Export Marketing
8. S.C.Jain : Export Procedures and Documents

**MEC: 404.2D. Workshop on Export Documentation & Procedure**

**OBJECTIVES:** The course aims at providing an understanding of Foreign Exchange, Export Financing, export-import procedures etc. The main emphasis is laid on developing a systematic approach to handle foreign trade transaction and the procedures involved therein.

**UNIT-I**

Pre-shipment and post-shipment finance; Pre-shipment credit: meaning, procedure and documents required; post-shipment credit negotiations of export bills under L/C, bills purchases/discounts; role of ECGC in export financing; EXIM bank: its role functions.

**UNIT-II**

Theories and practice of foreign rate determination; fixed and floating exchange rate; processing of an export order; procedures and documents related to quality control; export contracts; marine insurance; customs and port clearance; exchange arithmetic; FEMA.

**REFERENCES:**

1. Paras Ram, Export: What, Where and How
2. S.C. Jain, Export Procedures and Documents
3. Import Export Policy 2002-07
4. Central Excise Rules and Duty Drawback Rules
5. Indian Marine Insurance Act
6. Nabhi Exchange control manual

**MEC: 404.3D. Management of Channels of Distribution**

**OBJECTIVES:** The objective of this course is to acquaint the students with the fundamentals of channel.

**UNIT-I**

Marketing channels; various participants of marketing channels; retailing and wholesaling; channel design and planning; channel development and management; selection and motivation of channel members.

**UNIT-II**

Information system and channel management; channel management and performance measurement; negotiation; International marketing channels; role of channel management in customer service.

**REFERENCES:**

1. Louis W. Stern & Adel L.El. Ansary, Marketing Management

2. Cundiff, Still & Govani, Sales Management Decision: Policies and Cases
3. Beusar P. Shapdiro, Sales Programme management
4. Pingali Vanugopal, Marketing Channel Management

**MEC: 404.4D. Advertising and Sales Management**

**OBJECTIVES:** The objective of this course is to acquaint the students with the fundamentals of Advertising and Sales Management.

**UNIT-I**

Advertising: As an element in Marketing mix, its role and importance. Advertising as a means of communication, feeling response to advertising. Setting advertising objective and contribution of DAGMAR to setting objectives.

**UNIT-II**

Preparing advertising plan, developing, U.S.P. and Preparation of strategy document. Developing message, writing copy, advertising appeals and pre-testing and post-testing copy. Media decisions, media strategy and scheduling decisions. Planning and managing advertising campaigns. Different types of advertising consumer of product advertising, public relation advertising, industrial advertising, outdoor advertising transport advertising like Railways



4. Readings and issues in Cost Management (Reeve Ed.) South-Western College Publishing, 1985.

**MEC: 404.1F. Small Business Environment in India**

**OBJECTIVES:** The basic objective of this course is to expose the students to various issues regarding small business environment in India.

**UNIT-I**

Nature of the small Business in India.

Changing role of small-scale industry.

Significance of small business in Indian Economy.

Policy formulation for the small business industry

Preparation of the business plan for a small enterprise.

Financing small business.

Government Policies towards small business.

Growth strategies for small business

Aspects of growth and structural changes in modern small industry

Recent development in small enterprises in India-Economic and social aspects

**UNIT-II**

Public policy frame work for small enterprise development.

Quantitative significance of small firms

Contribution to national income & Employment aspects

Dominance of small firms

Role of policy and research issues.

Institutional set up for small industry development in India.

Small Industries development organization (SIDO)

National Small Industries Corporation (NSIC)

Commissioner for Industrial Cooperatives.

Specialized Institution for training and development.

State level Institution.

Directorate of industries.

Industrial Development Corporation.

State Financial Corporation.

Changing role of small business in selected countries Italy, Japan, China, South-Korea, Malaysian

Lessons for India.

**REFERENCES:**

1. K.B. Suri: Small Scale Enterprises in Industrial Development, Sage Pub., 1988.

2. V. Desai: Organisation and management of small scale industries: Himalaya Publication Bariay, 1983.

3. Deshpande: Entrepreneurship of small scale industries, Deep and Deep, New Delhi,1980.

4. Peter, Kilby: Entrepreneurship and Economic Development, The Free Press, New York, 1971.

Business and public issues  
Corporate Social Responsibility  
Socially Responsive Management  
Ethical Dilemma in Business  
Ethical Reasoning and Corporate Programs.  
Global Challenges to Corporate Responsibility, Managing Environmental Issues  
Social Issues. Women, Work and family.

#### UNIT-II

Corporate Governance-An overview  
Coe of Corporate Practices.  
Corporate Social Reporting  
Environmental Reporting  
Corporate Governance and Board of Directors  
Corporate Governance and role of top Management Financial Institution, nominee Directors and Auditors  
Corporate Disclosure and Investor Protection  
Public Enterprises and Corporate Governance  
Impact of Globalization on Indian Corporate Sector Governance.  
Corporate Governance practices in U.S.A./U.K.

#### References:

1. Business and Society , James Post, Anne Lawrence and J.Weber inwin-Mc Graw Hill.
2. Values,Nature and Culture in American Corporate-William C. Frederick, Oxford University.
3. The Social Challenges to Business-Robert Ackerman, Harvard University Press.
4. Women and New in Management-Gary N. Powell Sage Publication.
5. Strategic Management-J.David Hunger and Thomas L.Whoeler.
6. Corporate Governance-The New Paradigm. N.Gopalsamy Wheeler Publishing.
7. Corporate Governance. Management Review, July-December, 1886.
8. Corporate Ethics-Theophene A.Mathian, Alied Publication.

#### **Mec.404.3f.Entrepreneurial Development and New Enterprise Management**

**Objective.** The objectives of the course are two fold:

- (i) to provide conceptual and theoretical understanding about the development of entrepreneurship and its significance in Indian economy, and
- (ii) to without the issues in new enterprise management.

#### UNIT-I

Developing entrepreneurship: Elements for a program.  
Developing entrepreneurial competencies: Need and process of development, social determinants of entrepreneurial growth.  
Entrepreneurship Development. Programmes.  
Entrepreneurship Orientation and awareness programme.  
New enterprise creation programmes.  
Existing entrepreneurship programmes for existing enterprising for survival and growth. Evaluation of various E.D.P programmes.  
Entrepreneurship Development in India and evaluation of various E.D.P. programs in India.





**References:**

1. D.Hary, Detech Marris: Industrial economics: Theory and Evidence. O.V.Poo Delhi.
2. P.J.Devine, et. Al., An Introduction to Industrial Economics, George Allen and Urwin Limited.
3. G.H.Kirk Patrick, et. Al: Industrial structure and policy in less developed countries.
4. J.C. Sangersara, Industrial Policy and Planning Sage Publication. 1992.
5. J.J.Ahluwalia: Productivity and growth in Indian Manufacturing .O.V.P.

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