

**CHRIST UNIVERSITY, BANGALORE -29**  
**Department of Management studies**

**II Sem BBM Course Plan – 2013 - 14**

**Subject : Business Statistics**

Paper Code : BBM 233

**Faculty ; Roy Mathew**

**Course Objectives:** The major objectives are

1. To give the students a basic knowledge of Statistical methods and their applications
2. To develop analytical skills among students.
3. To use these techniques for making better decisions

**Prescribed course text**

1. **Business Statistics by J K SHARMA – PEARSON EDUCATION**

**Suggested Readings**

1. G C Beri- TMH Publication
2. Statistical methods by S P Gupta – Sultan Chand

**Course Plan**

Week	Unit	Topic	No.of hours	Dates	Methodology
Week 1	1	<b>Introduction</b> Development of statistics, Analytical statistics, computer in statistics. Need for research, Data collection, Sources of data for research, methods of primary data collection, sample and population, need for sampling, types of sampling.	3 hrs 1 1 1	5 to 9 Nov '13)	Lecture / discussion And micro project
	1	<b>Summarizing data</b> classification, tabulation, frequency distribution Data presentation – Diagrammatic representation of data graphic representation of data	4hrs 1 1 1 1	(11 <sup>th</sup> to 16 <sup>th</sup> Nov 13)	Learn through micro projects/self study

Week 2	2	<b>Measures of central tendency and dispersion</b> Arithmetic mean, Weighted mean, median, mode,	4 hrs 1 1 1 1	18 <sup>th</sup> to 20 <sup>th</sup> Nov	Lecture /self study
Week 3	2	range, quartile deviation, mean deviation, standard deviation, coefficient of variation	4 hrs 1 1 1 1	25 <sup>th</sup> – 27 <sup>th</sup> Nov	Lecture
Week 4	3	<b>Linear correlation</b> Scatter diagram, Karl Pearson' s and Spearman' s methods,	4hrs 1 2 1	2 <sup>nd</sup> to 7 <sup>th</sup> Dec	Discussions/lecture
Week 5	3	<b>Linear Regression</b> Regression coefficients, lines of regression, problems relation between correlation coefficient and regression coefficients	3hrs  1 1 1	9 <sup>th</sup> to 14 <sup>th</sup> Dec	Lecture
Week 6	4	<b>Probability</b> Probability distributions – meaning Discrete and continuous p.d, Normal distribution	3hrs 1 1 1	16 <sup>th</sup> to 21 <sup>st</sup> Dec	Lecture
Week 7	5	<b>Sampling distribution</b> Sampling and non sampling errors Sampling distribution of a statistic, sampling from finite population, standard error, utility of S.E	2hrs 1 1	2 to 4 Jan 14	Lecture
Week 8	5	<b>Estimation</b> Confidence Interval estimation of mean, proportion,	4hrs	13 <sup>h</sup> to 18 <sup>th</sup> Jan	Lecture
		<b>MID SEMESTER EXAMS</b>			

Week 9	6	<b>Hypothesis testing I</b> Null and alternative hypotheses, significance level, confidence level, Type I and Type II errors, critical region.	4hrs 1 1 1 1	20 to 25 Jan 14	Lecture
Week 10	6	<b>Hypothesis testing II</b> Large and small sample tests Test for single mean and Test for difference of means Problems test for single proportion and test for difference of proportions	4hrs 1 1 1 1	27 <sup>st</sup> Jan to 1 Feb	Field work application
Week 11	6	<b>Testing- contd...</b> t – test for single mean and t test for single proportion, Chi square test for independence of attributes. Problems	4hrs 1 1 1 1	3 <sup>th</sup> Feb to 8 Feb	Applications
Week 12	7	<b>Time series Analysis and Forecasting</b> Importance, components, Trend – Free hand method, method of semi averages, method of moving averages, problems	4hrs 1 1 1 1	10 <sup>th</sup> Feb to 15 <sup>th</sup> Feb	Lecture/problem solving
Week 13		method of least squares problems Forecasting – methods of forecasting	3 hrs 1 1 1	17 Feb to 22 <sup>th</sup> Feb	Lecture/ case analysis
Week 14	8	<b>Index Numbers</b> Introduction- Uses of Index numbers - types Problems in the construction of Index numbers, Method of Constructing index numbers. problems	4 hrs 1 1 1 1	24 – 1 Mar	Lecture/

Week 15	8	Tests of consistency of Index number- Unit test, Time Reversal Test, Factor Reversal Test, Cost of living Index Number, WPI, IIP	4 hrs 1 1 1 1	3 -8 Mar 14	Lecture /problem solving
Week 16		<b>Revision</b>	5 hrs	From 10 <sup>th</sup> Mar	

### ASSESSMENTS

Sl no	Assessment	Components	Date of Submission	Marks
1	CIA 2	1. Diagrammatic and graphic representation	20 <sup>th</sup> Nov'13	5
		2. Relevance of tools in analysis.	21 <sup>st</sup> Nov'13	5
		3. Test - Dispersion	27 <sup>th</sup> Nov' 13	5
2	CIA 3	1. Industrial analysis using time series	23 <sup>rd</sup> Jan '14	5
		2. Class assessment	6 <sup>th</sup> Feb' 14	5
		3. Class participation	21 <sup>st</sup> Feb '14	5

**CHRIST UNIVERSITY  
DEPARTMENT OF MANAGEMENT STUDIES  
BANGALORE**

**CLASS: BBM  
SUBJECT: CORPORATE ACCOUNTING  
SEMESTER: II BBM**

**Subject Teachers  
Prof. Lakshmi K  
Prof .Anna Treasa Manuel  
Prof. Shivi Khanna**

**Course Description:**

This course brings in the acquaintance of the concept of issue of shares, preparation of financial statements of the corporate, amalgamation, absorption and reconstruction, branch and departmental Accounting. It exposes the students to practice of corporate accounting as per the Indian accounting standards and Company Act of 1956.

**Course objective:**

To familiarize students with the Corporate accounting practices.

**Course Text:**

Corporate Accounting – Anil kumar and Mariappa

Hour	Date	MODULE	TOPICS TO BE COVERED	Reference Page No	Methodology
HOUR 1	05-11-2013	MODULE 1	Share Capital -Issue Of Shares Meaning Kinds of shares- Recent developments in public issue of shares	P- 66 to 70 Anil kumar	Lecture, ppt, discussion
Hour 2	to	MODULE 1	Problems on issue and allotment of shares, Issue of shares at premium, discount	P- 81 to 83 Anil Kumar	Lecture, ppt, discussion
HOUR 3		MODULE 1	Over subscription Under subscription	P- 83 to 91 Anil kumar	Lecture, ppt, discussion
Hour 4		MODULE 1	Forfeiture of shares - reissue of forfeited shares Issue of shares to the vendors, Issue of shares to the promoters	P- 96 to 98 Anil kumar	Lecture, ppt, discussion
HOUR 5	12-11-2013	MODULE 1	Goodwill- features of goodwill- types of goodwill- Methods of valuing the goodwill	Jain & Narang	problem solving and discussion
HOUR 6		MODULE 1	– Arbitrary assessment, capitalization method, Purchase of past average profits method	Jain & Narang	problem solving and discussion
Hour 7	to	MODULE 1	Super profit method- Valuation of shares- Net asset method – Earning capacity method – Dual method	Jain & Narang	problem solving and discussion
HOUR 8		MODULE 1	Practices Problems	P-118 Anil kumar	problem solving and discussion
HOUR 9		MODULE 1	Practices Problems	p- 119 Anil kumar	problem solving and discussion
Hour 10	24-11-2013	MODULE 1	Practices Problems	P- 120 Anil kumar	problem solving and discussion
Hour 11	25-11-2013	Module 2	Company final accounts Meaning, importance of financial statements	p-1 to 10 Anil kumar	problem solving and discussion
Hour 12		Module 2	preparation of trading and profit and loss account,	p - 22 to 27 Anil Kumar	problem solving and discussion
Hour 13-14	to	Module 2	Profit Or Loss Appropriation Account -	P- 36 to 39 Anil kumar	Lecture, ppt, discussion
Hour 15		Module 2	Balance Sheet of Company	P- 40 to 45 Anil kumar	Lecture, ppt, discussion

Hour 16 - 18	14-12-2013	Module 2	Company Final accounts further practical questions	P- 46 to 52 Anil Kumar	problem solving and discussion
Hour 19	15-12-2013	Module 3	Amalgamation & external reconstruction Concept of amalgamation Need and benefits of amalgamation	P- 146 to 148, p- 318 to 319 Anil kumar	problem solving and discussion
Hour 20		Module 3	Mode of amalgamation Pooling method by nature of business (amalgamation) and business purchase (absorption and external reconstruction) as per accounting standards – 14. conceptual discussion	p- 149, 321 Anil kumar	problem solving and discussion
Hour 21	to	Module 3	Difference between amalgamation and absorption calculation of purchase consideration under different methods, settlement of purchase consideration -	P 150, 320 Anil Kumar	problem solving and discussion
Hour 22 to 24	25-01-2014	Module 3	Ø Problems on Calculation of Purchase consideration	P 151 to 153 Anil Kumar	problem solving and discussion
Hour 25 to 32		Module 3	Ø problems on amalgamation	P 161 to 200 any 12 problems to be worked out with Journal ledger	problem solving and discussion
Hour 33 to 49		Module 3	Ø problems on Absorption	P- 234 to 290 any 15 problems to be solved	Lecture, ppt, discussion
Hour 40 to 43		Module 3	Ø Problems on External Reconstruction	P - 325 to 341 8 problems to be solved	problem solving and discussion
Hour 44	03-02-2014 To	Module 4	Internal reconstruction Internal reconstruction Ø Meaning Ø Forms of reconstruction, Ø Benefits of Reconstruction	p- 347 to 349 Anil kumar	problem solving and discussion
Hour 45 to 49	15-02-2014	Module 4	Practices Problems on internal reconstruction	P- 349 to 370 any 10 problems to be solved	Lecture, ppt, discussion
Hour 50	16-02-2014 to 19-02-2014	Module 5	Departmental Accounting- Introduction - Allocation of expenses,	Jain & narang	
Hour 51		Module 5	Departmental purchases Inter departmental transfers at cost price- selling price	Jain & Narag	

Hour 52-53	21-02-2014 To 26-02-2014	Module 6	Inter national accounting: Introduction – Causes of international differences – some major differences in financial reporting, International classification of financial reporting	Jain & narang	Lecture,ppt,discussion
Hour 54		Module 6	Financial reporting in USA, UK, Australia and France,		problem solving and discussion
Hour 55- 57	01-03-2014 To 07-03-2014	Module 7	Accounting for price level changes - Human resource accounting - Social accounting - Green accounting - Carbon credit derivative accounting (theory only)	Jain & narang	
Hour 58-60	08-03-2014		Revision		

### CIA DETAILS

DETAILS		MARKS ALLOTTED
CIA-I	<u>Mid semester Exam for 50 marks</u>	50
CIA II	Written assignment	30
CIA III	Other than written assignment	30
Attendance	As per slab (Maximum)	5

### CIA-II DETAILS

TOPIC	DATE OF SUBMISSION	MARKS
Written assignment Topics mentioned below	5-12- 2013	20

### CIA – II TOPICS:

#### Component 1 & 2

1. Collect details about IPO process and explain the procedure (10 marks) Submission date 20/11/2013
2. Collect Annual report of a Public limited company and give an analytical summary of the overall performance of the company and its financial details. 10 marks (05/12/2013)

- 1) Share Capital
- 2) Method of Accounting
- 3) Depreciation Policy

**4) Profitability**

**5) Long time and Short time borrowings and networks**

**3. Calculation of Goodwill (10 marks)**

The copy of the Prospectus has to be attached with the report.

