

PANJAB UNIVERSITY, CHANDIGARH

**FACULTY OF BUSINESS MANAGEMENT
& COMMERCE**

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1. Tourism and Travel

Paper-I : Tourism and culture

CTT 105

Indian Culture and perspective for Tourism, Indian Culture Heritage;
Historical Context; Conservation of Culture, Tourism and Culture:
Socio Historical Perspective-Customs, Rituals and Cults in India,
Fairs and Festivals in India;
Fine Arts-Dance, Music, Painting.
Popular Culture-Indian Theatre, Indian Cinema;
Archaeology and Antiquity-Archaeological Sites, Museums
Handicrafts-Continuity and Change-Clay, stone, wood, Metal crafts, Ivory, Coral,
gems and Jewellery
Textiles and Costumes;
Tribal Cultures and Societies;
Policies issues in Culture-Government Trade and Media.

Suggested Readings:

The Concept marketing:

Nature, Classification and Characteristics of Services and their Marketing Implication;

Developing Marketing Strategies for Services Firms.

Linkage in Tourism and other Sectors;

Tourism Markets. International and Domestic Market research and Analysis.

Role of Technology in Tourism Marketing.

Role of Public Organizations, Local bodies, NGO's.

Social Marketing;

Marketing Mix-Product Designing, Pricing strategies, Promotion and distribution strategies Familiarization Tours,

Tourism Fairs and travel Markets;

Distribution Marketing-Region, Cities, Leisure Sports;

Accommodation Marketing-Region, Cities, Hotels etc.

Transport and Travel Services Marketing-Airlines, Tourist Transport, Travel Agency, Tour operators;

Tour Packaging.

Suggested Readings:

- | | |
|---|---|
| Kolter, Philip | : Marketing management; Universal publications, New Delhi. |
| McCarthy,D.K.J. | : Basic Marketing- A Management Approach |
| Douglas Forster | : Travel and Tourism Management |
| Negi, M.S. | : Tourism and Hoteling |
| Wahab,S.Gramptar, | : Tourism Marketing : Tourism International Press, London |
| Stephan F.witt & Luiz Moutinch | : Tourism Marketing and Management Handbook Prentice hall, New York. |
| Renal, A. Nykiel | : Marketing in Hospitality Industry; Van Nestrand Reinhold, |
| Maclean, Hunter | : Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.1984 |

Paper-II

3. Foreign Trade Practices & Procedures

3rd year

Paper 1

Shipping and Insurance Practices CFT-105

- shipping and transportation.
- Transportation & Logistics.
- General Structure of Shipping-type of ships, composition of ships, Shipping world tonnage.
- Liner & tramp Operations.
- Freight Structure and Practice.
- Chartering Principles.
- Technological developments in ocean transportation.
- Role of intermediaries in including booking agents C&F agents.
- Shipping & ports facilities.
- Containerization & Shipping
- Marine Insurance.

Books:-

- 1) Kapoor & Kansal –Logistics A supply Chain approach.
- 2) Indian Shipping-Journal.
- 3) Yearbook of Indian Ports Association.
- 4) Annual reports of CONCOR.

Paper II

Foreign Trade Documentation & Procedure CFT-106

- Export Import Regulations
 - Foreign Trade Development and Regulation Act 1992.
 - Foreign Exchange Regulations Act 1973.

- Customs Act 1962.
- International Commercial Practices.

- Elements of Export Contract.
- FOB/CIF Contracts.
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4. Advertising and Sales Management

Paper-I Management of the Sales Force

CAS 105

- Importance of the sales force and its management
- Functions of sales manager
- Requirement and selection
- Training and direction
- Motivation and compensation
- Appraisal of performance
- Salesforce size, organization of the sales department: Geography, product wise, market based.
- Sales planning and Central Market analysis and sales departments Geographic, product wise, market based.
- Sales quota objectives, principles of selling sales quota.

Suggested Reading:

1. Stanten and Buskirk Management of the sales force
(Richard D.Itwin)
2. Philip Ketler Marketing Management 7th Ed.
(Prentice Hall of India) Chap.24.

Paper-II. Sales promotion and public relations CAS: 106

- Nature and importance of sales promotion. Its role in marketing.
- Forms of sales promotion consumer oriented sales promotion, trade oriented sales promotion and Sales force oriented sales promotion.
- Major tools of sales promotion samples point of purchase displays and demonstrations. Exhibitions and Fashion shows sales contests and games of chance and skill, lotteries gifts offers, premium and free goods. Prince packs, rebates, patronage, rewards.
- Conventions, conference and tradeshows, specialties and novelties.
- Developing and sales promotion programmes, Pre-testing implementing, evaluating the results and making necessary modifications.
- Public relations meaning features, growing importance, role in marketing similarities of publicity and public relations.
- Major tools of public relations news, speeches, special events, handouts and leaflets, audiovisual, public service activities miscellaneous tools
- Ethical and local aspects of sales promotion and public relations.

