

NIHM Chennai - 107

Affiliated by ALAGAPPA UNIVERSITY
(Accredited with A+ Grade by NAAC (CGPA : 3.64) in the Third Cycle)



B.B.A - International Business

GENERAL INSTRUCTIONS AND REGULATIONS

1. Eligibility:

A pass in the Higher Secondary Examination (HSC) conducted by the Government of Tamil Nadu, or an examination accepted as equivalent thereto by the Syndicate for admission to **B.B.A – International Business** program.

2. For the Degree:

The candidates shall have subsequently undergone the prescribed program of study in an institute for not less than three academic years, passed the examinations prescribed and fulfill such conditions as have been prescribed thereof.

3. Admission:

Admission is based on the marks in the qualifying examination prescribed thereof.

4. Duration of the course:

The course shall extend over a period of **Three years** under Semester pattern.

5. Standard of Passing and Award of Division:

- a. Students shall have a minimum of 40% of total marks of the University examinations in each subject. The overall passing minimum is 40% both in aggregate of Continuous Internal Assessment and external in each subject.
- b. The minimum marks for passing in each theory / Lab course shall be 40% of the marks prescribed for the paper / lab.
- c. A candidate who secures 40% or more marks but less than 50% of the aggregate marks prescribed for three years taken together, shall be awarded **THIRD CLASS**.
- d. A candidate who secures 50% or more marks but less than 60% of the aggregate marks prescribed for three years taken together, shall be awarded **SECOND CLASS**.
- e. A candidate who secures 60% or more of the aggregate marks prescribed for three years taken together, shall be awarded **FIRST CLASS**.
- f. Only Part-III subjects will be considered for the University academic ranking purpose.
- g. The Practical / Project shall be assessed by the two examiners, by an internal examiner and an external examiner.

6. Continuous internal Assessment:

- a. Continuous Internal Assessment for each paper shall be by means of Written Tests, Assignments, Class tests and Seminars
- b. **25 marks** allotted for the Continuous Internal assessment is distributed for Written Test, Assignment, Class test and Seminars.
- c. Internal Assessment - Break-Up of Marks, suggested pattern (Faculty may change the pattern, according to the subject and need)
 - a. Two Internal Tests (choose one best out of two) – 50%
 - b. Model Test (One model test) – Nil – Should be conducted prior to the University examination. It is a mandate.

- c. Assignments – 25%
- d. Seminar / Case Study – 25%
- d. Conduct of the continuous internal assessment shall be the responsibility of the concerned faculty.
- e. The continuous internal assessment marks should be submitted to the University at the end of every semester, before the commencement of Semester Exams.
- f. The valued answer papers/assignments should be given to the students after the valuation is over and they should be asked to check up and satisfy themselves about the marks they have scored.
- g. All mark lists and other records connected with the continuous internal assessments should be in the safe custody of the institution for at least one year after the assessment.

7. Attendance:

Students must have earned 75% of attendance in each course for appearing for the examination.

Students who have earned 74.99% to 70% of attendance have to apply for condonation in the prescribed form with the prescribed fee.

Students who have earned 69.99% to 60% of attendance have to apply for condonation on Medical grounds in the prescribed form with the prescribed fee along with the medical certificate / relevant documents.

Students who have below 60% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme.

8. Examination:

Candidate must complete course duration to appear for the university examination. Examination will be conducted with concurrence of Controller of Examinations as per the Alagappa University regulations. **University may send the representatives as the observer during examinations.** University Examination will be held at the end of the each semester for duration of 3 hours for each subject. Certificate will be issued as per the AU regulations. **Hall ticket will be issued to the students at the end of every semester after submitting “No Dues” certificate to the exam cell, under the aegis of Controller of Examinations of the AU.**

9. Question Paper pattern:

Maximum: 75 Marks

Duration: 3Hours

Part A - Short answer questions with no choice

: 10 x 02=20

Part B – Brief answer with either or type

: 05 x 05=25

Part C- Essay – type questions of either / or type

: 03 x 10=30

10. Miscellaneous

- a. Every student should possess the prescribed text book for all the subjects, through-out the semester for their theory/lab classes.
- b. Every student would be issued an Identity card by the institute/university to identify his/her admission to the course.
- c. Every student shall access the library and internet (wi-fi) facilities provided for the self-development and career-development.
- d. Every student who successfully completes the course within the stipulated time period would be awarded the degree by the University.

11. Fee structure

Course fee shall be as prescribed by the University and 50% of the course fee should be disbursed to University. Special fees and other fees shall be as prescribed by the Institution and the fees structure must be intimated to the University. Course fees should be only by Demand draft / NEFT and AU has right to revise the fees accordingly.

12. Other Regulations:

Besides the above, the common regulation of the University shall also be applicable to this programme.

Semester	Subject Code	Subject	Int.,Max	Ext.,Max	Total
I	11	Part-I (Tamil / Hindi / French)	25	75	100
	12	Part-II Prose and Communication Skills	25	75	100
	13	Managerial Economics	25	75	100
	14	Management Concepts and Practices	25	75	100
	15	Accounting -I	25	75	100
	16	Office Package Practical-I	25	75	100
	17	Business Communication -I	25	75	100
II	21	Part-I (Tamil / Hindi / French)	25	75	100
	22	Part - II Prose, Extensive Reading and Communication Skills	25	75	100
	23	Applied Macro Economics	25	75	100
	24	Accounting-II	25	75	100
	25	Organizational Behaviour	25	75	100
	26	Office Package Practical-II	25	75	100
	27	Business Communication -II	25	75	100
	28	Environmental Studies	25	75	100
III	31	Human Resource Management	25	75	100
	32	Marketing Management	25	75	100
	33	Financial Management	25	75	100
	34	Fundamentals of Foreign Trade	25	75	100
	35	Quantitative Techniques for Management	25	75	100
	36	Fundamentals of Business Tax	25	75	100
IV	41	EXIM Procedures and Documentation	25	75	100
	42	Services Management	25	75	100
	43	International Business Environment	25	75	100
	44	Business Research Methods	25	75	100
	45	Value Education	25	75	100
V	51	Persuasion and Salesmanship	25	75	100
	52	Creative Communication	25	75	100
	53	Summer Internship	25	75	100
	54	Business Law	25	75	100
	55	Enterprise Resource Planning	25	75	100
	56	Career / Employability Skills - I	25	75	100
VI	61	Final Project	25	75	100
	62	Digital Branding	25	75	100
	63	International Marketing	25	75	100
	64	Consumer Psychology	25	75	100
	65	Business Negotiation	25	75	100
	66	Career / Employability Skills - II	25	75	100
		Total	950	2850	3800

I Semester

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11T - Tamil - வணிகக் கடிதங்கள்

பகுதி 1 வணிக கடிதங்களின் அடிப்படைக் கூறுகள்

வணிகக் கடிதங்களின் பொது அமைப்பு மற்றும் படிவங்கள் - கடித வகைகள் - சிறப்புக் கூறுகள்- நோக்கம் - கடிதம் எழுதுபவர் எழுதும் முன் மனதில் கொள்ள வேண்டிய செய்திகள்.

பகுதி 2 விண்ணப்பக் கடிதங்கள்

வேலை வேண்டி விண்ணப்பக் கடிதம் - கருத்துரை காட்டும் கடிதங்கள் - கடனுக்காக கடிதங்களும் சிபாரிசுகளும் - வியாபாரத்தில் நாணயமாக நடப்பது குறித்து கடிதங்கள் - விளம்பரப்படி - அதை தயாரிக்கும் முறை.

பகுதி 3 வியாபாரக் கடிதங்கள்

முனைவுக் கடிதங்கள் - விசாரணைகள் - விலைப்புள்ளிகள் - ஆணையறுக்கள் - புகார்களும் சரிகட்டலும் - சரக்கு பெற்றுக் கொண்டதை உறுதி செய்தல் - நிலுவைத் தொகை நினைவுறுத்தல்- வசூல் செய்தல் - கணக்கை நேர் செய்தல்.

பகுதி 4 பல்வகைக் கடிதங்கள்

ஏற்றுமதி இறக்குமதி தொடர்பான கடிதங்கள் - முகவாண்மை தொடர்பான கடிதங்கள் - வியாபாரச் சுற்றறிக்கை தயாரித்தல் - வங்கிக் கடிதங்கள் - காப்பீட்டுக் கடிதங்கள் - போக்குவரத்துக் கடிதங்கள் - அரசுத்துறை சார்ந்த கடிதங்கள்

பகுதி 5 நிறுமச் செயலின் கடிதங்கள்

பங்குதாரருடன், இயக்குநர்களுடன் செயலின் கடிதத் தொடர்புகள் - நிறுமக் கூட்டம் - தீர்மானங்கள் - நிகழ்ச்சிக் குறிப்பு தயாரித்தல் - அறிக்கை தயாரித்தல் - தனிநபர் அறிக்கை - குழு அறிக்கை - அங்காடி அறிக்கை - புள்ளி விபரக் குறிப்பிலிருந்து அறிக்கை தயாரிக்கும் முறைகள்

11H - HINDI

STORY, NOVEL, GRAMMAR AND TRANSLATION – I

- 1. Story** : Khahani Manjari
Published by DBHP Sabha
Chennai – 17
- Prescribed Portions** : (a) Bada Ghar ki Beddi
(b) Prayachith
(c) Ushne Kahaa Thaa
(d) Paanch Minat
- 2. Novel** : Nirmala (Brief) by Premchand
- 3. Grammar** : Vyakaran Pradeep
By Ram Dev
Published by Saraswathi Press
63, Tagore Nagar,
Allahabad-2.
- Prescribed Portions** : Noun, Pronoun, Adjective,
Number, Gender
- 4. Translation** : Anuvad Aabyas PART III
DBHP Sabha, Chennai – 17.
- Prescribed Portions** : Lesson 1 – 10 (Hindi to English)

UNITISED SYLLABUS I SEMESTER

- Unit I** a) Bada Ghar Ki Bati
b) Prayachith
c) Nirmala
d) Noun
- Unit II** a) Ushne Kahaa Thaa
b) Paanch minat
c) Nirmala
d) Gender
- Unit III** a) Number
b) Nirmala
c) Translation (1 – 4)
- Unit IV** a) Adjective
b) Nirmala
c) Translation (5-7)
- Unit V** a) Pronoun
b) Nirmala
c) Translation (8-10)

**11F - FRENCH
Paper I**

Prescribed Text : **ALORS I**
Units 1-5 : 1 – 5

Authors : Marcella Di Giura
Jean – Claude Beacco

Available at : Goyal Publishers Pvt Ltd
86, University Block
Jawahar Nagar (Kamla Nagar)
New Delhi – 110007