**Component 3 (10 marks)**

- 1. A write-up on recent merger or acquisition ( 10 marks)**
- 2. A written assignment on International Accounting Practices (10 Marks)**
- 3. Class work evaluation and Class Participation (5 +5)**

**CIA-III DETAILS:**

<b>CIA – III</b>	It can be any one or combination of the following <ol style="list-style-type: none"><li>1. Presentations</li><li>2. Case study</li><li>3. Problem solving</li><li>4. Group discussions</li><li>5. Questions and answers</li></ol>
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**BOOKS FOR REFERENCE:**

1. R.L Gupta and M. RadhaSwami- Advanced Accountancy VOLUME II
2. B.S. Raman- Advanced Accountancy VOLUME I&II
3. Shukla and Grewal- Advanced Accountancy VOLUME I&II
4. Jain and Narang- Advanced Accountancy VOLUME I&II
5. S.N. Maheshwari- Corporate Accounting
6. Corporate Accounting – Anil kumar and Mariappa

**RECOMMENDED BOOKS:**

**Corporate Accounting – Anil kumar and Mariappa**

**CHRIST UNIVERSITY**  
**DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE PLAN**  
**[Even Semester – (2013-14)]**

**Subject** : Macro Economics  
**Code** : BBM234  
**Class** : I BBM  
**Names of the Faculty** : Dr Mahesh E, Dr P Srinivasan, Prof M Xavier,  
 Prof Santhosh Kumar P K  
**Hours/Week** : 04  
**Credits** : 04  
**Total No. of Hours** : 60

**Objectives:**

It aims at providing a systematic introduction to mainstream approaches to the study of macro economics in the current century. It has been designed in such a way that it stimulates awareness on macroeconomic challenges and policy management in progressive nations. It also aims at developing the ability for objective reasoning about macroeconomic issues.

Syllabus Units		Topic- Break up	Hrs	Date	Teaching Method	Assignments	Remarks
<b>Unit 1 (10)</b>	<b>Measuring a Nation's Income and Cost of Living</b>			<b>05<sup>th</sup> Nov – 20<sup>th</sup> Nov 2013</b>			
	1.1	Economy's Income and Expenditure, Measurement of GDP, Components of GDP,	02		Lecture Method	Case Study Analysis	
	1.2	Real versus Nominal GDP- The GDP Deflator-The Consumer Price Index- Calculation of CPI- GDP deflator versus the CPI-	03		Lecture Method		
	1.3	Correcting economic variables for the effects of inflation- Real and Nominal Interest rates;	03		Chalk Board Explanation/ Discussion	Case Study Analysis	
	1.4	The limitations of using national income statistics	02		Lecture Method	Written Assignment	
		<b>Goods and Money Market</b>					

<b>Unit 2 (15)</b>	2.1	Saving and Investment in the National Income Accounts- The Market for Loanable Funds; Policy changes and impact on the market for loanable funds	04	<b>21<sup>st</sup> Nov – 17<sup>th</sup> Dec 2013</b>	Chalk Board Explanation/ Discussion		
	2.2	Meaning and Functions of Money- Banks and Money Supply;	03		Chalk Board Explanation/ Discussion	Objective Type Quiz through MOODLE	
	2.3	Money creation with 100 percent reserve banking and Fractional reserve banking- Central Bank tools of Monetary Control-	04		Chalk Board Explanation/ Discussion	Home Work (Problem Solving Questions)	
	2.4	Classical theory of Inflation- Classical Dichotomy and Monetary Neutrality- Velocity and Quantity equation- Fisher Effect- Costs of Inflation.	04		Explanation/ Discussion		
<b>Unit 3 (15)</b>	<b>Aggregate Demand, Aggregate Supply &amp; Influence of Monetary and Fiscal Policy on Aggregate Demand</b>			<b>22<sup>nd</sup> Dec – 27<sup>th</sup> Jan 2014</b>	Chalk Board Explanation/ Discussion		
	3.1	Three Key Facts about Economic Fluctuations, Short run Economic Fluctuations,	03		Chalk Board Explanation/ Discussion		
	3.2	Aggregate Demand Curve, Aggregate Supply Curve, Two Causes of Economic Fluctuations, Monetary Policy influence on Aggregate Demand-	04		Chalk Board Explanation/ Discussion		
	3.3	The Theory of Liquidity Preference- Fiscal Policy influence on Aggregate Demand-	04		Chalk Board Explanation/ Discussion	Objective Type Quiz through MOODLE	
	3.4	The Multiplier Effect- Crowding out effect- Stabilisation Policy; Active Versus Automatic Stabilizers	04			Case Study Analysis	
	<b>Short Run Tradeoff between Inflation and Unemployment</b>				Chalk Board Explanation		

<b>Unit 4 (10)</b>	4.1	The Philips Curve, Shifts in Philips Curve: The Role of Expectations,	04	<b>28<sup>th</sup> Jan to 18<sup>th</sup> Feb 2014</b>	Method / Discussion		
	4.2	Shifts in Philips Curve and The Role of Supply Shocks,	02		Chalk Board Explanation/ Discussion		
	4.3	The Cost of Reducing Inflation-Rational Expectations and the possibility of costless disinflation.	04		Chalk Board Explanation/ Discussion	Case Study Analysis	
<b>Unit 5 (10)</b>	<b>Six Debates over Macroeconomic Policy</b>			<b>19<sup>th</sup> Feb – 13<sup>th</sup> March 2014</b>			
	5.1	Monetary and Fiscal Policy – Pros and Cons, Handling Recession: higher spending vs. tax cuts,	04		Chalk Board Explanation/ Discussion		
	5.2	Monetary Policy: rule vs. discretion,	02		Chalk Board Explanation/ Discussion	Case Study Analysis	
	5.3	Central Bank: zero inflation, Balanced Budget Debate, Tax Law Reformation for Savings: debate.	04		Chalk Board Explanation/ Discussion	Case Study Analysis	

### ASSESSMENT AND EVALUATION

<b>CIA -I</b>	Mid Semester Examination
<b>CIA -II</b>	1. Group Presentation 2. Written Assignment
<b>CIA -III</b>	1. Multiple Choice Questions through MOODLE – Consisting of 5 sets of question paper-- Each set consists of 20 multiple choice questions 2. Case Study Analysis.

### REFERENCES

#### Course Text

1. N. Gregory Mankiw (2012), *Principles of Macroeconomics*, 6<sup>th</sup> Edition, Cengage Learning India.

#### Recommended Readings

1. D'Souza Errol, *Macro Economics*, New Delhi, Pearson Education, 2008.

2. Dornbusch Rudiger, Fischer Stanley and Startz Richard, Macro economics, New Delhi, TATA Mc Graw Hill, 2005.
3. Vaish M.C., Macro Economic Theory, 13<sup>th</sup> Edition, New Delhi, Vikas Publication., 2007.
4. Dwivedi D.N., Macro Economics – Theory and Policy, New Delhi, TATA McGraw Hill., 2007.

**CHRIST UNIVERSITY**  
**Hosur Road, Bangalore**  
**Department of Management Studies**

**Course Plan-2013-2014**

**Subject/Code: Organizational Behaviour/BBM 232**

Name of the faculty	Email
Mr. John Paul	john.paulraj@christuniversity.in

**INTRODUCTION**

To provide students with thorough knowledge in theory and concepts of organizational behavior, also to equip them to address the contemporary changes related to the behavior and performance of people in organizations today.

**Teaching and learning approach**

Each week's teaching sessions will comprise:

**Four- Hour lecture including student centered activity**

During which you will be introduced to the topic for that week. It is important to note that the coverage of each topic during the lecture will be incomplete unless you read the references provided and attempt the tutorial questions that cover that topic. It is important to note that for each topic a set of objectives is given and it is your responsibility to ensure that you meet those objectives.

**Recommended text books**

Stephen Robbins, Timothy A. Judge, Seema Sanghi, Organizational Behavior, 13<sup>th</sup> Edition Pearson Education,

**Journals**

**Human Capital**

**MBA Review**

**HRM Review**

**ICFAI HR**

**HBR Review**

**Case Folio**

**Lecture Schedule:****1. MODULE - Introduction to Organizational Behaviour****1.1 Objectives**

- Understand the importance of interpersonal skills in the workplace.
- Describe the manager's function, role and skills.

Week	Topics	Hour	Methodology
Nov 5 – Nov 10	Nature, importance and purpose of organizations	1	Discussion
	Managerial Skills by Robert Katz	2	Lecture (C&T/PPT)
	Management Roles by Mintzberg	3	PPT; video showing various roles
	Effective versus successful Managerial Activities - Luthan's study	4	Group discussion and reflections

**1B.2 Objectives:**

On completion of the material you would be able to:

- Define Organization Behaviour
- Trace the historical roots of organization behaviour
- Explain OB Model
- Identify the major behavioral science disciplines that contribute to OB
- Identify the challenges and opportunities managers have in applying OB Concepts

Week	Topics	Hour	Methodology
	Introduction to Organization Behaviour - OB Model	1	Lecture (C&T/PPT)

Nov 12 –Nov 19	Challenges in handling OB	2	<b>Group discussion and reflections</b>
	Contribution from other disciplines	3	<b>Concept Mapping</b>
	Case Study	4	<b>Use as a tool to explain how to approach OB case studies</b>

### 1.2 Reference

Prerequisite readings – Chapter 1 Stephen Robbins, Timothy A. Judge , Seema Sanghi , Organizational Behavior, 14<sup>th</sup> Edition Pearson Education

## 2. MODULE - II Personality

**2.1 Objectives:** On completion of the material you would be able to:

- Define Personality, describe how it is measured and factors that determine an individual’s personality
- Identify Personality Traits relevant to OB and it’s applications in the workplace

Week	Topics	Hour	Methodology
Nov 20 – Dec 4	Meaning & Determinants of personality	1	<b>Concept Mapping</b>
	Theories of personality: Type and Trait theory	2	<b>Activity: ‘Favourite Personality’</b>
	The ‘Big Five’ Personality Traits	3	<b>Lecture (C&amp;T/PPT)</b>
	<b>Experiential Exercise:</b> Big Five Personality Trait	4	<b>Questionnaire</b>
	Myers-Briggs Indicator	5	<b>Lecture (C&amp;T/PPT)</b>
	Psychoanalytical theory	6	<b>Lecture (C&amp;T/PPT)</b>
	Erickson’s personality	7	<b>Lecture (C&amp;T/PPT); Handout</b>
	<b>Group Activity</b>	8	<b>Write up on various personality traits of famous personalities</b>
	<b>Case Study</b>	9	<b>Case discussion/Written Analysis</b>

### 2.2 Reference:

Prerequisite readings –Ch. 4 Stephen Robbins, Timothy A. Judge , Seema Sanghi , Organizational Behavior, 14<sup>th</sup> Edition Pearson Education

## 3. MODULE- III Learning

Meaning of learning — Learning theory of Organisational Behaviour-Classical- Operant conditioning- Cognitive- Observation Theory

### 3.1 Objectives:

On completion of the material you would be able to:

- Define and understand what is Learning
- Four theories which explains how learning takes place
- Learning principles which needs to be observed in any training programme
- Its impact on individual behaviour and organization

Week	Topics	Hour	Methodology
Dec 5 – Dec 21	Meaning of learning	1	Concept Mapping
	Learning process	2	Discussion
	Classical conditioning	3	Lecture (C&T/PPT) & video
	Operant conditioning	4	Lecture (C&T/PPT) & video
	Cognitive Theory	5	Lecture (C&T/PPT)
	Social Learning Theory	6	Group discussion –‘Role Models’
	Group Activity	7	Presentation on videos depicting various learning styles/skits
	Principles of Learning- Reinforcement and Punishment	8	Lecture (C&T/PPT)
	Learning Curve	9	Discussion
Case Study	10	Case discussion/Written Analysis	

### 3.2 Reference:

Prerequisite readings – **Chapter 9** K.Asathappa, 9<sup>th</sup> edition, OB-Himalaya Publishing House / Chapter 4- Kavitha Singh-OB Text and Cases-Pearson Education / Chapter 4-OB- Hellriegel & Slocum- Thomson

### 4. MODULE- IV Attitudes

Meaning, Characteristics and functions- Components-the ABC Model- Formation of attitude

Meaning, Charecteristics, Components and Formation of attitudes. Change in attitude- Barriers to change- How to minimize the barriers.