Suggested Reading:

1. Phillp Kotler Marketing management 7th Ed.
(Prentice Hall of India) chap. 23
2. Stanton & Futrell Fundamentals of Marketing-7th Ed.
(Mc.Graw Hill) Chap. 20
3. J & K. Patel Salesmanship and publicity (Sultan Chand & Sons, New

5. Computer Based Accounting

Paper- I 3rd Year

Oracle Based Accounting

CCA 105

6. Event Management

3rd Year

Paper-I

7.Entrepreneurship

RECENT TRENDS IN ENTREPRENEURSHIP

CEP 105

BUSINESS PLAN

Meaning, Importance, Contents & how to prepare Business plan, Responsibility for Business Plan.

CASE HISTOIRES

Of entrepreneurs-Lakshmi Mittal, Shehnaz Hussain, Ritu Kumar, etc and regional level entrepreneurs.

VENTURE CAPITAL

Meaning,Need, Importance for small business. Institutions and other venture capitalists.

INFORMATION TECHNOLOGY

Meaning, History, Revolution of Information technology.

E-BANKING

Meaning,Need, Tele-Banking, Internet Banking

THE HUMAN SIDE OF ENTERPRISE

Services, Their nature, Types of services, Distributive services, Information services. Success factors in service ventures. Service factors which make the human resources productive.

SELF-MANAGEMENT THROUGH YOGA

Basic techniques of yoga like pranayama, dhayana, simple asana in order to improve employer- employee relationships-Importance and need.

UNDERSTANDING BUSINESS ENVIRONMENT AND RELATED TERMINOLOGY

Concept of business environment, critical elements of the economic environment, Impact of micro and macro environment.

INFORMATION TECHNOLOGY ACT, 2000-Introduction

TALLY SYSTEM OF ACCOUNTING

E-COMMERCE

Meaning, History, Relevance, Types, Internet, World wide web.

Financial Support from financial institutions, Procedures for applications, Disbursement procedures, Do's and don'ts.

Legal implications

8. Bank Management

Third year

Paper-I

Banking and Innovative Bank Products

Nature of banking and innovative bank products, reasons responsible for innovations in banking services, stages in the development of new products, Innovations in the acceptance of deposits and extension of loans, Important innovative banking products-Automated teller Machine, Telephone Banking, Home Banking Services, The impact of internet on banking and Internet banking, Electronic payment technologies-electronic fund transfer, electronic payment mechanism, Internet bill presentation and payment, credit cards and debit cards, Wireless credit cards, smart cards.

Digital signature, Online credit cards processing, impacts and effects of digital money, cyber cash service, Authorize net service, Merchant accounts and payment gateway package, World pay multi-currency payments, online bill payment portal, security issues in Internet banking, legal issues in new product development, Impact of globalization on banking services and products.

Reference::

1. Diwan. Prag and sunil sharma. Electronic Commerce-A Manager's Guide to E-Business
2. V.K. jain and Hemiata: 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 McGraw Hill. New Delhi.

Paper-II

Multinational Banking

Introduction to International Banking: Organizational Features of International Banking: Intermediation and resource Allocation, Policy Implication of International Banking. Correspondent banking. Resident representative. Bank Agencies. Foreign branches. Foreign Subsidiaries and Affiliates. Consortium Banks. Instruments of International Banking. Syndicated Loans. International Banking Growth. Recent trends. Banking issues of Concern.

Role and function of Overseas banking. Foreign Lending. International lending polices and practices. The payment Mechanism: Settlement system-Settlement system in US. Settlement System in UK. Settlement System in Germany. Settlement System in Switzaerland ,: Japanese Settlement System. Management of foreign exchange risk by Multinational Banks. Current banking practices in the analysis and control of foreign portfolio risk.

REFERENCES

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|-------------------------|-------------------------------------|
| 1. Emmanuel N.Roussakls | Principles and practices |
| 2. Frances A Less | International Banking and Finance. |
| 3. V.K.Bhalla | International Financial Management. |
| 4. Lan M.Giddy | Global Financial Markets |
| 5. Bays and Janson | Money Banking and Financial Markets |

9. Business Statistics and Computer

3RD YEAR COURSE 9: PAPER-I

- 1. Simple Correlation between two variables** : Karl Pearson's coefficient of correlation; Simple regression: Multiple and partial correlation coefficients; Multiple Regression. (Without Derivations).
- 2. Index Numbers:** Weighted and Unweighted Index Numbers, Chain based Index Numbers, Deflated Index Numbers and Cost of living Index Numbers.
- 3. Vital Statistics:** Mortality rates: Crude death rate, age specific death rate , Standardized death rate, fertility rates:- Crude birth rate, General fertility