Tel. 011 – 23852986 / 9650597000

Question Paper Pattern : Semester I
(All questions to be set only from the prescribed Text)

Maximum Marks : 75 **Times: 3 Hrs**

Section A (10)

1. CHOISISSEZ LA MEILLEURE REPONSE (10 X 1 = 10)

Section B (20)

2. TRADUISEZ LES TEXTES SUIVANTS EN ANGLAIS : (4/5) (4 X 5 = 20)

Page nos. : 26 ex 6, 44 ex- 3, 56 ex- 4, 74 ex- 4,80

Section C (45)

3. COMPREHENSION (8X1=8)

4. EXERCICES DE GRAMMAIRE (5 X5 = 25) (EITHER / OR)

5. FAITES DES PHRASES (6/8) (6 X1 = 6)

6. TRADUISEEZ LES EXPRESSION EN ANGLAIS (6/8)(6 X 1=6)

12 - English

PROSE AND COMMUNICATION SKILLS

Unit – I

- My Visions for India - A.P.J.Abdul Kalam
On Saying 'Please' - A.G.Gardiner

Unit – II

- My Financial Career - Stephen Leacock
Time and the Machine - Aldous Huxley

Unit – III

- Sweets for Angels - R.K.Narayan
Dangers of Drug Abuse - Hardin B.Jones

Unit – IV

Tenses

Unit – V

Articles, Auxiliary Verbs, Active – Passive Voice

Text Prescribed

1. Pearls of Prose – An Anthology of Prose Ed. by Dr.V.Nagarajan, Dr.S.Ramanathan and Dr.P.Madhan, Harrows Publications, Chennai.
2. Active English Grammar and Composition Ed.Board of Editors, Macmillan.

13 - MANAGERIAL ECONOMICS

Unit 1

Introduction to Managerial Economics

- Meaning & Definition
- Features of Managerial Economics
- Scope of Managerial Economics
- Objectives and practical uses of Managerial Economics
- Role and Responsibilities of Business Economist to modern Business Management.

Unit 2

Theory of Demand and Demand Forecasting

- Meaning- determinants - demand schedule - demand curve.
- Law of Demand- exceptions- shifts in demand and movements in demand.
- Elasticity of demand- meaning- types.
- Price elasticity of demand- meaning-degrees-measurement:
Total outlay- Point Method.
- Income elasticity of demand
- Cross elasticity of demand
- Demand Forecasting- Meaning- levels- objective
- Method of estimation-Survey Method and Statistical method
- Forecasting for a new product

Unit 3

Theory of Consumption

- Consumption - meaning, features –types.
- Role of consumer under open and closed economy.
- Theory of consumer Behaviour
- Cardinal Approach: Gossen first law and second law.
- Concept of consumer surplus

- Ordinal approach – Hicks and Allen model.
- Meaning of ICA properties - consumer's equilibrium.
- Concept of MRS– substitution effect- Income effect -price effects.
- Concept of Engle's law

Unit 4

Theory of Production and Cost

- Meaning of production function- classification- fixed factors-variable factors.
- Law of variable proportion
- Concept of Iso-quant and Iso-cost - producer's equilibrium.
- Managerial equilibrium- MRTS- optimal combination.
- Economies of scale- meaning- Internal and External economies of scale.
- Supply- meaning- determinants
- Law of supply
- Cost: Meaning- concepts-Computation of costs.

Unit 5

Market Structure

- Revenue: Meaning- classification
- Perfect competition- meaning- features- equilibrium price determination simultaneous changes in demand and supply – importance of time element- short run and long run equilibrium.
- Imperfect competition –
 - Monopoly- meaning- features- short and long run equilibrium – price and output determination under Discriminating Monopoly.
 - Oligopoly- meaning – features-kinked demand curve.
 - Duopoly-meaning- features

Reference Books

1. Alfred William Stonier and Douglas Chalmers Hague, *A Text of Economic Theory*, Fourth Edition, Wiley
2. M. L. Jhingan, *International Economics*, Fourth Edition, Vrinda Publication Pvt. Limited
3. Joel Dean, *Managerial Economics*, Second Edition, Prentice-Hall.
4. Varshney and Maheshwari: *Managerial Economics*, Fourth Edition, Sultan Chand, 2007.
5. D. M. Mithani, *Business Economics*, First Edition, Himalaya Publishing House, 2006.
6. K. K. Dewett, *Modern Economic Theory*, Fourth Edition, S Chand & Co Ltd, 2006.
7. Harold Craig Petersen and W. Cris Lewis, *Managerial Economics*, Fourth Edition, Prentice Hall PTR.

14 - MANAGEMENT CONCEPTS AND PRACTICES

Unit 1

Introduction to Management

- Introduction and Nature of Management
- Definition & Meaning-By P. F. Drucker, Koontz O' Donnel, S. George
- Management as an Art, Science and Profession
- Distinction between Administration and Management
- Importance & Functions of Management.

Unit 2

Evolution of Management

- Evolution of Management- Thought
- Pre Scientific Management era
- Scientific Management & Contribution of F. W. Taylor
- Process Management & contribution of Henri Fayol
- HR movement - Hawthorne experiments
- Contributions of Behavioral scientists- Abraham Maslow, Peter Drucker, Douglas Mc. Gregor

Unit 3

Planning and Decision Making

- Nature & Definition of Planning- Koontz o'Donnel, Hart, Alfred & Beaty
- Importance and limitations
- Planning process
- Types of Plans- on the basis of use, functions, time (meaning only)
- Meaning of Decision making
- Steps in decision making
- Types of decisions- Programmed-Non-programmed; Strategic-tactical, Individual-Group, Policy-Operation, Organizational-Personal

Unit 4

Organizing & Departmentation

- Meaning & Definition- Koontz O'Donnell & McFarland
- Organizing - Nature, Purpose & Principles
- Types of Organization (Formal & Informal)
- Types of Authority relationships- Line, Functional, Line & staff, Committees,
- Meaning and types of Departmentation
- Centralization and De-centralization (Meaning Only)

Unit 5

Elements of Directing, Co-ordination and Control

- Meaning & Importance of Directing
- Leadership: Meaning & Styles
- Motivation: importance & Theories (Maslow, Herzberg, McGregor)
- Communication- Meaning, Objectives & Types of communication
- Meaning, Principles and techniques of Co- ordination
- Meaning, Need & steps in Controlling

Reference Books:

1. Harold Koontz, Cyril O'Donnell, *Management: A Book of Readings*, Third Edition, McGraw-Hill.
2. Dr P. N. Reddy, Prof H R Appannaiah, P C Tripathi, *Essentials of Management*, Eleventh Edition, Himalaya, 2004.
3. L. M. Prasad, *Principles and Practice of Management*. 7th Edition, Sultan Chand & Sons, 2007.
4. R. Srinivasan and S. A. Chunawalla, *Management: Principles and Practice*, Second Edition, Himalaya..
5. P. C. Tripathi and P. N. Reddy, *Principles of Management*, Fourth Edition, Tata McGraw Hill, 2008.

15 - ACCOUNTING – I

UNIT I

Double Entry Book-keeping - Accounting standards concepts and Preparation of Journal, Ledger, Subsidiary Books, Trial Balance and Final Accounts. Rectification of errors- journal entries.

UNIT II

Bills of exchange, Accounts from incomplete Records: Net worth method – Conversion method, Bank Reconciliation statement - Reconciliation in case of favourable and unfavourable balances in passbook and cash book - Reconciliation after adjustments in cash book and pass book.

UNIT III

Account current – Forward method – Red ink method – Backward method – Daily balance method, Average due date, Hire Purchases system - Instalment purchase (theory only), Depreciation – Meaning - methods of calculating and recording depreciation – Straight line, Diminishing Balance, Annuity & Depreciation Fund methods.

UNIT IV

Consignment, Joint Venture, Accounts of Non-trading Organisation – Preparation of Receipts and Payments Accounts – Income and Expenditure Accounts and Balance Sheet.

UNIT V

Branch Accounts – Dependant Branches, Departmental Accounts, Insurance Claims – Loss of stock

Books for Reference:

1. Mukerjee and Hanif, Advanced Accountancy, Tata McGraw Hills, New Delhi, 2010
2. Gupta&Radhaswamy, Advanced Accountancy, Sultan Chand & Sons, New Delhi, 2009
3. Iyengar SP, Advanced Accounting, Sultan Chand & sons New Delhi, 2009
4. Jain & Narang, Advanced Accounting, Kalyani Publishers, New Delhi, 2008

16 - OFFICE PACKAGE PRACTICALS – I

WORD PROCESSING, SLIDE PRESENTATIONS AND DATABASE MANAGEMENT SYSTEMS

UNIT 1

Word Processing - documents creation-editing –formatting-letters and mailing-tables

UNIT 2

Slide Presentations: -Slide Presentations-creating-editing –slide layout and design-using graphics-using animation effects.

UNIT 3

Database Management Systems Introduction: traditional approach database approach-Types of Databases-Database concepts and Development-The Entity-Relationship Model-normalization- Ms Access: Using access to create accounting data-modify entries and generation of trial balance, Profit and Loss statements and Balance sheets.

SPREADSHEET PROCESSING

UNIT 4

Data handling Querying and Sorting – macros-pivot tables, charts and reports-scenario-validation

UNIT 5

Financial analysis : Basic financial statements-financial ratios-financial forecasting- break even leverage analysis-future and present value- annuities uneven cash flow stream- non-annual compound periods- valuation & rate returns cost of capital- capital budgeting- Risk, capital budget and diversification-normal and t-distributions-t-Tests-One-way ANOVA, simple linear , polynomial and multiple regression-Chi-square test

Creating graphics: creating, editing charts, tables

17 - BUSINESS COMMUNICATION - I

UNIT I

Introducing Business Communication: Basic forms of communicating; Communication models and processes; Effective communication; Theories of communication; Audience analysis.

UNIT II

Self-Development and Communication Development of positive personal attitude; SWOT analysis; Vote's model of interdependence; Whole communication.

UNIT III

Corporate Communication: Formal and informal communication networks; Grapevine; Miscommunication (Barriers); Improving communication.

Practices in business communication; Group discussions; Mock interviews; Seminars; Effective listening exercises; Individual and group presentations and reports writing.

UNIT IV

Principles of Effective Communication.

UNIT V

Writing Skills; Planning business messages; Rewriting and editing; The first draft; Reconstructing the final draft; Business letters and memo formats; Appearance request letters; Good news and bad news letters; Persuasive letters; Sales letters; Collection letters; Office memorandum.