#### 4.1 Objectives

On completion of the material you would be able to:

- Contrast the three components of an attitude
- Discuss attitude and attitude formation
- Relate attitude to behaviour

Week	Topics	Hour	Methodology
Jan 2 – Jan 12	Meaning, Characteristics and functions	1	Concept Mapping
	Components-the ABC Model	2	Lecture (C&T/PPT)
	Cognitive Dissonance; Job Satisfaction/Dissatisfaction	3	Group Discussion

	Formation of attitudes- Changing attitudes	4	Lecture (C&T/PPT)
	Barriers to change, How to minimize the barriers	5	Video
	Case Study	6	Case discussion/Written Analysis

#### 4.2 Reference:

Prerequisite readings – Ch 3 Stephen Robbins, Timothy A. Judge , Seema Sanghi , Organizational Behavior, 14<sup>th</sup> Edition Pearson Education

## Mid Semester Examination

### 5. MODULE - V - PERCEPTION

Meaning and definition – Need, Factors influencing perception, perceptual consistency, Context and definition,.

#### 5.1 Objectives:

On completion of the material you would be able to:

- Understand importance and factors contributing for perception
- Understand the concepts in perceptual Organization
- Understand factors contributing towards the interpretation of data

Week	Topics	Hour	Methodology
Jan 21 – Jan 31	Meaning, nature and importance of Perception	1	Concept Mapping
	Factors influencing perception	2	Lecture (C&T/PPT)
	Experiential Exercise 1	3	Story telling based on pictures
	Perceptual Process	4	Group discussion
	Interpersonal perception	5	Video
	Case Study	6	Case discussion/Written Analysis

#### 5.2 Reference

Prerequisite readings – Chapter 6 K.Asathappa, 9<sup>th</sup> edition, OB-Himalaya Publishing House

### 6. MODULE –VI Group Behaviour and Group Dynamics

6.1 Objectives: On completion of the module you would be able to:

- Analyse the different stages of group formation and development.
- Differentiate formal and informal groups.
- Know the factors that increase or decrease group cohesiveness
- Differentiate between groups and teams.
- Discuss the conditions for building successful teams.

Week	Topics	Hour	Methodology
<b>Feb 1 – Feb 12</b>	Meaning and types of groups	<b>1</b>	<b>Concept Mapping</b>
	Formation of groups	<b>2</b>	<b>Activity + Reflection</b>
	Characteristics of Groups (Size, Norms, Status, Roles)	<b>3</b>	<b>Lecture (C&amp;T/PPT)</b>
	Characteristics of Groups (Cohesiveness, Groupthink, Groupshift)	<b>4</b>	<b>Lecture (C&amp;T/PPT)</b>
	Group decision making	<b>5</b>	<b>Lecture (C&amp;T/PPT)</b>
	Groups vs Teams	<b>6</b>	<b>Discussion</b>

### 6.2 Reference:

\*Aswathappa –Ch. 14 and 15, Organizational Behavior (Text, cases and Games), 9th Edition, Himalaya Publication

## 7. MODULE - VII Leadership

**7.1 Objectives:** On completion of this module you would be able to:

- Differentiate Leadership and management.
- Leadership styles and their impact on followers.
- Transformational leadership, women as leaders and charismatic leadership are emerging issues in leadership.

Week	Topics	Hour	Methodology
<b>Feb 13 – Feb 23</b>	Meaning, concept and Differences with managers	<b>1</b>	<b>Concept Mapping</b>
	Leadership Styles	<b>2</b>	<b>Lecture (C&amp;T/PPT)</b>
	Managerial Grid; Situational Leadership (Hersey & Blanchard)	<b>3</b>	<b>Lecture (C&amp;T/PPT)</b>
	Tannenbaum and Schmidt; Path Goal theory	<b>4</b>	<b>Lecture (C&amp;T/PPT)</b>
	Transactional, Transformational & Charismatic leaders	<b>5</b>	<b>Presentations by students</b>
	Communication: Meaning and importance, barriers	<b>6</b>	<b>Discussion</b>

### 7.2 Reference:

\*Aswathappa –Ch. 18, Organizational Behavior (Text, cases and Games), 9th Edition, Himalaya Publication

## 8. MODULE - VIII Motivation

**8.1 Objectives:** On completion of the material you would be able to:

- Identify major content theories of work motivation
- Explain the major process theories of work motivation
- Understand theories of motivation and evaluate their applicability today

Week	Topics	Hour	Methodology
Feb 25 – Mar 4	Meaning and Concept of motivation	1	Concept Mapping
	Content Theories of Motivation – Two factor theory, Theory X & Y	2	Presentations by students
	Alderfer ERG Theory; McClelland's need classification	3	Presentations by students
	Process Theories- Vroom's Expectancy Theory, Porter-Lawler theory	4	Lecture (C&T/PPT)
	Case Study	5	Case discussion/Written Analysis

### 8.2 Reference:

Prerequisite readings – Chapter 11- K.Aswathappa, 9th edition, OB-Himalaya Publishing House / Chapter 6- Stephen Robbins, Timothy A. Judge, Seema Sanghi / Chapter 8- Fred Luthans- OB- 9th Edition Mc Graw Hill.

## 9. MODULE-IX- Organizational Change

**9.1 Objectives:** On completion of the module you would be able to understand

- The nature, level, need and types of change.
- The reasons for change in organization.
- The reasons why people resist change in organization.
- The change process.
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Week	Topics	Hour	Methodology
	Nature and Levels of Change	1	Concept Mapping

<b>Feb 25 – Mar 4</b>	Types and Forces for Change & Lewin's Model for Change Management	<b>2</b>	<b>Lecture (C&amp;T/PPT)</b>
	Change Process ( Six Stages)	<b>3</b>	<b>Lecture (C&amp;T/PPT)</b>
	Resistance to change (RTC) and methods dealing with RTC	<b>4</b>	<b>Discussions</b>

### 9.2 Reference:

\*Aswathappa –Ch. 22, Organizational Behavior (Text, cases and Games), 9th Edition, Himalaya Publication

## Continuous Internal Assessment

**CIA 1 – Mid Semester Examinations for 2 hours and 50 marks**

**CIA 2 – Comprising of the following 3 components of 10 marks each:**

(i) Article Review – The student will be required to read a specified article and present the review in the following format

- Name of the Author, Year of Publication, Title of the article
- Objective of the study
- Methodology adopted –
  - Sample (Technique and size)
  - Tools
  - Analysis
- Findings of the study
- Recommendations of the author

(ii) MCQ test.

(iii) Case analysis – The case must be analyzed in the following manner

- Critical analysis
  - Key facts in the case
  - Central problem in the case
  - Theoretical concept it relates to
- Answer the Questions
- Recommendations/Suggestions + Conclusion

**CIA 3 – Comprising of the following 3 components of 10 marks each:**

(i) Written Case analysis of a comprehensive case following the format specified above.

(ii) MCQ conducted through LMS

(iii) Class participation evaluated through Q&A, Activities, Presentations, Reflections and Games.

CHRIST UNIVERSITY  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**BANGALORE**  
**COURSE PLAN**  
**2013- 2014**

Course: **BBM**  
SEM : **IV**

**SUBJECT TEACHERS:**

SUBJECT: **SUB / CODE: Corporate Laws/BBM436**

Mary Thomas - A Section

Jayant.R.K - B Section

Saklesh. N - C Section

Mary Thomas -D Section

**Course Objective:**

To provide a conceptual understanding to the legal framework of working of Companies in India

**Module Objective:**

To provide an insight in to the dynamic Corporate Laws

To familiarize the students with the legal compliance requirements for the companies in India

To update students with the amendments in the Corporate Laws

UNIT	TOPICS	DATES	HRS	METHODOLOGY
1	<b><u>Module I. Company</u></b> Meaning and Definition of Joint Stock	<b>05/11/13</b>	1(6)	Lecture, PPT, &

	Company-Special Features	to 13/11/13		Case Study.
	Nature & Characteristics of Companies Kinds of Companies		1 1	
	Difference between Private Company and Public Company.		1	
	Advantages & Disadvantages of Corporate Form of Ownership		1	
	Personal liability of Directors & Members		1	
2	<b><u>Module II The Formation of Company:</u></b> Promotion: Role of Promoters. Incorporation of a Company	<b>14/11/13 to 28/11/13</b>	(08) 1	Lecture, PPT, & Case Study.
	Memorandum of Association and it's contents		1	
	Alteration of Memorandum of Association Doctrine of Ultra Vires		1	
	Articles of Association and it's contents, Alteration of Articles of Association ,		1	
	Distinction between Memorandum of Association and Articles of Association		1	
	Constructive Notice of Memorandum and Articles. Doctrine of Indoor Management		1	
	Certificate of Incorporation and Certificate of Commencement of Business		1	
	Review and Revision		1	
3	<b><u>Module III. Share Capital:</u></b> Prospectus: –It's contents	<b>29/11/13 to 13/12/13</b>	1(8)	Lecture, PPT, & Case Study
	Statement in Lieu of Prospectus		1	
	Allotment of Shares		1	
	Share Capital :Kinds of Shares		1	
	Alteration and reorganization of Share Capital		1	
	Voting Rights, Depositories Act		1	.
	Debentures-It's kinds, creation of fixed and floating charges, Borrowing Powers of Companies		1 1	
4	<b><u>Module IV. Membership of a Company-</u></b> Meaning and Definition of Membership: Shareholder & Member	<b>14/12/13 to 21/12/13</b>	(11) 1	Lecture, PPT, & Case Study.

			1	
	How to become a member: Nomination of shares and debentures Transmission of shares under nomination		1 1 1	
	Who may be a member,  Cessation to be a member & Termination of Membership		1  1	
	Rights of members & Liabilities of members Calls on shares & Payment in Kind		1 1	
	Forfeiture of shares & Surrender of shares.		1	
	Register of members , Lien on shares.		1	<b>23.12.13 to 1/1/1014 CHRITSMAS HOLIDAYS</b>
5	<b><u>Module V. Company Management:</u></b> Legal Position of Directors Appointment of directors Qualification & Disqualification of Directors Director Identification Number (DIN)	<b>02/01/14 to 07/01/14</b>	(4) 1  1	Lecture, PPT, & Case Study.
	Removal, Rights and Duties of Managerial Personnel and their remuneration		1 1	
	<b>MID SEMESTER EXAM</b>	<b>09/01/14- 18/01/14</b>		
6	<b><u>Module VI-Company Secretary:</u></b> Definition, Qualifications, Appointment	<b>20/1/14 to 24/01/14</b>	1(2)	Lecture, PPT, & Case Study
	Duties of Company Secretary		1	
	<b><u>Module VII-Company Meetings:</u></b> Importance of AGM & EGM Power of CLB to call meeting Procedure & Requisites of a valid meeting Meetings of Board of Directors	<b>25/01/14 to 22/02/14</b>	(12) 1 1	Lecture, PPT, & Case Study
	Meetings of Shareholders:		1	
	-Statutory Meetings		1	
	-Annual General Meetings		1	
	-Extraordinary General Meetings		1	
	Resolutions at Meetings		1	
	Quorum, Chairman of the meeting, Principle of Majority Rule Investigation, Voting.		1 1	

	Prevention of Oppression and mismanagement		1	
	Powers of Court and Central Government		1 1	
	CIA –III: Case Analysis & Presentation	<b>07/02/14- 12/02/14</b>		
9.	<b><u>Module VIII.</u></b> <b><u>Compromise,</u></b> <b><u>Arrangement,</u></b> <b><u>Reconstruction and Amalgamation:</u></b>	<b>24/02/14 to 03/03/14</b>  <b>04/03/14 to 15/03/14</b>	1(4) 1 1 1  1(7)	Lecture, PPT, & Case Study  Lecture, PPT, & Case Study
	Voluntary winding up <b><u>–by members-by creditors</u></b>		1	
	Winding up subject to the supervision of Court		1	
	Liquidator and his duties , powers and liabilities		1	
	Consequences of winding up		1	

**Corporate Law -Assignment /Marks Details:**

<b>Details</b>	<b>Date of issue of topic</b>	<b>Date of Submission CIA Marks/ Exam</b>	<b>Marks Allotted</b>
CIA-I	Mid Semester Examination	9/1/2014 to 18/1/2014	50(25)
CIA-II	Written Assignment(10 Marks) Case Analysis (10 Marks) Presentation (10 Marks)		30(15)
CIA-III	Class Participation (10 Marks) Article Review (10 Marks) Moodle Test (10 Marks)		30(15)

**Book Recommended:**

1. Introduction to Company Law- Dr. Avatar Singh- Eastern Book Company,Lucknow-16th Edition

**Books For Reference**

1. Guide to Company Law- Ramaiah, 2012
2. Taxman's Corporate Laws - 2012
3. Company Law- N.D. Kapoor- Sultan Chand & Sons, New Delhi 2011

## COURSE PLAN (2013-14)

**SUBJECT: COST ACCOUNTING (431)**

**SEMESTER: IV**

**Teachers In charge: Prof.Sangeetha R**

**Prof. Ravi Kumar**

**Prof. Anna Tresa Manuel**

**Course Objective:** (a) To provide adequate knowledge about the various aspects of Cost Accounting and facilitate students to learn different methods and techniques used in the ascertainment of cost of various products and services.

(b) To teach them the significance of Cost accounting and relevant data for Managerial decision making in manufacturing industries and service industries like Hotels, Transport Power supply etc.

WEEK / DATE	TOPICS TO BE COVERED	METHOD OF EXECUTION
<b>Week – 1</b>		
<b>(05/11/13 to 11/11/13)</b>	<b>Module – I: INTRODUCTION</b>	
Hour 1	Cost Accounting - introduction, Meaning Definition, Cost accounting and Financial accounting –comparison	Lecture/ discussion
Hour 2	Objectives/Functions of cost accounting -Advantages of cost accounting, Installation of costing system	Lecture/ discussion
Hour 3	<b>Cost concepts-</b> cost centre - cost unit, profit centre	Lecture/ discussion
Hour 4	Costing methods and techniques, Classification of cost- Material, labour and overheads. Other classification of costs. Activity based costing - Target costing	Lecture/ discussion
<b>WEEK – 2</b> <b>(12/11/13 to 18/11/13)</b>	<b>Module - II: COST SHEET</b>	
Hour 1	Elements of cost- Materials, Labour Overhead Cost sheet- meaning	Lecture/ discussion
Hour 2	Practical questions	Work out problems
Hour 3	Practical questions	Work out problems
Hour 4	Practical questions	Work out problems
<b>Week- 3</b> <b>(19/11/13 to</b>		

<b>25/11/13)</b>		
Hour 1	Practical questions	Work out problems
Hour 2	Quotations -Practical questions	Work out problems
Hour 3	Practical questions	Work out problems
Hour4	Practical questions	
<b>Week-4 (26/11/13 to 02/12/13)</b>	<b>Module III Materials</b>	
Hour 1	Material control- meaning and objectives Techniques of inventory control	Lecture/ discussion
Hour 2	objectives of material control	Lecture/ discussion
Hour 3	Methods of pricing material issues- FIFO, LIFO	Lecture/Discussion
Hour 4	FIFO, LIFO practical questions	
<b>Week – 5 (03/12/13 to 09/12/13)</b>		
Hour 1	Simple Average - practical questions	
Hour 2	Weighted Average- practical questions	
Hour 3	Minimum level- maximum level- reorder level	
Hour 4	EOQ- ABC Analysis- VED analysis	Discussion
<b>Week 6 (10/12/13 to 16/12/13)</b>	<b>Module IV- Labour</b>	
Hour 1	Meaning of labour cost- methods of remunerating labour	Lecture/ discussion
Hour 2	Time rate system	Lecture/ discussion
Hour 3	Practical questions	Work out problems
Hour 4	Practical questions on piece rate system	
<b>Week – 7 (17/12/13 to 21/12/13)</b>		
Hour 1	Practical questions	Lecture/discussion
Hour 2	Halsey & Rowan plan premium system	

Hour 3	Practical questions	
<b>Week 8 (02/01/14 to 06 /01/14)</b>	<b>Module V - Overheads</b>	
Hour 1	classification of overheads- allocation of overheads expenses	
Hour 2	apportionment of overhead expenses- basis of apportionment	Lecture/ discussion
Hour 3	Practical questions	Lecture/ discussion
Hour 4	Practical questions	
<b>Week 9 (08/01/14 to 13 /01/14)</b>		
Hour 1	Absorption of overheads --Machine hour rate	Theory class and discussion
Hour 2	Practical questions	
Hour 3	Practical problems	
	<b>Mid semester Exam 13<sup>th</sup> –20 th January</b>	
<b>Week 10 (21/01/2014 to 27/01/14)</b>	<b>Module VI Contract Costing</b>	
Hour 1	Application of Contract costing . recording of cost of contract .Contract account Treatment of depreciation on plant	Lecture class and discussion
Hour 2	Practical questions	
Hour 3	Practical questions	
Hour 4	Practical questions	
<b>Week 11 28/01/14 to03/02/14</b>		
Hour 1	recording of value- calculation of profits	Discussion
Hour 2	Practical questions	
Hour 3	Practical questions	
Hour 4	Practical questions	
	<b>Module VII Process Costing</b>	

<b>Week 11</b>		
<b>05/02/14 to 10/02/14</b>		
Hour 1	Application of process costing Advantages of process costing- disadvantages- features of process costing	Lecture
Hour 2	process loss- normal process loss- abnormal process loss. How to value losses	Lecture
Hour 3	Practical questions	
Hour 4	Practical questions	
<b>Week 14</b> <b>(12/02/14 to 17/02/14)</b>		
Hour 1	Practical questions	
Hour 2	Practical questions	
Hour 3	Practical questions	
Hour 4	Practical questions	Lecture
<b>Week 15</b> <b>18/02/14 to 24/02/14</b>	<b>Module VIII- Reconciliation of Cost and Financial Accounts</b>	
Hour 1	Need for reconciliation , Reasons for difference in profit	Discussion
Hour 2	Practical problems	
<b>Hour3</b> <b>Hour4</b>	Practical problems	
<b>Week 16</b> <b>(25/02/14 to 02/03/14)</b> Hour 1	Practical problems cont.....	
Hour 2	Practical problems	
<b>Hour3</b>	Practical problems	
<b>Week 17</b>	<b>Module IX Cost Audit</b>	
<b>(05/03/14 to 10/03/14)</b>	Meaning of cost audit - definition of audit- types of cost audit	Lecture/ discussion

Hour 1		
Hour 2	objectives- advantages of cost audit- cost audit programme	Lecture/ discussion
Hour 3	functions of cost auditors- difference between cost audit and financial audit	Lecture/ discussion
11/03/14 to 16/03/14	Revision	

**CIA II:**

1. (a) Select any consumer product of daily use or any manufacturing company and explain the various cost components involved in it.  
(b) State the method of costing applicable to the particular industry.  
(c) Prepare a cost estimate for the production and sale of 10000 units of such product showing per unit and total cost at various stages.

**OR**

- 2 Collect copies of various documents used by manufacturing industries in relation to purchase, receipts, issue and storage of materials. Give brief explanation to each one.

**CIA III:**

1. Viva-Voce
2. Select one company and mention the cost control measures or techniques applicable to that company.
3. Performance in the class – continuous assessment
4. Objective type test

**Books for Reference:**

1. **Cost Accounting**- M.N.Arora, (Himalaya Publishing House)
2. **Cost Accounting** - S.N. Mahehwari (Himalaya Publishing House)
3. **Cost Accounting** - Tulsyan ( Sulthan Chand publishers)

**Recommended Book:**

1. **Cost Accounting**- S.P. Jain and K.L Narang (Kalyani Publishers)

**BANGALORE  
COURSE PLAN 2013-14**

**CLASS-IV SEM BBM**

**SUB / CODE: ENTREPRENEURSHIP DEVELOPMENT / BBM 435**

**SUBJECT TEACHERS:**

**BBM A-Mr. Sriram.M/Mr.John Paul**

**BBM B-Mrs. Sunita Kumar**

**BBM C- Mr. Sriram.M**

**BBM D-Mrs. Jasmine Simi**

**Course Objective:**

To generate in students initiative, self-reliance and enthusiasm so as to empower them to become entrepreneurs both in spirit and performance. To help them understand the concept and process of entrepreneurship – its contribution and role in the growth and development of individual and the nation. To instill in students important values and entrepreneurial discipline. And to introduce the students to the world of business by developing in them the core skills and competencies required for an entrepreneur.

<b><u>WEEK /DURATION</u></b>	<b><u>MODULE</u></b>	<b><u>TOPIC TO BE COVERED</u></b>	<b><u>CUM. HRS.</u></b>	<b><u>METHODOLOGY</u></b>
1 05/11/13 to 23/11/13	I	<b><u>ENTREPRENEURS AND ENTREPRENEURSHIP</u></b> What is entrepreneurship? Simulation of entrepreneurship, Importance of entrepreneurship	1	Lecture Video 1-About Entrepreneurship by Sunil Bharti Mittal <a href="https://www.youtube.com/watch?v=TszOUpuVA38">https://www.youtube.com/watch?v=TszOUpuVA38</a>
		Entrepreneurial behaviors and skills Traits Vs Characteristics Life story of an entrepreneur	2	Lecture CIA II Part 1
		Difference between a manager and entrepreneur	3	Lecture Video 2- Interview with Chanda Kocchar <a href="https://www.youtube.com/watch?v=zRLQwiXSRZk">https://www.youtube.com/watch?v=zRLQwiXSRZk</a>
2		Theories of entrepreneurship a) Schumpeter's Dynamic Entrepreneurship Innovation Theory b) Leibenstein's X efficiency theory	4	PPT + Lecture Video 3- Entrepreneurial Journey with Narayan Muthy & Ratan Tata <a href="https://www.youtube.com/watch?v=XvYWJQs3NIM">https://www.youtube.com/watch?v=XvYWJQs3NIM</a>
		c) Theory of Adjustment of Price (Kirzner) d) Theory of Profit by Knight	5	PPT + Lecture Video 4- Handling success and failure by A.P.J. Abdul Kalam <a href="https://www.youtube.com/watch?v=laGZaS4sdeU">https://www.youtube.com/watch?v=laGZaS4sdeU</a>
		e) McClelland's Theory of High Achievement f) Cole's Harvard Business School Theory	6	PPT + Lecture Video 5-Life lessons by Steve Jobs