Suggested Readings

1. Bovee and Thill: Business Communication Today; Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and John S. Fielder: Principles of Business Communication; Macmillan Publishing Company London.
3. Randall E. Magors; Business Communication: Harper and Row New York.
4. Webster's Guide to Effective Letter Writing; Harper and Row, New York.

II Semester

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21T - TAMIL - அலுவலக மேலாண்மை

பகுதி 1 நவீன அலுவலகத்தின் அமைப்பு முறைகள்

நவீன அலுவலகத்தின் இலக்கணம் - அலுவலகத்தின் செயல்பாடுகள் மற்றும் முக்கியத்துவம்-மேலாண்மை மற்றும் அமைப்பு - அலுவலக முறை மற்றும் அன்றாட நடவடிக்கைகள் - பணிப்போக்கு ஓப்படைப்புச் செயல்முறைகள் - அதிகாரத்தைப் பரவலாக்குதல் அலுவலக வளமை வகைகள் - வளமைகளை தயாரித்தல் - பயன்படுத்துதல் மற்றும் மதிப்பீடுதல் - அலுவலக இடவசதி - அலுவலக மனைத் துணைப் பொருட்கள் மற்றும் மதிப்பீடுதல் - அலுவலக மனைத் துணைப் பொருட்கள் மற்றும் அமைப்புத் திட்டம் - பணிக்கேற்ற சூழ்நிலை - பணியை எளிதாக்குதல் - பணி வரைபடம்- பணியை அளவிடுதல் மற்றும் கட்டுப்படுத்துதல்.

பகுதி 2 கடிதப் போக்குவரத்து

தபால்களைக் கையாளுதல் - அஞ்சல் துறையை அமைத்தல் - மையப்படுத்தப்பட்ட அஞ்சல் பணி - உள்வரும் மற்றும் வெளித் தகவல் தொடர்பு - வாய்மொழித் தகவல் தொடர்பு மற்றும் எழுத்து மூலம் தகவல் தொடர்பு.

பகுதி 3 பதிவேடுகளைப் பராமரித்தல் மற்றும் கோப்பிடுதல்

பதிவேடுகளை உருவாக்குதல் - நவீன அலுவலகத்தில் எழுத்துப் பணிகள் - அலுவலக முறைகள் - படிவக் கட்டுப்பாடு - வடிவமைப்பு - தொடர் எழுது பொருள்.

நல்ல கோப்பீட்டு முறையின் முக்கிய அம்சங்கள் - வகைப்படுத்துதல் மற்றும் வரிசைப்படுத்துதல் - கோப்பீட்டு முறைகள் - மையக் கோப்பீட்டு முறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு முறை.

பகுதி 4 அலுவலக இயந்திரங்களும் சாதனங்களும்

பல்வேறு சாதனங்களின் தேவைகள் - அலுவலக இயந்திரங்களை தேர்ந்தெடுப்பதற்கான அடிப்படைக் கோட்பாடுகள் - கணிப்பொறி மற்றும் புள்ளி விபரங்களைத் தொகுத்தளிக்கும் இயந்திரம் - வணிகவியலில் அவற்றின் முக்கியத்துவம்.

பகுதி 5 அலுவலக அறிக்கைகள்

அறிக்கைகளின் வகைகள் - அமைப்பு மற்றும் அறிக்கைகளின் செயலாக்கம்

சுட்டகராதி அமைப்பு

சுட்டகராதியின் பல்வேறு வகைகள் - அதன் நோக்கங்கள் - நன்மைகள்

பிழை திருத்தப் பிரதி திருத்துதல்

பொது வணிகச் சொற்கள் மற்றும் சுருக்கக் குறியீடுகள்

21H - HINDI
PROSE, GRAMMAR AND TRANSLATION – II

- 1. Prose** : Noothan Gadya Sangrah
By Sumithra Prakasan
Sumithravas, 16/4, Hastings Road,
Allahabad – 1
- Prescribed Portions** : 1 to 6 lessons
- 2. Grammar** : Vyakaran Pradeep
by Ram Dev
Published by Saraswathi Press
63, Tagore Nagar
Allahabad – 2
- Prescribed Portions** : Verb, Adverb, Case, Tense, ‘Ney’ Rule
- 3. Translation** : Anuvad Abyas PART – III
by DBHP Sabha, Chennai – 17.
- Prescribed Portions** : Lesson 1 – 10 (English to Hindi)

UNITISED SYLLABUS – II SEMESTER

- Unit I**
- a) Bharathiya Sanskrithi
 - b) Jeevan Mai Ghrna Ka Isthana
 - c) Verb
- Unit II**
- d) Translation (1 – 3)
 - a) Rajiya
 - b) Makrel
 - c) Case
- Unit III**
- a) Bahatha Pani Nirmal
 - b) Adverb
 - c) Translation (4 – 6)
 - d) ‘Ney’ Rule
- Unit IV**
- a) Rastrapitha Mahatma Gandhi
 - b) Bahtha Pani Nirmal
 - c) Tense
 - d) Translation (7 – 10)
- Unit V**
- a) Jeevan Mai Ghrna Ka Isthana
 - b) Makred
 - c) Tense

**21F - FRENCH
Paper II**

Prescribed Text : **ALORS I**
Units 1-5 : 6 – 10

Authors : Marcella Di Giura
Jean – Claude Beacco

Available at : Goyal Publishers Pvt Ltd
86, University Block
Jawahar Nagar (Kamla Nagar)
New Delhi – 110007

Tel. 011 – 23852986 / 9650597000

Question Paper Pattern : Semester II
(All questions to be set only from the prescribed Text)

Maximum Marks : 75 **Times: 3 Hrs**

Section A -(10)

1. CHOISISSEZ LA MEILLEURE REPONSE (10 X 1 = 10)

Section B- (20)

2. TRADUISEZ LES TEXTES SUIVANTS EN ANGLAIS : (4/5) (4 X 5 = 20)

Page nos. : 86 ex- 4, 104 ex- 3, 116 ex- 3a,b, 134 ex- 4,146 ex-2,
162,163,164,165,166,167)

Section C- (45)

3. COMPREHENSION (8X1=8)

4. EXERCICES DE GRAMMAIRE (5 X5 = 25) (EITHER / OR)

5. FAITES DES PHRASES (6/8) (6 X1 = 6)

6. TRADUISEEZ LES EXPRESSION EN ANGLAIS (6/8)(6 X 1=6)

22 - ENGLISH

PROSE, EXTENSIVE READING AND COMMUNICATION SKILLS

Unit – I

My Greatest Olympic Prize	-	Jesse Owens
When You Dread Failure	-	A.J.Cronin
Forgetting	-	Robert Lynd

Unit – II

Tree Speaks	-	C.Rajagopalachari
The Gift of Language	-	J.G.Bruton
A Glory has Departed	-	Jawaharlal Nehru

Unit – III

Three Questions	-	Leo Tolstoy
The Happy Prince	-	Oscar Wilde
The Tell Tale Heart	-	Edgar Allan Poe
The Truth about Pycraft	-	H.G.Wells

Unit – IV

Degrees of Comparison
Direct and Indirect Speech

Unit - V

Concord
Prepositions

Texts Prescribed

1. Pearls of Prose – An Anthology of Prose Ed. by Dr.V.Nagarajan, Dr.S.Ramanathan and Dr.P.Madhan, Harrows Publications, Chennai.
2. Six Short Stories, Ed. by Dr.V.Nagarajan, Dr.S.Ramanathan and Dr.P.Madhan, Harrows Publications, Chennai.
3. Active English Grammar and Composition Ed.Board of Editors, Macmillan.

23 - APPLIED MACRO ECONOMICS

Unit 1

Approaches to Economic Theory

- Classical Vs. Modern Economic approach
- Micro and Macro Meaning
- Circular flow of Income-
- Concept of National Income: GNP, NNP, GDP, NDP, PI, DPI, PCY
- National Income at factor cost and Market price
- Estimation of National income- Product-Income-Expenditure Met
- Difficulties of Estimation
- National income and economic welfare

Unit 2

Public Finance

- Public Finance: Budget - Types
- Public revenue - Tax and Non-tax
- Public Expenditure- Heads of expenditure
- Public Debt: Classification
- Deficit financing - Taxable capacity - factors influencing taxable capacity

Unit 3

Macro Economic Environment

- Meaning of Inflation - causes and effect
- Cost push and demand pull inflation
- Deflation – Meaning and causes
- Phillips curve- stagflation- M1 and M3
- Measures to control inflation - Role of Monetary policy
- Fiscal policy- Instruments

Unit 4

Balance of Payments and Business Cycles

- Meaning- Difference- Types
- Component of BOP- Current and Capital Account
- Unfavorable BOP- causes
- Monetary and Non-Monetary Measures

Business cycle: Meaning- definition- features

- Stages of Business Cycle
- Effects and Measures to control cyclical fluctuation

Unit 5

Foreign Trade & Development

- Role of External Trade in Economic Development
- Terms of Trade: NBTOT - GBTOT
- Exchange rate- spot and forward exchange rate
- Foreign capital – Role of foreign aid – types

Reference Books

1. M. L. Jhingan, *International Economics*, 6th edition, Vrinda Publications, 2009.
2. Niravathi & C Ramani Nair, *International Economics*, 1st edition, Interline Publishing Pvt Ltd, 2003.
3. Joel Dean, *Managerial Economics*, 1st edition, PHI Learning Private Limited, 2009.
4. Varshney and Maheswari, *Managerial Economics*, 2nd edition, Prentice-Hall of India Pvt.Ltd, 2005.
5. D. M. Mithani : *Business Economics*, 4th edition Himalayan Books, 2011.
6. J. D. Varma, K. K. Dewett, *Elementary Economic Theory*, 1st edition, S. Chand, 2011.
7. Petersen & Lewis: *Managerial Economics*, 4th edition, Pearson, 2005.
8. G. S. Gupta, *Managerial Economics*, 4th edition Deep & Deep Publication, 2011.
9. A. Koutsoyiannis, *Modern Micro Economics*, 2nd edition, Macmillan, 2008.

24 - ACCOUNTING – II

UNIT I

Admission of a Partner - Retirement of the Partner - Death of a partner

UNIT II

Amalgamation of firms - Dissolution of Firms – Insolvency of partner – Decision in Garner vs. Murray

UNIT III

Sale to a company – Profits prior to Incorporation - Final Accounts of Companies

UNIT IV

Issue, Forfeiture and reissue of shares - Issue and Redemption of Debentures and Preference share - Underwriting of Shares

UNIT V

Amalgamations, Absorption and External Reconstruction - Internal Reconstruction - Valuation of Shares - Valuation of Goodwill – Liquidation – Liquidators final statement of accounts

Books for Reference:

1. Gupta RL & Radhaswamy M, Advanced Accountancy, Revised 14th Edition, Sultan Chand & Sons, New Delhi
2. Jain & Narang, Advanced Accountancy, Kalyani Publishers, Kolkatta, 2010.
3. Paul S Kr. Fundamentals of Accounting, Central Publishing House, Calcutta, 2012
4. Mukerjee & Hanif, Advanced Accountancy, Tata McGraw Hills, New Delhi, 2010
5. Shukla M C, Grewal T S, Gupta SC, Advanced Accounts, S.Chand & Company Ltd, New Delhi, 2008

25 - ORGANIZATIONAL BEHAVIOUR

Unit 1

Introduction

Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

Unit 2

Individual Behaviour

Individual behaviour, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.

Unit 3

Behaviour Dynamics

Interpersonal behaviour, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations.

Unit 4

Group Behaviour

Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

Unit 5

Management of Change

Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, recent advances in OB.

Reference Books

1. K. Aswathappa, *Organizational Behaviour*, Himalaya Publications, Ninth Revised and Enlarged Edition, 2011
2. Fred Luthans, *Organizational Behaviour*, 12th Edition, Tata McGraw Hill Publications, 2010
3. Seema Sanghi, *Human Resource Management*, First Edition, Macmillan India Limited, 2012
4. Cynthia D. Fisher , Lyle F. Schoenfeldt , James B. Shaw, *Human Resource Management*, Dreamtech Press, 2008
5. UdayPareek, *Understanding Organizational Behaviour*, Third Edition, Oxford Press, 2012

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26 - OFFICE PACKAGE PRACTICALS – II

UNIT I

Word Processing: Meaning and role of word processing in creating of documents, editing, formatting, and printing documents, using tools such as spelling check sthesaurus, etc. in word processors (MS-Word).

UNIT II

Electronic Spreadsheet: Structure of spreadsheet and its applications to accounting finance, and marketing functions of business; Creating a dynamic/sensitive worksheet; Concept of absolute and relative cell reference; Using built-in functions; Goal seeking and solver tools; Using graphics and formatting of worksheet; Sharing data with other desktop applications; Strategies of creating error-free worksheet (MS-Excel, Lotus 123).

UNIT III

Practical knowledge of Wings Accounting (Software), Tally etc.

UNIT IV

Programming under a DBMS environment: The concept of data base management system; Data field, records and files, Sorting and indexing data; Searching records designing queries, and reports; Linking of data files;

UNIT V

Understanding programming environment in DBMS; Developing menu driven applications in query language(MS-Access).

27 - BUSINESS COMMUNICATION – II

UNIT I

Report Writing: Introduction to a proposal, short report and formal report, report preparation.
Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

UNIT II

Non-Verbal Aspects to Communicating. Body language: Kinesics, Proxemics, Para language.
Effective listening: Principles of effective listening; Factors affecting listening exercises;

UNIT III

Oral, written, and video sessions. Interviewing Skills: Appearing in interviews; Conducting interviews; Writing resume and letter of application.

UNIT IV

Modern Forms of Communicating: Fax; E-mail: Video conferencing etc. International Communication: Cultural sensitiveness and cultural context.

UNIT V

Writing and presenting in international situations; Inter-cultural factors in interactions; Adapting to global business.

Suggested Readings

1. Bovee and Thill: Business Communication Today; Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and John S.Fielder: Principles of Business Communication; Macmillan PublishingCompany London.
3. Randall E.Magors; Business Communication: Harper and Raw New York.
4. Webster's Guide to Effective Letter Writing; Harper and Row, New York.
5. Balasubramanyam; Business Communications; Vikas Publishing House, Delhi.

28 - ENVIRONMENTAL STUDIES

Unit I The Multidisciplinary Nature of Environmental Studies

Definition, Scope and importance

Need for public awareness

Unit II Natural Resources

Renewable and non-renewable resources

- a) Forest Resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effect on forests and tribal people
- b) Water Resources: Use and over-Utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.
- c) Mineral resources: Use and exploitation, experimental effects of extracting and using mineral resources, case studies.
- d) Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources, Case studies.
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil-erosion and desertification
 - Role of individual in conservation of natural resources
 - Equitable use of resources for sustainable lifestyle

UNIT III ECOSYSTEMS, BIO-DIVERSITY AND ITS CONSERVATION

ECOSYSTEMS

- ✓ Concept of an Ecosystem
- ✓ Structure and function of an Ecosystem
- ✓ Energy Flow in the Ecosystem
- ✓ Food Chains, Food Webs and Ecological Pyramids

BIODIVERSITY AND ITS CONSERVATION

- ✓ Introduction- Definition: Genetic, Species and Ecosystem Diversity
- ✓ Bio-Geographical Classification of India
- ✓ Value of Biodiversity: Consumptive Use, Productive Use, Social Ethical, Aesthetic and Option Values.
- ✓ Biodiversity at Global, National and Local Levels
- ✓ India as a Mega-Diversity Nation
- ✓ Hot Spots of Biodiversity
- ✓ Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts
- ✓ Endangered and Endemic Species of India
- ✓ Conservation of Biodiversity in-Situ and Ex-Situ Conservation of Biodiversity

UNIT IV ENVIRONMENTAL POLLUTION

- Causes, Effects and Control measures of:-
 - a. Air Pollution
 - b. Water pollution
 - c. Soil pollution
 - d. Marine pollution
 - e. Noise pollution
 - F. Thermal pollution

UNIT V FIELD WORK

- Visit to a local area to document environmental assets—river/ forest/ grassland/ hill/ mountain
- Visit to a local polluted site - Urban/Rural/Industrial/Agricultural
- Study of common Plants, insects, birds
- Study of simple ecosystem-pond, River, Hill slopes, etc

REFERENCES

- Agarwal, K.C. Environmental Biology, Nidi Publ.Ltd., Bikaner
- Bharucha Erach The Biodiversity of India, Mapin Publishing Pvt. Ltd, Ahamedabad-380013,India, Email: mapin@cent.net®
- Burner R.C. , Hazardous Waste Inclineration McGraw Hill Inc.480p
- Clark R.S. Marine Pollution, Clanderson Press Oxford(TB)
- Cunnigham, W.P.Cooper, T.H.Gorhani, E& Hepworth, M.T, Environmental Encylopedia, Jaico Publ. House, Mumbai, 1196p.
- De.A.K.Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment®
- Gleick H.P., Water in crisis, Pacific Instutue for studies in Dev, Environment & Security, Stockholm Env. Institute,Oxford Univ.Press,473p
- Hawlinks R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H & Watson, R.T., global biodiversity Assesment, Cambridge Univ.Press, 114op
- Jadhav, H&Bhosale V.M., Environmental Protection and Laws, Himalaya Pub; House, Delhi 284p
- Mckinney, M.L & Schoch, RM, Environmental Science systems& Solutions, web enhanced edition 639p

III Semester

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31 - HUMAN RESOURCE MANAGEMENT

Unit 1: Introduction to Human Resource Management

Meaning - definitions, objectives and importance of HRM, functions of HRM—managerial functions – operative functions – nature and scope of HRM – HR manager. Role, qualification and qualities.

Unit 2: Human resource planning, Recruitment and Selection

Meaning and importance of human resource planning, benefits of human resource planning, Meaning of recruitment, selection, placement and training Methods of Recruitment and Selection - Uses of tests in selection, Problems involved in placement.

Unit 3: Training, Induction and HRM Strategies

Meaning of Training and Induction, Objective and purpose of induction, Need for training, benefits of training, Identification of training needs, methods of training. HRM Strategies - Human capital – emotional quotient – mentoring.

Unit 4: Promotion and Transfers

Meaning of promotion-Purposes and types – promotion policy – bases of promotion – seniority v/s merit– transfer, need –purposes –types of transfers- demotion –causes of demotion.

Unit 5: Performance Appraisal and compensation

Meaning - objectives of performance appraisal, 360-degree appraisal, other methods of performance appraisal and limitations. Principles - techniques of wage fixation, job evaluation, compensation -meaning of compensation, objectives and importance of compensation.

Reference Books

1. P. Subba Rao. (2009). *Personnel and Human Resource Management*. Himalaya Publishing House.
2. C.B.Gupta. (2014). *Human Resource Management*. Sultan chand and sons.
3. P. N. Reddy and H. R. Appannaiah. (2012). *Personnel Management*. Himalaya Publishing House.
4. Aswathappa. (2010). *Human Resource Management*. Tata McGraw Hill Education.
5. Edwin Flippo. *Personnel Management and industrial relations*. McGraw Hill.

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32 - MARKETING MANAGEMENT

Unit 1: Introduction to Marketing Management

Introduction – Meaning and nature of marketing management, objectives and importance of marketing management, marketing concepts.

Consumer Needs, Wants, and Consumer Insights: Introduction, Needs and Wants, Using Needs/Wants Insight in Marketing, Benefits Sought By Consumers, The Impact of Emotional Benefits, Consumer Insight, Possible Sources of Insights, Using Insights, Finding and Developing an Insight , The Role of an Insight in Product Development and Marketing.

Unit 2: Segmentation Targeting and Positioning (STP)

Market Segmentation and Product Positioning: Introduction, Market Segmentation, Market Targeting, Target Market Strategies, Product Positioning and Differentiation, Choosing a Differentiation and Positioning Strategy, Changing the Product Positioning, USPs

Unit 3: Marketing Mix: Product and Price

Products and Services: Introduction, Levels of Product and Services, Classifications, Product and Service Decisions. Branding, New Product Development and Product Life Cycle (PLC), Services Marketing: The Nature and Characteristics of a Service, Marketing Strategies for Service Firms. Pricing: Introduction - factors influencing pricing decisions and Pricing Strategies.

Unit 4: Marketing Mix: Promotion

Marketing Communication, Integrated Marketing Communications (IMC), and Promotion Mix Strategies – Push and Pull Strategy.

Advertising and Public Relations, Personal Selling and Sales Promotion, Sales Promotion - Trade Shows, Trade Sales Promotion, Consumer Sales Promotion. Publicity and direct marketing - Direct Marketing, Benefits of Direct Marketing, Direct Marketing Channels, Public and Ethical Issues in Direct Marketing.

Unit 5: Marketing Mix: Place (Distribution Channel)

Distribution Channels: Introduction, Type of Marketing Channel, Channel Motivation, Importance of Channel of Distribution, Multiple Channels Distribution, Retail, Levels of Service, Corporate Retailing, The New Retail Environment. New trends in the area of marketing.