				<a href="https://www.youtube.com/watch?v=Hd_ptbiPoXM">https://www.youtube.com/watch?v=Hd_ptbiPoXM</a>
		i) Thomas Cochran's theory of Cultural values j) Menger's theory of value added transformation of resources	7	PPT + Lecture
3		Factors affecting entrepreneurship Entrepreneurship in different economic systems and their role in economic development	8	PPT + Lecture
		Classification of Entrepreneurs	9	PPT + Lecture
		Functions of Entrepreneurs. Intrapreneurs. Entrepreneurs Vs Administrator	10	PPT + Lecture
4 25/11/13 to 14/12/13	II	<b><u>ENTREPRENEURSHIP DEVELOPMENT IN INDIA</u></b> Meaning of EDP, Misconceptions about EDP, Objectives of such programme.	11	CIA II Part 2 Submission Part 3 Conduct
		Entrepreneurship Cycle Entrepreneurial Discipline	12	PPT + Lecture
5		Woman Entrepreneurship Factors affecting Woman Entrepreneurship Barriers to it.	13,14	Case Study on Indian Women Entrepreneurs
		Entrepreneurial environment and its analysis	15	
		Locational Mobility of Entrepreneurs.	16	PPT + Lecture
5 16/12/13 to 21/12/13	III	<b><u>ENTREPRENEURSHIP AND INNOVATION</u></b> The creative process Idea Germination, Preparation, Incubation, Illumination and Verification	17,18	Activity on Idea Generation & Screening
		Are Entrepreneurs Born or Made? Myths of Entrepreneurship	19,20	Debate / Panel Discussion
6		Search for Business ideas Selection of Product/Service Product innovation	21	PPT + Lecture
7		Product planning and development strategy New Product Development	22	PPT + Lecture
		Services Industries-Human side of an enterprise	23,24	Discussion
8 & 9 02/01/14 to 08/01/14		Business Plan Approval & Rough Draft Submission	25-27	Discussion
9 <sup>th</sup> to 18 <sup>th</sup> Jan 2014	CIA I	<b>MID SEMESTER EXAMINATION</b>		
10 20/01/14 to 01/02/14	IV	<b><u>INSTITUTIONAL SUPPORT OF ENTREPRENEURS</u></b> Need for Institutional support	28	PPT + Lecture
		Institutions in aid of Entrepreneurs. MDI (Gurgaon)	29	PPT + Lecture

		NIESBUD (Delhi) their objectives and activities		
		EDI Science and Technology Parks	30	PPT + Lecture
11		XISS (Ranchi) Role of development and commercial banks	31	PPT + Lecture
		NSIC,SIDO	32	Class Presentation
		SSIB,SISI	33	Class Presentation
		District Industries Centre	34	PPT + Lecture
		Industrial Estates IIE Guwahati	35 36	PPT + Lecture
12 03/02/14 to 22/02/14	V	<b><u>ESTABLISHING AN ENTREPRISE AND PROJECT MANAGEMENT</u></b> Project Life Cycle Stages	37	PPT + Lecture
		Characteristics and feature of projects Project Management-Relationship with other management disciplines	38	PPT + Lecture
		Project Classification	39	PPT + Lecture
		Project Formulation and Project Planning-Scope and Objectives of Project Planning	40	PPT + Lecture
13		Feasibility Studies- Distinction between Pre Feasibility Studies and Feasibility Studies Socio Economic Feasibility Technical Feasibility	41	PPT + Lecture
		Managerial Feasibility Market feasibility Financial Feasibility	42	PPT + Lecture
		Feasibility Report Preparation Project Feasibility analysis –Checklist	43	PPT + Lecture
		Sources of Finance- a)Short term finance b)Medium term finance, c)Long term finance	44	PPT + Lecture
		Other innovative sources of finance	45	PPT + Lecture
		Break even Analysis	46	PPT + Lecture
		Project Design and Network analysis	47	Guest Lecture
14		PERT-Steps in PERT, Advantages of PERT, Limitations	48	PPT + Lecture
		CPM (only theory, no problems)Advantages of CPM, Limitations, Difference between PERT and CPM	49	PPT + Lecture
		Legal Considerations and setting up	50	PPT + Lecture
		Selection of Site and Basic Start up problems	51	PPT + Lecture
15 24/02/14 to 15/03/14	VI	<b><u>PROJECT APPRAISAL AND PROJECT REPORT</u></b> Concept of Project Appraisal	52	Guest Lecture

		Payback period		
		Average Rate of Return		
		Net Present Value	53	PPT + Lecture
		Internal rate of return	54	PPT + Lecture
		Economic and organizational aspects	55	PPT + Lecture
		Managerial and technical aspects	56	PPT + Lecture
		Political and Labor Considerations		
16		Market and commercial aspects	57	PPT + Lecture
		Project report preparation-contents of project report	58	PPT + Lecture
17		Importance of project report	59	PPT + Lecture
		Parties interested in project report preparation	60	
		Total	60	

**CIA SCHEDULE:-**

**CIA I- Mid Semester Exams - 9<sup>th</sup> Jan 2013 to 18<sup>th</sup> Jan 2013**

**CIA II-**

**Part 1:- Article Review-** Journal of Entrepreneurship and Economics. Not more than 500-600 words on *21<sup>st</sup> Nov 2013*.

**Part 2:-** Make a presentation on different entrepreneurs (preferably lesser known entrepreneurs. Include social entrepreneurs as well). Group task. Each group will contain 5 members. *29<sup>th</sup> Nov 2013*.

**Part 3:- LMS Quiz on 5<sup>th</sup> Dec 2013**

**CIA III-**

**Final Report (in duplicate) to be submitted online on/before 11<sup>th</sup> Feb 2014**

**Business Plan-Presentation in class on 15<sup>th</sup> Feb 2014**

**Books Recommended:**

- 1. Entrepreneurship Development, E Gordon & K Natarajan, Himalaya Publishing House, 2008**
- Vasant Desai, Entrepreneurial Development and Management, Himalaya Publishing House, 2007
- Entrepreneurship, 6th Edition, Robert D Hisrich, Michael P Peters, Dean A Shepherd, The McGraw-Hill Companies, 2007
- Entrepreneurship Development Text & Cases by B Janakiram & M Rizwana, Excel Books, 1<sup>st</sup> Edition, 2011

**Books for Reference:**

1. Dr. Mathew J. Manimala, Entrepreneurship theory at crossroads, Biztantra, 2007
2. Madhurima Lall, Shikha Sahai, Entrepreneurship, Excel Books, 2006
3. Kurakto, Entrepreneurship-Principles and practices, 7th Edition, 2007, Thomson publication
4. Entrepreneurship Development : S.S.Khanka
5. Entrepreneurship Development : Gupta & Srinivasan-Sultan Chand & Sons New Delhi

**Course: BBM**  
**Subject: Indian Financial System/BBM433**

**Subject Teachers**  
**Mr. Nijumon K John**  
**Mr. Suresh Naidu**  
**Ms. Anna Tresa Manuel**

**SEMESTER: IV BBM**

**Course objective:**

To make students understand the financial system prevailing in the country.

**Specific objectives:**

To give comprehensive study of different types of markets in financial system. Also to enable students to understand the rules and regulations prevailing in the financial system. Further to make the students acquainted with the various financial institutions and services.

Unit	Topics	Date	Hours	Methodology
I	➤ <b>Introduction and scope of the subject</b>	05-11-2013 TO 13-11-13	5	LECTURE AND PRESENTATION CHART AND DIAGRAMS/ DISCUSSION
	➤ Structure and Components of financial system			
	➤ Functions of financial system			
	➤ Financial system and economic development			
	➤ Reforms in Financial Sector in India			
II	➤ <b>Capital market</b>	14-11-13 TO 29- 11-13	8	LECTURE AND PRESENTATION LIVE TRADING SESSIONS/DISCUSSION
	➤ Meaning ,classification of capital market			
	Government securities market			
	➤ Long term loans market			
	➤ Industrial securities market; primary and secondary markets			
	➤ Financial Instruments in Capital market			
	Derivatives market			
	Reforms in Capital market			
III	<b>Money market:</b>	01-12-13 TO 15- 12-13	8	LECTURE AND PRESENTATION CASE ANALYSIS
	➤ Meaning, Structure of the Money Market			
	➤ Significance of money market			
	➤ Features of money market			
	➤ Call money market			
➤ Treasury bill market				

	➤ Commercial bill market			
	➤ Commercial paper market			
	➤ Certificate of deposit			
	➤ Short term loans.			
	➤ Reforms in Money market			
IV	<b>Financial institutions:</b> ➤ Functions of Financial institutions			
	➤ Capital Market related institutions and regulatory bodies: SEBI, IRDA			
	➤ Role and Functions of Stock Exchanges			
	➤ NSE, BSE, OTCEI, SHCIL etc.			
	➤ Money market related institutions and regulatory bodies: RBI; role and functions	17-12-13 TO 22-12-13		
	➤ Credit control by RBI	CONTD..AFTER	12	
	➤ Monetary policy analysis	02-01-14 TO 11-01-14		LECTURE AND PRESENTATION CASE ANALYSIS MONETARY POLICY REVIEW ANALYSIS
	➤ Commercial banks			
	➤ NBFCs			
	➤ Development banks;IDBI, IFCI, SIDBI etc.			
	➤ NABARD			
	➤ RRBs and cooperative credit			
	<b>MIDSEMESTER EXAMINATION</b>			
V	<b>Financial Services:</b> Merchant Banking			
	➤ Mutual Fund			
	➤ Venture capital.			
	➤ Credit rating	21-01-14 TO 28-02-14	16	
	➤ Factoring			
	Lease Finance			
	Recent developments in financial services industry			LECTURE AND PRESENTATION CASE ANALYSIS/DISCUSSION
VI	<b>International Finance Markets:</b> ➤ Nature, Organization and Participants			
	➤ Offshore Financing Instruments	01-03-14 TO 09-03-14	5	
	➤ Role and functions of ADB,IMF and World Bank			LECTURE AND PRESENTATION
	➤ Foreign Exchange market			
	➤ Revision	11-03-14 TO 16-03-14	4	

			<b>58</b>	
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**CIA DETAILS:**

DETAILS		Date of submission	MARKS ALLOTTED
<b>CIA-I</b>	<b>Mid semester Exam for 50 marks</b>		<b>50</b>
<b>CIA II</b>	<b>Written Assignment(15marks), Test(10marks), Case analysis(5marks)</b>	<b>05-12-13</b>	<b>30</b>
<b>CIA III</b>	<b>Quiz(10marks), Article review(10marks),micro presentation(5marks) and class participation(5marks)</b>	<b>16-02-14</b>	<b>30</b>
<b>Attendance</b>	<b>As per slab (Maximum)</b>		<b>5</b>

**CIA – II TOPIC:**

**Written assignment: Consult any capital market intermediary and make a report on comparison of various types of capital market instruments issued by corporates in India for the last 5 years. Also suggest the instruments which are suitable in the current market conditions.**

**RECOMMENDED BOOK:**

**Indian Financial System by Gordan & Natarajan, Himalaya Publishers**

**BOOKS FOR REFERENCE:**

1. Indian Financial System by Vasantha Desai Himalaya Publishers
2. Indian Financial System by Bharathi Patak. Pearson Education
3. Indian Financial System by MY Khan TATA McGrahill
4. Indian Financial System by Sharma & Gupta Kalyani Publishers

**CHRIST UNIVERSITY**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**COURSE PLAN 2013-2014**

**CLASS: IV SEM BBM 434**

**SUBJECT TEACHERS**

**SUBJECT: MANAGEMENT INFORMATION SYSTEM**

1. Section A-Prof. Vijay Agawane
2. Section B-Prof. Balu.L
3. Section C-Prof. B. Sureshnaidu
4. Section D-Prof. Vijay Agawane & B. Sureshnaidu

UNITS	TOPICS	Date	HOURS	METHODOLOGY
I(5)	MODULE:I A SIMPLE MODEL OF MIS: Meaning of MIS, Definition, and A Simple model of MIS.	Nov 5	1	Lecture
	What an information system, Characteristics of information, Classification	Nov 6	1	Lecture
	What is a system, Computer based information systems, Technical operation of a CBIS	Nov 8	1	Lecture
	Business data processing, Data processing cycle	Nov 10	1	Lecture
	A business perspective of information systems	Nov 12	1	Lecture
II(8)	MODULE II: What are management information systems, Features of MIS	Nov13	1	Lecture
	Importance of management information systems,	Nov15	1	PPT
	Pyramid structure of MIS	Nov17	1	Lecture
	MIS versus data processing	Nov18	1	PPT
	Subsystems of MIS	Nov19	1	GD
	The Conceptual structure of MIS	Nov20	1	Lecture