Reference Books:

1. Kotler, Philip and Armstrong. (2007). *Principles of Marketing*. (12th ed.). New York: Pearson Education.
2. Ramaswamy and Namakumari. (2005). *Marketing Management*. Macmillan.
3. Arun Kumar and Meenakshi. (2007). *Marketing Management*. Vikas.
4. Lamb, Hair and Danniell. M. C. (2004). *Marketing*. (7th ed.). Thomson
5. Evans and Berman. (2005). *Marketing*. (2nd ed.). Biztantra
6. William M Pride and O C Ferrell. (2005). *Marketing – Concepts* (12th ed.). Cengage Learning

33 - FINANCIAL MANAGEMENT

Unit 1: Introduction to Financial Management and Cost of Capital

Meaning and Evolution, Significance and Goals, Functions of a Financial Manager, Cost of Capital -Meaning, Cost of debt, preference and equity capital, weighted average cost of capital.

Unit 2: Cash Flow Statement and Leverages

Cash Flow Statement (AS-3) – Meaning, uses and preparation. Leverages – Operating leverage, financial leverage and Combined leverage, EPS analysis.

Unit 3: Investment Decision

Capital Budgeting – Meaning, evaluation of proposals – Payback period, NPV, ARR, IRR, Accept/reject decisions.

Unit 4: Management of Working Capital

Working Capital Policy - Overall Considerations-Importance of Working Capital Management, Operating Cycle Concept, Forecasting, Working Capital Requirement, Estimation of Working Capital.

Unit 5: Dividend Policy and Capital Structure

Meaning of dividend policy, factors influencing dividend policy, forms of dividend. Meaning of Capital Structure – Optional capital structure – factors determining capital structure.

Reference Books

1. Khan M. Y. and Jain P. K. (2008), Financial Management 3rd Edition, McGraw Hill.
2. I. M. Pandey (2003), Financial Management, 10th edition, Vikas Publishing House.
3. Prasanna Chandra. (2007). *Financial Management Theory and Practice*. (7th ed.). McGraw Hill.

34 - Fundamentals of Foreign Trade

Unit 1: An Overview on Foreign Trade

Importance - nature and scope of International business; Modes of entry into International Business. Internationalisation process and managerial implications.

Unit 2: Conducting Business in Multiple Countries

Framework for analyzing international business environment – Domestic, foreign and global environments and their impact on international business - UNESCO guidelines.

Unit 3: Economic Integration and Agreements

Levels of Economic integration, NAFTA, SAFTA, ASEAN, EU and recent multilateral agreement in India's foreign trade.

Unit 4: Joint Ventures and Foreign Collaborations

Joint Ventures and other forms for strategic alliances: Traditional and emerging reasons for forming strategic alliances: Pitfalls in strategic alliances; Making cross-cultural alliances work

Unit 5: Regulations for Foreign Trade

India Laws and Regulations Governing International Business Transactions, Taxation of foreign income; Foreign investment; Setting up offices and branches abroad.

Reference Books:

1. Ghanshyam Sharma. (2010). *International Trade Theory and Practice*. Centrum Press.
2. M.L. Varma. (2012). *Foreign Trade Management*. Government of India.
3. Swami, K.D. : International Trade
4. Singhai : International Trade
5. Vaish, M.C. (2002). *Macro Economics*. Vikas Publishing House
6. Daniels and Radebaugh : International Business

35 - QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Unit 1

Introduction & Organization of Data

- Definition of Statistics
- Functions
- Limitations
- Scope of statistics in Business
- Industry and Economics
- Concept of Data, Variable population, Sample
- Concept of Classification of data - Types
- Frequency distributions
- Tabulation of Data
- Parts of table
- Requisites of a good table

Unit 2

Analysis of Uni-Variate Data

Measures of Central Tendency

- Introduction, Types of Central Tendency Measures, qualities of good measure of Central tendency
- Arithmetic mean – Computation using Direct shortcut and step-deviation method, problems on missing frequencies (one or two), properties of AM, problems on combined Mean, corrected Mean
- Weighted AM – Simple problems of Weighted AM
- Median – computation for raw data, discrete and continuous data, problems on missing frequencies
- Mode – computation of mode for raw data, discrete and continuous data – for Uni-modal distribution, problems on Grouping and analysis table

Measures of Dispersion

- Introduction, Types of dispersion measures – concept absolute and relative measures
- Qualities of good measure of dispersion
- Range – Concept and simple problems
- Quartile deviation – computation of QD and its coefficient for raw, discrete and continuous data
- Standard Deviation – Computation of SD and its coefficient for raw, discrete and continuous data

Unit 3

Time Series Analysis

- Objectives and uses of Time series analysis
- Components of Time series
- Measurement of Trend by Moving averages method and Least squares method to Linear.

Unit 4

Analysis of Bi Variate Data- Correlation

- Correlation – Meaning & Types
- Spearman's Rank correlation, Karl Pearson's coefficient of correlation,
- Probable error
- Concurrent deviation method.

Unit 5

Analysis of Bi Variate Data- Regression

- Regression – Meaning
- Regression lines
- Properties of Regression lines and regression coefficient
- Related problems on regression lines and Regression coefficient

Reference Books

1. Sancheti D. C. & Kapoor V. K., *Business Mathematics*, Eleventh Edition, Sultan Chand & Sons, 2012
2. V. K. Khanna, Qazi Zameeruddin, S. K. Bhambri, *Business Mathematics*, Second Edition, Vikas Publishing House Pvt Limited, 2009
3. R. S. Soni, *Essential Business Mathematics & Business Statistics*, ANE Books, 2012
4. J. K. Singh, *Business Mathematics*, Second Edition, Himalaya Publishing House, 2012

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36 - FUNDAMENTALS OF BUSINESS TAX

Unit 1

Introduction

Introduction, Canons of Taxation, Types of Taxes, Definitions- Income, Person, Assesses, Assessment year, Pervious year, Agricultural Income(Theory Only).

Exempted Incomes U/S 10. Capital and Revenue Income and expenditure, Residential Status and Incidence of Tax.

Unit 2

Computation of Taxable Income under the different heads of Income.

Income from Salary- Meaning of salary, Allowances, Perquisites, Deductions from salary. (Theory and Problems)

Income from House Property - Basis of Chargeability, Annual Value, Self occupied and let out property- Deductions (Theory and Problems)

Profits and Gains of Business & Profession -Definitions, Concepts, Practical Aspects - Deductions expressly allowed and disallowed (Theory only)

Capital Gains - Chargeability-Definitions-Practical aspects - Cost of Improvement – Indexation - Short term and long term capital gains-Exemptions (Theory only)

Income from other sources - Chargeability-Deductions-Amounts not deductible (Theory only)

Unit 3

Computation of Total Taxable Income of an Individual.

Gross total Income- deductions from GTI, Calculation of tax liability- (Rates applicable for respective Assessment year) Education cesses, Refund of tax.

Unit 4

CST, Customs Act and Central Excise

Central Sales Tax / G.S.T (Goods & Services Tax)- Objects and basic scheme of CST act, Meaning – Dealer – Business – Sale – Goods – declared goods, Turnover, interstate and intra state sale . (Theory only)

Customs Act - Meaning – Types of Custom Duties – Valuation for Customs Duty. (Theory only)

Central Excise - Procedures relating to Levy, Valuation and Collection of Duty, Types of Duty, Nature of Excise Duties.

Unit 5

VAT and Service Tax

Value Added Tax - Basic Concepts of Value Added Tax, Dealer, Registered Dealer, Sales, Turnover, Input VAT, Output VAT. (Theory only)

Service Tax - Meaning and Definition, Features of Service Tax, Levy and Collection of Service Tax, Service Tax Administration, Exemptions from Service Tax.(Theory only).

Reference Books:

1. Singhanian, Vinod K. (2014). *Direct Taxes - Law and Practice*. Taxmann Publications.
2. Dr. Mehrotra and Dr. Goyal (2014). *Direct Taxes – Law and Practice*, Sahitya Bhavan Publication.
3. Pagare, Dinakar. (2014). *Law and Practice of Income Tax*, Sultan Chand and sons.
4. Datey, V. S. (2014). *Indirect Taxes – Law and Practice*.
5. Dunn, Elizabeth and Norton, Michael. (2013). *The Science of Smarter Spending*. Simon and Schuster.
6. A N Shanbhag. (2011). *In the wonderland of Investment*. (1st ed.). Popular Prakashan.
7. Kaushal Kumar Agrawal. (2006). *Direct Tax Planning and Management* (5th ed.). Atlantic Publishers & Distributors (P) Ltd.

IV Semester

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41 - EXIM PROCEDURES AND DOCUMENTATION

Unit 1: Export Import Business

Export documentation; Foreign exchange regulations, Quality control and pre-shipment inspection, Export trade control, Commercial practices.

Unit 2: Licensing Procedures

Legal framework, Objective of EXIM policy; Policy overview – Facilities and restrictions; Getting started in export business.

Unit 3: Legal Implications

Legal framework in India – Overview of recent Foreign Trade policy , customs ACT and Excise Act and others.

Unit 4: Price and Payment Systems

Credit risk management and payment terms; Main features of payment terms-Advance payment, open account, documentary collection, documentary credit – Documentary collection –DP and DA process and operation; Letter of credit and parties involved; Process of opening and advising LC, Types of LC; Process and operation.

Unit 5: Post Shipment Documentation

Trade operations and documentation; Documentation areas and dimensions; Nature and Characteristic features of EXIM documents; EDI and documentation.

Reference Books:

1. M.D. Jitendra, Export Procedures and Documentation, Rajat Publications, Delhi.
2. Pervin Wadia, Export Markets and Foreign Trade Management, Kanishka Publications, New Delhi.
3. Nabhi's Exporters Manual and Documentation.
4. Nabhi's New Import-Export Policy Procedures.

42 - SERVICES MANAGEMENT

Unit 1: Introduction to services

Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, myths about services, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality. Marketing challenges in service industry.

Unit 2: Consumer behaviour in services

Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.

Unit 3: Tourism, Hotel and Hospital Management

Introduction; Concept & Nature of Tourism; Significance & Impact of Tourism; Market Segmentation in Tourism; Tourism marketing Mix Management of Travel Services: Role of Travel Agencies & Travel Organization Tour Operations - Meaning and services. Management of Hotel Industry: Hotels; Facilities; The guest Cycle; classification of hotels; Introduction to Hospitals; Development of Hospitals; Facilities; Personnel; Administration; Hospital service extensions – Pharma.

Unit 4: Understanding customer expectation through market research:

Key reasons for GAP 1, using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies –Relationship

marketing, Evaluation of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.