	Security and international issues of MIS	Nov22	1	GD
	MIS issues of a multinational organization?	Nov24	1	CASE STUDY
III(7)	<b>MODULE III:</b> THE CONCEPT OF DATA PROCESSING: Database, Major issues in data management	Dec3	1	PPT
	File management, File organization, File based systems problems	Dec 4	1	PPT
	Objectives of DBMS, Database concepts	Dec 6		Lecture
	Database models	Dec 8	1	CASE
	Difference between models	Dec 10	1	GD
	Data ware Housing, Data Mining.	Dec 12	1	Article Review
	Differences between DBM and FM	Dec14	1	Lecture
IV(8)	<b>MODULE IV:</b> MIS AND NETWORKS : Batch Processing, Online Processing (Quick Response Systems)	Dec 15	1	Online(Wi-Fi)
	Architecture of OLTP and TPS	Dec 17	1	
	Components of a Telecommunication Systems	Dec19	1	Online(Wi-Fi)
	Communication Networks	Dec20	1	Online(Wi-Fi)
	Network Topologies	Dec21	1	Online(Wi-Fi)
	Implementation of LANS – Transmission Media, Wireless LAN (WLAN), Internet,	Jan02-05	2	Online(Wi-Fi)
	World Wide Web (WWW), E-Mail, Intranet.	Jan 05	1	Online(Wi-Fi)
V(8)	<b>MODULE V:</b> ANALYSIS AND DESIGN OF MIS: Software Engineering, Systems Analysis, System Design,	Jan07	1	PPT
	Importance and Process of SAD	Jan08	1	Lecture
	<b>MID SEM EXAM</b>	<b>Jan12- Jan19</b>		<b>Written Exams</b>
	Systems Analysis and Design,	Jan21	1	PPT
	Entity Relationship Diagram	Jan 22	1	Article Review
	Systems Development life Cycle	Jan 24	1	GD
	Design of SDLC by students and presentation	Jan 25	1	Activity

	Project Management.	Jan 28	1	PPT
	Leading edge award winning Mobility Solutions	Jan 30	1	Case Study
VI(5)	<b>MODULE VI:</b> MIS DEVELOPMENT & IMPLEMENTATION: MIS Planning, Project Preparation.	Feb 1	1	PPT
	Needs Analysis, MIS Design	Feb 4	1	PPT
	Selection, MIS Implementation	Feb 5	1	PPT
	MIS Design and Implementation	Feb 8	1	Activity
	Management Challenges.	Feb 9	1	PPT
VII(5)	<b>MODULE VII:</b> HUMAR RESOURCES INFORMATION SYSTEMS: Types of personnel administration data systems	Feb 11	1	PPT
	Employee Profile system	Feb13	1	PPT
	Employment control reporting system.	Feb 14	1	PPT
	HRIS Model	Feb 16	1	Activity
	Payroll Accounting and HR Management	Feb 18	1	Case Study
VIII(6)	<b>MODULE VIII:</b> FINANCIAL / OPERATIONS DATA SYSTEMS: Payroll data system,	Feb 19	1	PPT
	Accounts payable systems	Feb 21	1	PPT
	Accounts receivable system	Feb 22	1	PPT
	Materials requirement planning (MRP)	Feb 25	1	Videos
	Manufacturing Resource Planning (MRP II).	Feb 26	1	Videos
	Activity	Feb 28	1	Quiz
IX(6)	<b>MODULE IX:</b> DIFFERENT TYPES OF INFORMATIONS SYSTEMS : Group decision support systems (GDSS)	March1	1	PPT
	Executive information systems (EIS)	March4	1	PPT
	Expert systems	March5	1	Videos
	Artificial intelligence, ERP, E-CRM	March7	1	PPT
	Transaction processing systems, Knowledge work and office automation systems,	March8	1	PPT
	Computer crimes and ethics, Information security and control, Information out sourcing and Data	March11- 12	2	Videos

	Resource Management.			
	Impact of IT on the Industry	March13	1	CD
	Revision	March15		CD AND TESTS
	Total Hours		59	

### CIA Details:

Details	Date of issue of topic	Date of submission or presentation	Marks allotted
CIA I	Mid sem exam	16 <sup>th</sup> Jan 2014	50
CIA II	Written assignment on Telecommunication Network and presentations -10marks Case Analysis-10marks Article Review-10marks	8 <sup>th</sup> Dec 2013	30
CIA III	Moodle-10marks Surprise tests-10marks Video making-10marks	Continuous assessment	30
Attendance	-----	-----	5

### BOOKS FOR REFERENCE:

1. Management information systems by James O'Brien Golgotha publications.
2. Management Information Systems By Davis And Olson Published by TATA MC GRAW HILL
3. Management information systems by THOMAS THARAKAN SURABHI PUBLICATIONS
4. MIS by C.S.V. Murthy, Himalaya Publications
5. Management Information Systems by Nitin C. Kamat and Jyotindra Z, Himalaya Publications

### Recommended Book for Text

1. MIS by C.S.V. Murthy, Himalaya Publications

### Recommended Book for Cases

1. Management Information Systems by Nitin C. Kamat and Jyotindra Z, Himalaya Publications

**CHRIST UNIVERSITY**  
**Bangalore**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**COURSE PLAN 2013-2014**

**CLASS: IV Semester BBM**

**SUBJECT: RESEARCH METHODOLOGY (BBM432)**

**Subject Teachers:**

No.	Name	Section
1.	Dr. Elangovan N	A
2.	Dr. Jain Mathew / Prof. Roy Mathew	B
3.	Prof. Shivakami R	C
4.	Dr. Srinivasan K	D

**Course Objective:** -To familiarize students with the relevance of research in decision making and its implications in business. The course also focuses on equipping them to conduct their final year research project.

Hour	Module	Topic	Pedogogy
Week 1 (5-11-2013 to 9-11-2013)			
<b>Module 1: Research Methodology – An introduction</b>			
1	1	Introduction to Research, its significance and objectives,	Lecture and Discussion
2	1	Research by scientific method, Objectivity-factors affecting it, measures contributing to objectivity	
3	1	Induction, Deduction, Requisites of a good Scientific method	
4	1	Types of research-pure, applied, descriptive, diagnostic, evaluation, action research	
Week 2 (11-11-2013 to 16-11-2013)			
5	1	Components of a Scientific approach-Research Process	Lecture and Discussion
6	1	Experimental-3 types, analytical, historical, Survey Research	
7	1	Steps involved in a survey, field study, 4 major Steps in Research	
8	1	Limitations & ethics in research	
Week 3 (18-11-2013 to 23-11-2013)			
<b>Module 2- Research on Business</b>			
9	2	Concept and process – Decision support	Lecture and case study

10	2	Decisions -HR, Marketing, Finance, Operations related research areas	
11	2	Process of research and its role in managerial decision making	
12	2	Academic and Managerial implications of research	
Week 4 (25-11-2013 to 30-11-2013)			
<b>Module 3 – Defining Research Problem</b>			
13	3	Planning of Research-select a problem-sources of problems	Lecture and Activity
14	3	Criteria of selection of a researchable problem- Research Topic	
15	3	Formulation of the selected problem-its 3 principal components	
16	3	Formulation process –Title, conceptual model, objectives, investigative questions, define the constructs & list of variables observed for the study	
Week 5 (2-12-2013 to 7-12-2013)			
<b>Module 4 – Research Design</b>			
17	4	Hypothesis, operational definition of concepts, delimiting the scope of the study	Lecture and Activity
18	4	Hypothesis –types-descriptive, relational, causal, working, statistical & null hypothesis	
19	4	Steps in hypothesis testing	
20	4	Characteristics of a good hypothesis, Concepts-types-concrete & abstract	
Week 6 (9-12-2013 to 14-12-2013)			
21	4	Measurement-levels,	Lecture and Activity
22	4	Characteristics of a good Measurement, Validity, Reliability,	
23	4	Types of scales-nominal, cardinal, interval, ratio	
24	4	Research design- contents/steps-Topic, objective, rationale behind the study, relevance and contributions to theory & practice	
Week 7 (16-12-2013 to 21-12-2013)			
25	4	Research Design/Plan -importance	Lecture
26	4	Exploratory research design	
27	4	Descriptive research design	
28	4	Research design- contents/steps-continued	
Week 8 (02-01-2014 to 04-01-2014)			
29	4	Different types of experimental designs	Lecture and Activity
30	4	Literature Review-purpose, procedure, research gaps, research questions	
31	4	Library visit for Literature review, Literature Review- CIA 2	
32	4	Literature Review- CIA 2	
Week 9 (06-01-2014 to 08-01-2014)			
33	4	Case study method	Lecture and Activity
34	4	Case study method	
Week 10 Mid Semester Exam (09-01-2014 to 18-01-2014)			
Week 11 (20-01-2014 to 25-01-2014)			

<b>MODULE 5-Sampling Design</b>			
35	5	Characteristics of a good sample-sampling's pros & cons	Lecture and Presentation
36	5	Unit of sampling, population, census vs. survey, Census Vs Sampling	
37	5	<i>Criteria for selecting sampling techniques, sample size</i>	
38	5	Sampling Techniques- Probability Sampling - types	
Week 12 (27-01-2014 to 01-02-2014)			
39	5	Non -probability-types	Lecture and Presentation
40	5	Sampling & non-sampling errors	
<b>Module 6-Methods of Data collection</b>			
41	6	Primary Vs Secondary-its pros & cons, factors affecting the choice of data collection method,	
42	6	Tools for Data collection-Observation, experimentation-internal Vs external validity,	
Week 13 (03-01-2014 to 08-02-2014)			
43	6	Interviewing-types, Panel method, mail survey-pros & cons.	Lecture and Presentation
44	6	Interview schedule Vs Questionnaire,	
45	6	Guidelines for Constructing Questionnaire	
46	6	Collection of Secondary data	
Week 14 (10-02-2014 to 15-02-2014)			
<b>Module 7 : Processing , Analysis and Interpretation of Data</b>			
47	7	Data Processing-editing, coding,	Lecture and Activity
48	7	Tabulation and Graphical representation	
49	7	Activity- using the questionnaire (framed ) discuss coding it	
50	7	Hypothesis testing, Parametric & non-parametric test	
Week 15 (17-02-2014 to 22-02-2014)			
51	7	Chi-square test s and test of goodness of fit	Lecture and Activity
52	7	Test of independence, Test of homogeneity	
53	7	ANOVA- basic concepts	
54	7	ANOVA- work out problems	
Week 16 (24-02-2014 to 01-03-2014)			
55	7	One way ANOVA, Two way ANOVA	Lecture and Activity
56	7	Analysis of Co variance	
57	7	Meaning, and techniques of interpretation	
58	7	Precautions of interpretation	
Week 17 (03-03-2014 to 08-03-2014)			
<b>Module-8: Research Writing</b>			
59	8	Significance, Steps in Research writing	Lecture and Presentation

60	8	Layout of a report	
61	8	Types of reports	
62	8	Mechanics and Precautions in report writing	
Week 18 (10-03-2014 to 15-03-2014)			
63	8	SPSS Introduction-Demonstration	Lecture and Presentation
64	8	SPSS Introduction-Demonstration	
65	8	Revision	
66	8	viva- voce	

**RECOMMENDED BOOK:**

1. Krishnaswami, O.R. (2010), *Methodology of Research in Social Sciences*, Himalaya Publishing House

**BOOKS FOR REFERENCE:**

1. Cooper, D.R and Schindler, P. (2003), *Business Research Methods*, Tata McGraw-Hill Edition
2. Kothari, C.R. (2005) *Research Methodology*, Vishwa Prakashan, 2<sup>nd</sup> Edition
3. Hart Chris, *Doing your Masters Dissertation*

**CIA 1 – Mid Semester (09-01-2014 to 18-01-2014)**

**CIA 2.1: PROBLEM IDENTIFICATION & LITERATURE REVIEW.:** Identify a business problem in the broader area such as Human Resources, Marketing or Finance and collect the relevant literature from research journals. Write the literature review in different formats (Narrative and Chronological)

**CIA2.2: MODEL BUILDING AND FRAMING HYPOTHESES:** Identify a RESEARCH TOPIC, Research Objectives, Rationale; Background literature that help answer research questions; define the list of Constructs & observed Variables. Explain RESEARCH MODEL& FRAME HYPOTHESES with literature support.