Unit 5: Customer defined service standards:

“Hard” & “Soft” standards, process for developing customer defined standards Leadership Measurement system for market driven service performance-key reasons for GAP-2 service leadership- Creation of service vision and implementation, Service quality as profit strategy, Role of service quality In offensive and defensive marketing. Service design and positioning- Challenges of service design, new service development-types, stages. Service blue printing- Using & reading blue prints. Service positioning-positioning on the five dimensions of service quality, Service Recovery.

Reference Books

1. Dr. Shajahan. S, Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition.
2. Christopher Lovelock, (2004) Services Marketing- Pearson Education, 2004
3. Valarie A Zeithmal & Mary Jo Bitner (2011), Services Marketing- 5/e, TMH.
4. Kenneth E Clow & David L. Kurtz, (2007) Services Marketing: Operation, Management and Strategy-2/e, Biztantra.
5. Ravi Shankar, (2006) Services Marketing: The Indian Perspective-, Excel BOOKS.
6. Lovelock, Christopher; (2001) Services Marketing - People, Technology, Strategy; Pearson Education Asia, Delhi; First Indian Reprint.

43 - INTERNATIONAL BUSINESS ENVIRONMENT

Unit 1

Introduction to International Business Environment

Nature of International Business Environment, Theories of International Trade: Ricardo's Theory, Heckscher-Ohlin Theory, Economic Environment, Political and Regulatory Environment, Demographic Environment, Social, Cultural and Technological Environment

Unit 2

Multinational Enterprises

Introduction to the concept of Multinational Enterprises, Meaning of International Corporations, Role and importance of Multi-national corporations in international business, Elements of Multinational Enterprise Strategy, Market Entry Mode Strategies, International Strategic Alliances, Cross-border Integration & Coordination, Knowledge Management, MNEs from Emerging Economies

Unit 3

Regional Economic Grouping

Evolution, structure and functions of:

- North Atlantic Free Trade Agreement (NAFTA)
- South Asian Association for Regional Cooperation (SAARC)
- European Union (E.U.)
- World Trade Organization (WTO)

Unit 4

Foreign Exchange Market

Introduction to Foreign Exchange Market, Meaning of Exchange Rate, Determination of Exchange rate – Fixed, Flexible and Managed, Implications of Foreign Exchange Market on International business, Foreign Exchange transaction mechanism (Option – forward contract – arbitrage – hedging and swaps), Pricing pattern, Trade, PPP, IRP, IFE, Portfolio, Balance,

Demand and Supply Growth, BOP Monetary Approach, Management of foreign Exchange with special reference to India

Unit 5

Emerging Developments in International Business

International Marketing through Internet; Ecological concerns and international marketing ethics, Latest trends in International Business. Growing Emerging Markets, Demographic Shifts, Increased Competition, Slower Growth, Clean Technology, The age of relentless innovation – with external and internal focus, Sales growth predicted to be largely in emerging markets

Reference Books

1. Miltiades Chacholiades, *International Economics* , Mc-Grew Hill Publishing Co, New York.
2. W. Charles Sawyer and Richard L. Sprinkle, *International Economics*, Third Edition, Prentice Hall. 2009
3. ML Jhingan, *International Economics*, Vrinda Publication Pvt. Limited,
4. Charles Hill, Arun Kumar Jain, *International Business – Competing in the Global Market Place*, Sixth Edition, Tata McGraw Hill, 2008

44 - BUSINESS RESEARCH METHODS

Unit 1: Market Research: An Overview

Market Research – An Overview, Introduction to Market Research The Market Research Plan, Divisions of Marketing Research, Marketing Research and Marketing Management, The Marketing Research Process, Commissioning Market Research, Research Brief, Developing the Research Plan

Unit 2: Types of Research

Types of Research, Quantitative Market Research, Qualitative Market Research, Types of Qualitative Market Research, Newer and Emerging Qualitative Researches, Observational Research, Types of Observational Research, Advantages and Disadvantages of Observational Research

Unit 3: Market Research Design

Importance of Marketing Research in Business, Marketing Research and Decision Making, Quantitative Research Sampling, MR Measurement and Scaling, Measurement Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale

Unit 4: Analysis of Data

Tabulation, Coding, Decoding, Report writing.

Unit 5: Research and Insights

Identifying Consumer Insights, Developing an Insight, Possible Sources of Insights, The Role of an Insight in Product Development and Marketing, New Trends in Marketing Research, Marketing Research Trends: Behavioural Science Based Approach, Economic and Competitive Pressures, Consumer Insight Groups

Reference Books:

1. Paul Baines, Chris Fill and Kelly Page. (2008). *Marketing*. Oxford University Press.
2. S. K. Sarangi. (2009). *Marketing Management*. Asian Books Private Limited.
3. O.C. Ferrell, Michael. D. Hartline. (2008) *Marketing Strategy*. Cengage Learning.
4. Gary Armstrong, Michael Harker, Philip Kotler and Ross Brennan. (2009). *Marketing an Introduction*. Prentice Hall.
5. Tony Proctor. (2005). *Essentials of Marketing Research (4th ed.)*. Prentice Hall.

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45 - VALUE EDUCATION

The learning and practice of facts which have eternal value is what is contemplated by value education. It can also be the process by which a good citizen is moulded out of a human being. The evolution of a good human being is when he realises that his conscience shows to him the rightness of his action.

Objective

To create an awareness to values among learners and help them adopt them in their lives.

Unit I

Definition – Need for value Education – How important human values are – humanism and humanistic movement in the world and in India – Literature on the teaching of values under various religions like Hinduism, Buddhism, Christianity, Jainism, Islam, etc. Agencies for teaching value education in India – National Resource Centre for Value Education – NCERT–IITs and IGNOU.

Unit II

Vedic Period – Influence of Buddhism and Jainism – Hindu Dynasties – Islam Invasion – Moghul invasion – British Rule – culture clash – Bhakti cult – social Reformers – Gandhi – Swami Vivekananda – Tagore – their role in value education.

Unit III

Value Crisis – After Independence

Independence – democracy – Equality – fundamental duties – Fall of standards in all fields – Social, Economic, Political, Religious and Environmental – corruption in society.

Politics without principle – Commerce without ethics – Education without Character – Science without humanism – Wealth without work – Pleasure without conscience – Prayer without sacrifice – steps taken by the Governments – Central and State – to remove disparities on the basis of class, creed, gender.

Unit IV

Value Education on College Campus

Transition from school to college – problems – Control – free atmosphere – freedom mistaken for license – need for value education – ways of inculcating it – Teaching of etiquettes – Extra-Curricular activities – N.S.S., N.C.C., Club activities – Relevance of Dr.A.P.J. Abdual Kalam’s efforts to teach values – Mother Teresa.

Unit V

Project Work

1. Collecting details about value education from newspapers, journals and magazines.
2. Writing poems, skits, stories centering around value-erosion in society.
3. Presenting personal experience in teaching values.
4. Suggesting solutions to value – based problems on the campus.

Recommended Books

1. Satchidananda. M.K. (1991), "Ethics, Education, Indian unity and culture" – Delhi, Ajantha publications.
2. Saraswathi. T.S. (ed) 1999. "Culture", Socialisation and Human Development: Theory, Research and Application in India" – New Delhi Sage publications.
3. Venkataiah. N (ed) 1998, "Value Education" New Delhi Ph. Publishing Corporation.
4. Chakraborti, Mohit (1997) "Value Education: Changing Perspectives" New Delhi: Kanishka Publications.
5. "Value Education – Need of the hour" Talk delivered in the HTED Seminar – Govt. of Maharashtra, Mumbai on 1-11-2001 by N.Vittal, Central Vigilance Commissioner.
6. "Swami Vivekananda's Rousing call to Hindu Nation"; EKnath Ranade (1991) Centenary Publication
7. Radhakrishnan, S. "Religion and culture" (1968), Orient Paperbacks, New Delhi.

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V Semester

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51 - PERSUASION AND SALESMANSHIP

Unit – I: Principles and Frameworks of Persuasion

Persuasion in Advertising, Advertising Strategy, History of Persuasion Theory,

Unit – II: Persuasion Tactics

Persuasion Techniques in Advertising, Ideas in Selling

Unit – III: Introduction to Salesmanship

Ideas as Products, Insights in Products, Six I's, Me First and Me Too, Evolution of Products: An Example, Four Parameters of Judging a Product Idea, Evaluating a Product, Evolution of New Products Introduction, Does Form Follow Function?, Evaluating New Product Ideas

Unit – IV: Ideas in Selling

Experiential Marketing, Why Experiential Marketing?, Critical Considerations in Experiential Marketing, Successful Implementation of Experiential Marketing, Relationship Marketing, Role of Relationship Marketing in Salesmanship, Strategies to Build a Strong Customer Relationship, Personal Selling, Steps in Personal Selling, Prospecting, Approaching, Making the Presentation, Overcoming Objections, Closing the Sale, Follow-up, Selling Tactics, AIDA Approach, Foot in the Door Technique, Door-in-the-Face Technique, Low-Ball Technique, Add-On Sales Ideas, Cross-selling, Up-selling, Essential Attributes of Successful Salespersons

Unit – V: Ideas in Advertising

Ideas, Persuasion and Advertising, Integrated Marketing Communications (IMC), Designing an Effective Message, Right Media, Major Selling Idea, Creative Strategy, Ideas in Advertising, What is Creativity?, The Big Idea in Advertising, Why Creative Ideas are Important in Advertising?, Relevance, Originality, and Impact, The AIDA Model, Types of Advertising Ideas, Creative vs. Non-Creative Advertising Ideas, How to generate creative ideas?,

Reference Books:

1. Robert Gravlin Cooper. *Winning at New Products. Accelerating the process from Idea to Launch*. Addison-Wesley
2. Edward Patrick McGuire. *Generating New Product Ideas*. Conference Board
3. Edward Patrick McGuire. *Evaluating New Product Proposals*. Conference Board
4. Charles Panati. *Browser's Book of Beginnings. Origins of everything under and including the Sun*. Houghton Mifflin Company
5. Henry Petroski. *The Evolution of Useful Things*. First Vintage Books Edition

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52 - CREATIVE COMMUNICATION

Unit – I: Basic Principles of Writing

Parts of Speech: Introduction, The English Language: A Brief History, Nouns, Verbs, Adjectives, Adverbs, Prepositions, Conjunctions, Interjections

Sentences: Introduction, The Subject and the Predicate, Simple Sentences, Phrases and Clauses, Sentence Variety

Music of Writing: Introduction, Voice, Lyricism, Melody, Rhythm

Unit – II: Effective Writing

Principles of Effective Communication: Introduction, Getting Started, Principles of Effective Writing, Coping with Political Correctness, Sensitive Not Hypersensitive, He, She, and Everybody

Fundamentals of Effectively Persuading: Introduction, Fundamentals of Effective Persuasion, Tone of Voice, Tone Scale, Getting the Tone Right, Maintaining an Effective Tone

The Effective Mailbox: Introduction, How to Write Effective Mails?, The Email Etiquette, How to Write a Letter?, Handling Some Common Kinds of Letters. Short Letters – The ‘IN’ Thing Today

Unit – III: Writing that Exalts and Transforms

Writing the Natural Way: Introduction, Letting the Writer Out, Two Ways of Knowing: Conscious and Unconscious, Clustering: the Doorway to your Unconscious Mind, Self Reflective Mind: Words and the Brain, The Two Hemispheres: Complementary Division of Labour

Poetry: Introduction, Poetry

Song Writing: Introduction, Writing the Commercial Song, Basics of a Song, The Words and Music Matrimony, Where to Find Ideas?, Formal Musical Training: An Essential or Not?