**CIA2.3: QUIZ** based on chapters 1, 2 & 3

**CIA3.1: CASE STUDY:** Write a mini case study on a chosen topic.

**CIA3.2: MINI PROJECT**

Conduct a pilot survey, Redraft, conduct a survey with a sample of 30, and analyze the data using chi - square test or correlation

**CIA3.3: WRITE A RESEARCH PROPOSAL – 10 pages**

1. Introduction to the topic-Background, Objectives, Relevance and Contributions to theory & practice-2 pages
2. Literature Review& Research Gaps, Rationale- 3 pages
3. Research Framework & Hypothesis-2 page

4. RESEARCH DESIGN-Methodology, Data Collection& Analysis methods, Sampling Process, Scope & Limitations, Bibliography-2 page.  
(Section 2 &3 are partially done in CIA2)

**CHRIST UNIVERSITY**  
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**DEPARTMENT OF MANAGEMENT STUDIES**  
**COURSE PLAN 2013-2014**

**BBM 641**

**ADVANCED MANAGEMENT ACCOUNTING**

**Primary Objective:** To provide the students knowledge about use of Financial Accounting and Cost Accounting data for planning control and decision making.

**Specific Objective:** To enable the students to identify and address the issues relating to financial planning and control in the conducts of corporate managerial decision making.

Faculty In charge:

Finance 1: Prof. Lakshmi Karthikeyan

Finance 2: Prof. Dr. K Srinivasan

Hour	Date	Module	Topics to be covered	Methodology
1	5th Nov 2013	Module 1	<b>Break Even Analysis and Tactical Decision making:</b> Break even analysis, Assumptions, Methods of Break even analysis – Algebraic and Break even chart, Margin of safety	Lecture /PPT
2		Module 1	Angle of Incidence, Profit Volume Graph, Cost Difference Point, Cash Break Even Point	Problem Solving
3		Module 1	Of Key Factors Including Sales Mix	Problem Solving
4	to	Module 1	Mergers Of Two Plants / Factories	Problem Solving
5		Module 1	Make Vs. Buy Decisions	Problem Solving
6		Module 1	Decisions Relating to Acceptance And Rejection of a Special Offer	Problem Solving

7		Module 1	Selling Price Decisions	Problem Solving
8		Module 1	Add or Drop Products, Product Line Decisions	Problem Solving
9		Module 1	Operate Or Shut Down Decisions	Problem Solving
10	20th Nov 2013	Module 1	Practise Multiple Questions and winding up the topic	Problem Solving
11	21st Nov 2013	Module 2	<b>Standard Costing and Variance Analysis:</b> , Historical costing, meaning of standard and standard costing.	Lecture /PPT
12		Module 2	Steps involved in standard costing, standard cost v/s Target cost, Standard costing and budgetary control, Standard costs and estimated costs, Advantages and limitations of standard costing	Lecture /PPT
13		Module 2	Preliminaries for establishing a system of standard costing, determination of cost centre, classification of accounts, types of standards, organization for standard costing, setting of standards	Lecture /PPT
14	to	Module 2	analysis of variances, Material cost variance	Problem Solving
15		Module 2	Labour cost variance	Problem Solving
16		Module 2	Overhead cost variance	Problem Solving
17		Module 2	Sales variance	Problem Solving
18	5th Dec 2013	Module 2	Practise Multiple Questions and winding up the topic	Problem Solving
19	6th Dec 2013	Module 3	<b>Ratio Analysis:</b> Construction of Profit and Loss account	Problem Solving
20		Module 3	Construction of Profit and Loss account	Problem Solving
21		Module 3	Construction of Profit and Loss account	Problem Solving
22		Module 3	Construction of Profit and Loss account	Problem Solving
23	to	Module 3	Construction of Balance sheet	Problem Solving
24		Module 3	Construction of Balance sheet	Problem Solving
25	21st Dec 2013	Module 3	Construction of Balance sheet	Problem Solving
26	2nd Jan 2014	Module 3	Full problem	Problem Solving
27	to	Module 3	Additional questions practise	Problem Solving
28	4th Jan 2014	Module 3	Additional questions practise	Problem Solving
29	6th Jan 2014	Module 3	Additional questions practise	Problem Solving
30	7th Jan 2014		Revision for MSE	Problem Solving

31	8th Jan 2014		Revision for MSE	Problem Solving
	9th Jan 2014 To 18 Jan 2014		MSE JAN 2014	EXAM
32	20th Jan 2014	Module 4	<b>Funds Flow statement and Cash Flow Statement:</b> Advanced problems with adjustments of Bonus issue	Problem Solving
33		Module 4	Accumulated depreciation with sales profit / loss	Problem Solving
34	to	Module 4	redemption with premium or discount	Problem Solving
35		Module 4	dividend with pre-acquisition profit	Problem Solving
36		Module 4	Additional questions practise	Problem Solving
37	29th Jan 2014	Module 4	Additional questions practise	Problem Solving
38	30th Jan 2014	Module 5	<b>Responsibility Accounting (include transfer pricing):</b> Introduction, Meaning and definition of responsibility accounting essential feature	Lecture /PPT
39		Module 5	Responsibility centers, Types of Responsibility centers	Lecture /PPT
40		Module 5	Transfer prices, methods or types of transfer prices	Lecture /PPT
41	To	Module 5	Selection of transfer pricing methods	Lecture /PPT
42		Module 5	Advantages of responsibility accounting	Lecture /PPT
43	10th Feb 2014	Module 5	Practise Multiple Questions and winding up the topic	Lecture /PPT
44	11th Feb 2014	Module 6	<b>Activity based costing:</b> Meaning, Characteristics	Lecture /PPT
45		Module 6	Steps in implementing ABC	Lecture /PPT
46		Module 6	Main activities and cost drivers	Lecture /PPT
47	To	Module 6	ABC and management, Benefits of ABC	Lecture /PPT
48		Module 6	Practical problems	Problem Solving
49		Module 6	Practical problems	Problem Solving
50	21st Feb 2014	Module 6	Practise Multiple Questions and winding up the topic	Problem Solving
51	22nd Feb 2014	Module 7	<b>Contemporary issues in management accounting:</b> Value chain analysis	Lecture /PPT
52	To	Module 7	Quality costing, target costing	Lecture /PPT
53	25th Feb 2014	Module 7	Life cycle costing	Lecture /PPT
53	26th Feb 2014	Module 8	<b>Inflation accounting:</b> Meaning, objective	Lecture /PPT
55	28th Feb	Module 8	Nature, importance, methods	Lecture /PPT

	2014			
56	1st March 2014	Module 9	<b>Human Resource Accounting-</b> Meaning, Objective	Lecture /PPT
57		Module 9	Nature	Lecture /PPT
58	To	Module 9	Importance	Lecture /PPT
59	8th March 2014	Module 9	Methods	Lecture /PPT
60	10th March 2014		Revision and winding up of classes	Lecture /Problem solving

**Recommended Text Book:**

M.N.Arora: *Accounting For Management*, Himalaya Publishing House Pvt. Ltd., First Edition: 2010

**Reference Books:**

- 1) Dr. S.N.Maheshwari: *Management Accounting*, Sultan Chand & Sons
- 2) Shashi K. Gupta and R.K.Sharma: *Management Accounting Principles and Practice* Kalyani Publishers 11<sup>th</sup> Revised Edition 2008
- 3) I.M.Pandey: *Management Accounting*, Vikas Publishing Pvt. Ltd.
- 4) Anthony, Robert and Mark Young, Pearson Education,
- 5) Jain and Narang, *Csot and Management Accounting*, Kalyani Publishers,

**CHRIST UNIVERSITY  
BANGALORE  
DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE PLAN 2013-14**

**Class-VI SEM - BBM (MARKETING)**

**Subject BBM 651 Advertisement Management**

**SUBJECT TEACHERS:**

**Course Objective:**

This course focuses on under graduate business management students in developing sound theoretical and practical understanding on advertising as an effective tool of marketing communications. This course aims at building approaches to the manage advertising with relevance to real-world by planning, decision making, and control.

**Specific Objectives:**

- To provide a basis of knowledge of sound advertising principles and techniques.
- To understand the ethics and regulations in advertising.

- To understand how advertisement strategies align with marketing strategies.
- To integrate advertising with other promotion mix (IMC perspective)

Hour	Module	Topic	Pedagogy
Week 1 (5-11-2013 to 9-11-2013)			
		<b>Module 1: Introduction to Advertising</b>	
1	1	What is Advertising?-	Icebreaking
2	1	Key Concepts, Effectiveness factors	Presentation
3	1	The roles and functions of advertising (Marketing, Economic, Communications, and Social Roles; Functions)	Lecture
4	1	Five Key Players of Advertising	Lecture
Week 2 (11-11-2013 to 16-11-2013)			
5	1	Current Advertising Issues - Interactive advertising	Discussion
		<b>Module 2: Ethics and Regulation in advertising Introduction to Advertising</b>	
6	2	Advertising and social responsibility,	Activity
7	2	Puffery and stereotyping	Discussion
8	2	Impact of advertisements on children	Discussion
Week 3 (18-11-2013 to 23-11-2013)			
9	2	Women and Advertising	Discussion
10	2	Subliminal and online advertising	Presentation
11	2	Review of Regulatory Environment, Regulatory bodies	Lecture
12	2	Social & Economic obligation	Lecture
Week 4 (25-11-2013 to 30-11-2013)			
		<b>Module 3 : Relationship between Advertising and Marketing</b>	
13	3	Advertising Agencies and marketing	Presentation
14	3	Marketing Concepts and process	Lecture
15	3	Consumer behavior	Lecture
16	3	Marketing Tools	Lecture
Week 5 (2-12-2013 to 7-12-2013)			
17	3	The decision process	lecture
18	3	Creativity and memorability	Activity
19	3	Relationship Marketing	Activity
		<b>Module 4: Advertising Planning and Research</b>	
20	4	Advertising Research and account planning	Lecture
Week 6 (9-12-2013 to 14-12-2013)			
21	4	Strategic Research	Lecture
22	4	Evaluative Research	Presentation