Nature Writing: Introduction, Nature Writing

Unit – IV: Writing that Entertains and Sells

The Big Idea: Introduction, What is a Big Idea?, Hero-worship the Product, Creativity: A Cult, Commercial Creativity

How to Write Advertising Copy?: Introduction, Types of Ads – Copywriter’s Perspective, Getting Down to Business, Creating Copy, Grammar and Syntax: A Necessity in Ads or Not, Pun and Humour: A Copywriter’s Redemption, Hard Sell v/s Soft Sell, The Headline, The Ad, A Mentor’s Checklist - Before, During and After Writing an Ad

Writing Humour: Introduction, Steps to Writing Humour, Humour in Romance Writing, Humour in Fiction, What Can Give Your Work The Funny Edge?, Jokes and How to Joke Around, Black Humour, Unintentional Humour and Situation Comedy, Blue Humour

Writing for Commercials and TV: Introduction, Writing Commercials, Basic Principles That You Need to Know to Write a Great Commercial, What is the Relationship between an Idea and a Story?, Scriptwriting for TV, TV Writing: A Class Apart But How?, Where Do Ideas Come From?, Basic Story Shape

Unit – V: Writing for the New Media

Interactive Writing: An Introduction: Introduction, Interactivity and Interactive Writing, Intrinsic Interactivity – Media That Are Already Interactive, Media That Can Benefit from Interactivity, Linear Writing versus Interactive Writing

Thinking and Writing Interactively: Introduction, How to Think Interactively?, To Tame the Wanderer, How to Plan to Write an Interactive Work?, Planning for Interactivity, Questions to be Answered before Writing for New Media

The Grammar of Interactivity: Introduction, Cinematic Grammar, Interactive Nouns and Verbs, Elements of Interactive Grammar, The Writer’s Grammar: Discoverability, Interactive Sentences
Interactive Storytelling: Introduction, World of Computers versus World of Television, Web TV, Story Branching, Involving the Reader/User – Using the Second Person, Being Creative: Enrich the Title, Pitfalls

Reference Books:

1. Kenneth Roman and Joel Raphaelson. Writing that Works – How to Communicate Effectively in Business. Rupa & Co. 2000
2. Neil James. Writing at Work – How to write, clearly, effectively and professionally. Viva Books First South Asian Edition. 2008
3. William Carpenter. Principles of Effective Communication. Dept. of Agricultural Information, North Carolina State University at Raleigh
4. Ed Shewan. Applications of Grammar: Principles of Effective Communication. Christian Liberty Press. 2007

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53 - SUMMER INTERNSHIP (8 WEEKS)

The training report along with the company certificate should be submitted within the two weeks of the reopening date of 5th semester.

The report should be around 40 pages containing the details of training undergone, the departments wherein the student was trained with duration (chronological diary), along with the type of managerial skills developed during training.

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54 - BUSINESS LAW

Unit 1: Indian Contract Act, 1872

Meaning, Characteristics & Scope of the contract law, Elements of contract, Offer and acceptance, Lawful consideration, Capacity to contract, Free Consent, Lawful object. Discharge of contract including performance of contract. Breach of contract, contingent contract, quasi contract. Contract of Indemnity and Guarantee. Contract of Bailment. Contract of Agency.

Unit 2: Company Law

Introduction, Meaning and Definition, Corporate Personality, Stages of formation of a Company: Company, Classification of Companies. Memorandum of Association, Articles of Association Distinction between Memorandum and Articles. Prospectus and Other Documents: Doctrine of Indoor Management, Shares, Debentures and Dividends: Transfer and Transmission of shares, Directors, Meetings, Winding up. Amendments.

Unit 3: The Limited Liability Partnership Act, 2008

Salient features of LLP, Difference between LLP & Partnership, LLP & Company, Nature of LLP, Partners & designated partners, Incorporation document, Incorporation by Registration, Partners & their relations.

Unit 4: The Sale of Goods Act, 1930

Contract of sale, Meaning & difference between sale & agreement to sale; conditions & warranties, Transfer of ownership in goods including sale by non- owners, Performance of contract of sale, Unpaid seller- meaning & rights of an unpaid seller against the goods.

Unit 5: The information Technology Act, 2000

Definition, Digital signature, Electronic governance, Attribution, acknowledgement & dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties & adjudication, Appellate tribunal, offences

Learning Resources

Textbook

1. S. S. Gulshan and G. K. Kapoor (2009) Business Law.1st edition, New Age International.

References

1. N. D. Kapoor, (2006) Elements of Mercantile Law.3rd edition, Sultan Chand and Company.
2. Robert W. Emerson (2006) Business Law.1st edition, Barron's Educational Series Inc.
3. Satyanarayana G (2009) Business Law.3rd edition, Apollo Publishers.

55 - ENTERPRISE RESOURCE PLANNING

Unit 1: Introduction to ERP

Evolution of ERP; what is ERP? Reasons for the Growth of ERP; Scenario and Justification of ERP in India; Evaluation of ERP; Various Units of ERP; Advantage of ERP. An Overview of Enterprise

Unit 2: An Overview of Enterprise

Integrated Management Information; Business Modeling; ERP for Small Business; ERP for Make to Order Companies; Business Process Mapping for ERP Unit Design; Hardware Environment and its Selection for ERP Implementation.

Unit 3: ERP and Related Technologies

Business Process Reengineering (BPR); Management Information System (MIS); Executive Information System (EIS); Decision support System (DSS); Supply Chain Management (SCM).

Unit 4: ERP System

Introduction; Finance, Plant Maintenance, Quality Management, Materials Management. Introduction, SAP AG, Baan Company, Oracle Corporation, People Soft, JD Edwards World Solutions Company, System Software Associates, Inc. (SSA); QAD; A Comparative Assessment and Selection of ERP Packages and Units.

Unit 5: ERP Implementation Lifecycle

Issues in Implementing ERP Packages; Pre-evaluation Screening; Package Evaluation; Project Planning Phase; Gap Analysis; Reengineering; Configuration; Implementation; Team Training; Testing; Going Live; End-User Training; Post Implementation (Maintenance Mode).

Learning Resources

Textbook

1. Manufacturing Resource Planning (MRP II) with Introduction to ERP; SCM; an CRM by Khalid Sheikh, Publisher: McGraw-Hill
- 2.

References

1. The Impact of Enterprise Systems on Corporate Performance: A study of ERP, SCM, and CRM System Implementations [An article from: Journal of Operations Management] by K.B. Hendricks; V.R. Singhal; and J.K. Stratman, Publisher: Elsevier
2. ERP and Supply Chain Management by Christian N. Madu, Publisher: CHI
3. Implementing SAP ERP Sales & Distribution by Glynn C. Williams, Publisher McGraw-Hill

56 - CAREER / EMPLOYABILITY SKILLS– 1

UNIT I INTRODUCTION

Need for Creative and innovative thinking for quality – Essential theory about directed creativity, components of Creativity, Methodologies and approaches, individual and group creativity, organizational role in creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.

UNIT II MECHANISM OF THINKING AND VISUALIZATION

Definitions and theory of mechanisms of mind heuristics and models: attitudes, Approaches and Actions that support creative thinking - Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, color symmetry. Spatial relationships and compositions in 2 and 3 dimensional space - procedure for genuine graphical computer animation– Animation aerodynamics – virtual environments in scientific Visualization – Unifying principle of data management for scientific visualization – Visualization benchmarking

UNIT III CREATIVITY

Methods and tools for Directed Creativity – Basic Principles – Tools that prepare the mind for creative thought – stimulation – Development and Actions: - Processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and Motivation – The Bridge between man creativity and the rewards of innovativeness – Applying Directed Creativity.

UNIT IV CREATIVITY IN PROBLEM SOLVING

Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences.

UNIT V INNOVATION

Achieving Creativity – Introduction to TRIZ methodology of Inventive Problem Solving – the essential factors – Innovator's solution – creating and sustaining successful growth – Disruptive Innovation model – Segmentive Models – New market disruption - Commoditization and DE33commoditization – Managing the Strategy Development Process – The Role of Senior Executive in Leading New Growth – Passing the Baton

Note: Students will undergo the entire programme similar to a Seminar. It is activity based course.

Students will undergo the programme with both theoretical and practical content. Each student will be required to come out with innovative products or services. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. **No end semester examination is required for this course.**

VI Semester

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61 - FINAL PROJECT

Learning Objectives:

The end of the course project is meant to give the students a comprehensive exposure to the real business world---in terms of the professional challenges as well as the personal aspects of etiquette, language, team work and overall effectiveness as individual contributors.

It will also give the students an opportunity to compare the theoretical principles learnt during the 1st 5 semesters vis-a-vis the real world of business.

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62 - DIGITAL BRANDING

Unit - I: Introduction to Digital Branding

Benefits of Digital Display, Target Audience, Challenges of Digital Display, Campaign Objectives, Business Value, Campaign Budget, Running Effective Ads, Creative Formats, Ad Formats, Targeting, Ad Features, Tracking your Campaign, Ad Display Frequency, Optimizing the Campaign, Campaign Planning, Laws & Guidelines

Unit - II: Content Marketing

What is Content Marketing?, Identifying Prospects, Writing Messages and Creating Content, Getting the Message into the Media, Content Essentials, Content Strategy, Idea Creation, Content Creation, Social Media Promotion, Traffic Generation, Content Auditing,

Unit - III: Consumer Generated Content

Definition and Insights on Consumer Generated Content, Do-It-Yourself (DIY) Advertising, Product Development, and Opportunities for Co-creation, and Four Building Blocks of Co-creation.

Unit - IV: Gamification

Gamification and the Fun Theory, Gamification and Major Brands, Five Elements of Gamification in a Branding Strategy, advergames, Gamevertising, Principles of Gamification.

Unit - V: The Future of Media

Scenario Planning, Interpreting Scenario, Dynamic Content Creation, Strategic Framework of the Future of Media, the Consumer/Creator Archetype, Revenue and Ad Aggregation, Distribution: Channels, Devices, and Mobility, Globalization and Localization, Intellectual Property and Media; Shifting Advertising Channels - Growth in Digital Advertising, Social Networks, Blogging Platforms, Drivers of Value, The Forces Shaping Media--Increasing Media Consumption, Fragmentation, Participation, Personalization, New Revenue Models, Generational Change, Increasing Bandwidth; Future of Media Lifecycle Cases.

Reference Books:

1. Marion McGovern, Dennis Russell & Dennis Russell, (2001) A New Brand Of Expertise: How Independent Consultants, Free Agents, And Interim Managers Are Transforming The World Of Work –Butterworth Heinemann Special Priced Titles.
2. Killer Web Content: (2006) Make The Sale, Deliver The Service, Build The Brand – Gerry McGovern, 1/e, A & C Black.
1. 4. Get Content Get Customers: Turn Prospects into Buyers with Content Marketing McGraw-Hill.
3. Joe Pulizzi, (2006) Guerrilla Advertising: Unconventional Brand Communication - Gavin Lucas and Michael Dorrian, Laurence King Publishers, 2006

63 - INTERNATIONAL MARKETING

Unit 1- Introduction to International Marketing

Concept of International Marketing and its scope, Objectives of International Marketing, Challenges and Opportunities in International Marketing, Underlying forces of International Marketing Channels, Reason of entry in International Marketing

Unit 2- Policies related to International Marketing

Recent Import Export Policies and Procedures, Facilities and Incentives relating to Export Business Regionalism v/s Multilateralism; Trade Blocks; Important Grouping in the World; Legal Dimensions in International Marketing (Role of WTO); Marketing Research for Identifying Opportunities in International Markets.

Unit 3- Procedural Aspect

Export Documentation, Preparing Export Document Shipping and Customer Clearance of goods. Processing/Manufacturing goods for Export and their inspection by Government Authorities Compulsory Quality Control and Pre-shipment Inspections, Excise Clearance, Insuring goods against marine risk, Marine Insurance, Submitting documents to Bank for purchase/Collection/Negotiation under L/C. Export Credit Limit.

Unit 4- International Marketing Strategy

Rules for successful exporting, International Market Segment, Preliminaries for starting Export Business. Registration of Exporters, Sending/Exporting Samples. Appointing Overseas Agents obtaining a License (Export License)

Unit 5- Pricing and Finance Strategy

International Pricing Decisions and factors influencing these decisions. Uniform pricing Vs. Market by market pricing. Arranging Finance for Exports : Financial and fiscal incentives provided by the Government and Foreign exchange facilities by the R.B.I. and EXIM Bank. Institutional support from Government, Semi Government and Autonomous Organizations for Exporters Obtaining export credit Insurance. Exchange rates, Understanding foreign exchange

rates and protection against their adverse movement.

Reference Books

1. Bhattacharya - Winning the World Marketing.
2. B.M. Wahi and A.B. Kalkundribar. International Trade and Export Management.3.
International Marketing Management – Varshney and Bhattacharya .
3. S.ShivaRamu - International Marketing Export Marketing.
4. S.S. Rathor, J.S. Rathor - International Marketing.
5. Douglas & Craig - Global Marketing Strategy.
6. Michael Vaz - Export Marketing.
7. Francis Cherunilam - Export Marketing.
8. B. Bhattacharya - Export Marketing.
9. Parasram - Export - What, Where & How
10. S.A. Chunnawala - Essentials of Export Marketing.

64 - CONSUMER PSYCHOLOGY

Unit 1

Overview of Consumer Behaviour

Understanding Consumer Behaviour- Meaning and Concept of Consumer and Customer, Consumer Learning, Different Models in Consumer Behaviour, Consumer Decision making process-Concept of Consumer Decision; Levels of Consumer Decision Making; Consumer Decision Making Model, Changing Indian Consumer Behaviour-Drivers of Change; Changing Consumer Trends; Rural Consumer Behaviour; New Consumption Patterns, Organizational Buying Behaviour.

Unit 2

Factors Influencing Consumer Buying Decision

Influence of Culture on Consumer Behaviour-Concept of Culture; The measurement of Culture; Indian Core Values; Cultural aspects of emerging markets, Values, Lifestyles, and Psychographics- Impact of Values, Lifestyles and Psychographics on buying behaviour; Demographics, Lifestyles and Psychographics; Values and Value Systems, Group Influence on Consumption- Role of reference groups; Effect of reference groups on consumer decision making; Celebrity endorsements.

Unit 3

Customer Loyalty Comprehension

Meaning and definition of customer loyalty, Significance of Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Benefits of Customer Loyalty, Customer Loyalty and its relationship with customer satisfaction, Customer retention and Brand Loyalty, Factors affecting customer loyalty formation, Rai Srivastava model of customer loyalty formation, Drivers of Customer Loyalty.

Unit 4

Customer Loyalty Outcomes

Characteristic Features of Behavioural Loyalty, Attitudinal Loyalty and Cognitive Loyalty, Role of Customer Loyalty outcomes in business decisions, Significance of Customer Loyalty for Marketers, Relationship Influencers of Customer Loyalty including factors mediating customer loyalty relationship with other relationship influencers, Customer Affinity, Customer Engagement.

Unit 5

Customer Loyalty Measurement and Application

Measuring Customer Loyalty, Customer Loyalty measurement models and scales, Influence of Service Quality on Customer Loyalty, Customer Loyalty in Retail Industry, Customer Loyalty in Banking and Insurance Industry, Customer Loyalty Application in Aviation Industry.

Reference Books:

1. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
2. H.Peer Mohammed: Customer Relationship Management, Vikas.
3. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.
4. Mukesh Chaturvedi and Abhinav Chaturvedi: Customer Relationship Management An Indian Perspective. Excel Books.
5. Deon – Buyer Behaviour, Oxford University Press.

65 - BUSINESS NEGOTIATION

Unit 1: Culture and its Definition

Culture - definition and characteristics. Cultural factors and specifics, their possible consequences and influence on different aspects of business, Personality of a successful negotiator. Process of negotiation - main attributes and stages, Preparation for and planning of the business negotiation, Rules of effective persuasion. Breaking through "culture shock", Problem of concessions, ways to break deadlocks, position of strength, International negotiations - main aspects, comparison of different negotiate styles.

Unit - II: Definition and Process of Negotiation

Meaning - Negotiation Process, Environmental Context of International Negotiations, Managing Negotiation and Conflict Ethics in International Negotiations, Decision-Making, The Decision-Making Process, Internal and External Factors Implications for Managers.

Unit - III: Tactics of Negotiation

Essentials of Negotiation, Negotiation Planning, Distributive Strategy/Tactics, Integrative Strategy/Tactics, Developing a negotiation style, Establishing Trust-Building Relationships, Power, Persuasion, Ethics, Creativity, Problem solving, Decision Traps, Multiple Parties, Coalitions and Teams.

Unit - IV: Negotiation and Decision Making

Process of negotiation and decision-making and their significance for multinational and global corporations, Environmental context of international business negotiations and the concept of multinational negotiating strength, Various patterns of negotiation and conflict resolution in different national and cultural contexts, Influence of national and cultural variations in decision-making.

Unit - V: Problem of Culture in Negotiation

The problem of culture in negotiation and conflict resolution, Managing in multi-cultural environments, Cultural variables and negotiation – general, Developing intercultural effectiveness, Inter-group conflict resolution – theory and practice.

Reference Books:

1. Cohen.(2001)."Resolving Conflict across Languages," Negotiation Journal.
2. Black and Avruch. "Culture and International Negotiations," in Jacquin-Berdal et al, eds.
3. Culture in World Politics; NY, St. Martin's Press.
4. Cohen. "Conflict Resolution across Cultures: Bridging the Gap,"in ibid.
5. Sebenius.(2002). "The Hidden Challenge of Cross-Border Negotiations," p. 80, Harvard Bus. Rev.
6. Thiederman.. Bridging Cultural Barriers for Corporate Success: How to Manage the Multicultural Work Force; NY, NY: Lexington Books.
7. Harris & Moran. Managing Cultural Differences, Third edition, Houston, TX: Gulf Publishing Company.
8. Salacuse. "Implications for Practitioners," pp. 204-208, Faure & Rubin, eds., Culture and Negotiation: The Resolution of Water Disputes, Newbury Park, CA: Sage Publications.
9. Chataway. . "Track II Diplomacy: From a Track I Perspective", pp. 269-285, Negotiation Journal.

66 - CAREER / EMPLOYABILITY SKILLS – II

UNIT I PERSONAL COMMUNICATION

Day-to-day conversation with family members, neighbours, relatives, friends on various topics, context specific – agreeing/disagreeing, wishing, consoling, advising, persuading, expressing opinions, arguing.

UNIT II SOCIAL COMMUNICATION

Telephone calls (official), colleagues in the workspot, discussing issues (social, political, cultural)clubs (any social gathering), answering questions, talking about films, books, news items, T.V. programmes, sharing jokes.

UNIT III GROUP/MASS COMMUNICATION

Group discussion (brainstorming), debate, panel discussion, anchoring/master of ceremony, welcome address, proposing vote of thanks, introducing speakers, conducting meetings, making announcements, Just-a-minute (JAM), Block and tackle, shipwreck, spoof, conducting quiz, negotiations, oral reports.

UNIT IV INTEGRATED SPEAKING AND PRESENTATION SKILLS

Listening to speak (any radio programme/lecture), reading to speak, writing to speak, watching to speak, (any interesting programme on TV) Reading aloud any text/speech, lecturing, PowerPoint presentation, impromptu, Interviews of different kinds (one to one, many to one, stress interview, telephonic interview)

UNIT V EMPLOYABILITY AND CORPORATE SKILLS

Interview skills – Types of interview, preparation for interview, mock interview. Group Discussion –Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, skills bought out in GD – leadership and co-ordination. Time management and effective planning – identifying barriers to effective time management, prudent time management techniques, relationship between time management and stress management. Stress management – causes and effect, coping strategies – simple physical exercises, simple

Yoga and Meditation techniques, Relaxation techniques, stress and faith healing, positive forces of nature, relaxation by silence and music. Decision making and Negotiation skills, People skills, Team work, and development of leadership qualities.

Note: Students will undergo the entire programme similar to a Seminar.

It is an activity based course. Student individually or as a group can organize event(s), present term papers etc. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark.

No end semester examination is required for this course.

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