23	4	Challenges in research	Discussion
24	4	How communication works	Lecture
Week 7 (16-12-2013 to 21-12-2013)			
25	4	Message development research	Lecture
26	4	The advertising plan	Presentation
<b>Module 5: Advertising Media</b>			
27	5	Setting media objectives-DAGMAR	Presentation
28	5	Developing strategies	Discussion
Week 8 (02-01-2014 to 04-01-2014)			
29	5	Media selection procedures	Lecture
30	5	Media buying functions	Lecture
31	5	Print Media-Newspapers, Magazines	Case Discussion
Week 9 (06-01-2014 to 08-01-2014)			
32	5	Posters and Billboard	Activity
33	5	Yellow Pages, and Pamphlet	Activity
Week 10 Mid Semester Exam (09-01-2014 to 18-01-2014)			
34	5	Broadcast and Interactive Online Media	
35	5	Television advertising	
Week 11 (20-01-2014 to 25-01-2014)			
36	5	Radio advertising	
37	5	Out-of-home advertising,	
38	5	Transit Advertising	
39	5	Internet Media	Activity
Week 12 (27-01-2014 to 01-02-2014)			
<b>Module 6 : Creating Advertisement</b>			
40	6	Creative roles	
41	6	Creative process	
42	6	Creative strategy and execution	
43	6	The Creative Brief, Effective creativity	
Week 13 (03-01-2014 to 08-02-2014)			
44	6	Copywriting-for radio, TV, print	Presentation
45	6	Design and production-Visual Communication	Presentation
46	6	Print Art Direction, Print Production	Presentation
47	6	Television Art Direction,	Presentation
Week 14 (10-02-2014 to 15-02-2014)			
48	6	Broadcast production	Presentation
49	6	Direct marketing Tools	Presentation
50	6	Mobile advertising	Activity

51	6	Appeals used in advertisement	Activity
Week 15 (17-02-2014 to 22-02-2014)			
<b>Module-7: Integrating Marketing Communication elements</b>			
52	7	Advertising and IMC	Lecture
53	7	Elements of Integrated Marketing Communications	Lecture
54	7	Direct Marketing, Sales Promotion, Publicity	Lecture
55	7	Event marketing and Sponsorships	Lecture
Week 16 (24-02-2014 to 01-03-2014)			
56	7	Loyalty and Partnership Programs	Lecture
<b>Module-8: Integrated Campaigning</b>			
57	8	Structure of a campaigning plan	Activity
58	8	Evaluating the campaign plan	
59	8	Creative strategy	
Week 17 (03-03-2014 to 08-03-2014)			
60	8	Event Sponsorship for a fashion show	
<b>Module-9: Public Relations</b>			
61	9	Advertising and Public relations	Lecture
62	9	The practice of public relations	
63	9	Types of PR programs	Presentation
Week 18 (10-03-2014 to 15-03-2014)			
64	9	PR Planning	
65	9	PR Tools	Mock Press conference
66	9	Institutional Advertising	
67	9	Press Conference, Non-Profit PR	

### **CIA SCHEDULE:-**

#### **CIA I- 09-01-2014 to 18-01-2014**

##### **CIA II-**

**Part 1-** Activity -Collecting advertisements and analyzing on Ethics and regulations – Individual Assignment - 25th Nov 2013

**Part 2-** Interview an Ad Agency about changes in the last five years. Submit a handwritten report in not more than 500 words on or before 29<sup>th</sup> Nov 2012. Team of 6

**Part 3-** Research article review – Effectiveness of advertisement – Individual assignment. Every student should take different aspect of advertisement. Submission on 04-01-2014

##### **CIA III-**

**Part 1-** Quiz/LMS on advertising during week 12

**Part 2-** Design a campaign by selecting a theme and a product. Each Group member will focus on one promotion tool. Each group will be evaluated on the coordination between each tool and the focus on the theme. 25<sup>th</sup> Feb 2014.

**Part 3-**Conduct a Mock Press Conference on 11<sup>th</sup> March 2014.

**Book Recommended:**

**Advertising Principles and Practice** by William D.Wells, John Burnett & Sandra Moriarty, Pearson Education Inc. 7<sup>th</sup> Edition, 2007  
Advertising Management by Jaishri Jethwaney & Shruti Jain, Oxford University Press, 1<sup>st</sup> Edition, 2006

**Books for Reference:**

**Advertising Planning and Implementation** by Sangeeta Sharma and Raghuvir Singh, Prentice Hall of India  
**Ogilvy on Advertising**, Prion Publishers  
**Advertising Management** by Rajiv Batra, John G Myers & David Aaker, Pearson Education Inc. 10th Edition, 2009  
**Advertising Management** by C.L. Tyagi, Arun Kumar, Atlantic Publishers & Dist, 2004  
**Advertising Management** by Donald W. Jugenheimer & Larry D. Kelley, 10<sup>th</sup> Edition, 2009

**CHRIST UNIVERSITY  
BANGALORE  
DEPARTMENT OF MANAGEMENT STUDIES**

**Class:** BBM (V SEMESTER)

**Total hours:** 55 hours

**Subject:** Banking and Insurance

**Subject Code:** BBM-631

**Books for reference:**

1. Banking Law and Practice - By Sundaram and Varshney
  2. Law and practice of Banking By E.Gordon & K.Natarajan (Himalayan publications)
  3. Law and Practice of Banking By S.N.Maheswari & S.K.Maheswari (Kalyanipublishers)
  4. Principles & Practice of Insurance By Panda (kalyani publishers)
1. Law and Practice of Banking: By S.N.Maheswari & S.K. Maheswari
  2. Principles and practice of Insurance: By Periasamy

**Books Recommended:**

SUBJECT TEACHERS: VIJAY AGAWANE, STELLA MARY, NIJUMON.

**Course objective ;** To facilitate the students to understand the banking and insurance business in India and the law relating to it, so that they can capitalise on the present trend of new generation banking companies and insurance companies looking for them for recruitment.

Syllabus unit/ Total hours	Module Details/ Particulars	Hrs	Teaching methodology	Remarks
<b>Module-I</b> <b>(total 13hours)</b> <b>5/11/13 to 30/11/13</b>	Meaning & Introduction to Banking History of Banking- Clasification of Banking-Development of Banking in India-(Pre –Independence& Post Independence Pre- Nationalization & Post Nationalization, Pre-Reforms and Post Reforms) Role of commercial banks in a developing economy (Latest trends in commercial banking) RBI and its functions Merchant Banking Consultancy services and E- Banking Special category of bank customers	1 1 1 1 1 1 1 1 1 1	Lecture , PPT, Chalk and talk/ Presentation by students	
<b>Module –II</b> <b>(total 10hours )</b> <b>1/12/13 to 22/12/13</b>	<b>Relationship between a banker and a customer-</b> Introduction General relationship-debtor-creditor Agent -principal Trustee Bailee Consultant <b>Special relationship-</b> Obligation to honour cheques Obligation to maintain secrecy When can a banker dishonour the cheques Wrongful dishonour of cheques & It's consequences Garnishee order Answer in case of dishonour of cheques Rights of lien Rights of set-off Right of appropriation	1 1 1 1 1 1 1 1 1 1 1 1	Lecture , PPT , Chalk and talk Presentation by students	



	marine , personal liability and miscellaneous Terminology used in general insurance- Clauses and covers. Risk assessment , underwriting and rate making, product design, development and evaluation.	1 1 1 1 1 1 1 1		
<b>Module VIII</b> (total 2 hours ) <b>9/3/14 to 14/3/14</b>	Various branches of general insurance- fire ,marine , house owners , motor, personal liability, agriculture and miscellaneous insurance.	1 1 <b>55 Hrs</b>	Power point presentation.	

Assessment and Evaluation :

CIA 1	<b>Mid Semester Examination</b>	<b>14/1/2014 to 19/1/2014</b>
CIA 2	(i) <b>Assignment: (10 Marks)</b> (ii) <b>MOODLE 10 Marks</b> (iii) <b>Presentation/video 10 Marks</b>	<b>02.12.2013 FINAL DATE OF SUBMISSION</b>
CIA 3	(i) Individual Case Analysis(Presentation) on <b>Insurance Law</b> -One each (ii)Individual Case Analysis (Presentation) on <b>Banking Law</b> -One each	<b>14/2/2014</b>

**CHRIST UNIVERSITY  
BANGALORE  
DEPARTMENT OF MANAGEMENT STUDIES  
COURSE PLAN: 2013-14**

**CLASS (BBM) : VI SEMESTER**  
**Saklesh S N**

**Faculty Member In charge: SUBJECT CODE: BBM: 663**

**Section A:**

**SUBJECT: BUSINESS LAWS**

**B: Sangeetha  
C: Jimmy. S/Jayanth.K  
D: Balu L**

<b>Units</b>	<b>Topic</b>	<b>Hrs</b>	<b>Date</b>	<b>Methodology</b>
1.	INTRODUCTION: THE LAW OF CONTRACT: Meaning ,Scope ( <i>Ignorantia Juris non excusat</i> ), Origin ,objectives of Business Law: <u>The Indian Contracts Act, 1872:</u> Meaning , Scope ,importance and Objectives of Law of Contract, Definitions, Jus in rem and jus in personam Essentials of Contract, Classification of Contracts	1 1 1 1 1 1 1 1(8)	5.11.'13 to 12.11.'13  14.11.'13 to 19.11.'13	Chalk and talk, Presentation, Case Analysis
2.	OFFER AND ACCEPTANCE: Offer or proposal, Essentials of Valid offer, Effect of a Counter Offer, Essentials of valid Acceptance, Revocation of offer. Communication of offer and Acceptance: How communication is offered/ Communication and Proposal Revocation of offer through	1 1 1 1 1 1 1	21.11.'13 to 26.11.'13  28.11.13 to 03.12.13	Chalk and talk, Presentation, Case Analysis

	Communication, Communication of Acceptance, Is Silence is Communication?	1 1(8)		
3.	CAPACITY TO CONTRACT (COMPETENCY OF PARTIES): Who is competent to contract ? Who is not and when? Minor's agreements, Persons of unsound mind. FREE CONSENT: Meaning, Circumstance when consent is Not Free, Burden of Proof, Coercion, Undue Influence, Essential elements of Fraud, Does silence amounts to Fraud ? Misrepresentation, Mistake & its classification.	1 1 1 1 1 1 1 1(08)	05.12.13 to 10.12.13    12.12.13 to 17.12.13	Chalk and talk, Presentation, Case Analysis
4.	CONSIDERATION: Meaning, Legal rules as to consideration, Exception to the rule "no consideration no contract" Legality of Object of agreement: Unlawful agreements, Void Agreements. Contingent contracts PERFORMANCE OF CONTRACT: DISCHARGE OF CONTRACT & REMEDIES:	1 1  1 1 1 1  1 1 1 1 1(12)	19/12.13 to 22.12.13      2/1/2014 to 07/1/2014 4	<b>23.12.13 to 1/1/2014</b>  <b>CHRITSMAS HOLIDAYS</b>
5.	DISCHARGE OF CONTRACT & REMEDIES: Methods of discharge of contract & Remedies for breach of contract			
<b>MID SEM-EXAM 9/1/2014 to 18/1/2014</b>				
6.	INTELLECTUAL PROPERTY LAWS: Meaning and Scope-The Patent Act 1970 Meaning of patent, features of patent , what can be patented? , non patentable inventions, procedure of grant of patent, Product and Process patents. Rights of Patent owner	1 1 1 1(4)	20/1/2014 4 to 1/2/14	Chalk and talk, Presentation, Case Analysis

	TRADE MARKS ACT 1999 & COPYRIGHTS ACT,1957 Meaning & Registration procedure of Registering Trade Marks, Trade Mark v/s Pass off & Copyrights, Rights of Trade Mark owner and Copy Right Owner, Importance of Trade Mark and CopyRights in Business – Infringement – Opposition– Remedies.	1 1 1 1 1 1 1 1(8)	3/2/14 to 16/2/2014	Chalk and talk, Presentation, Case Analysis
7.	CONSUMER PROTECTION ACT 1986: Background of the Act, Scope, Definitions of terms and concepts, Salient features, Objectives, Who can file Complaint, Meaning of complaint, Where and how to File a complaint, Relief available to consumers, Procedure for filing Appeal, Time limit for deciding Appeal, Consumer Protection Councils, Districts Consumer Dispute Redressal Agents, District Forum, the State Commission and the National Commission, Penalties	1  1  1  1(4)	17/2/2014 To22/2/2014	Chalk and talk, Presentation, Case Analysis
8.	FOREIGN EXCHANGE MANAGEMENT ACT. FROM FERA TO FEMA: objectives of FEMA, Scope of the FEMA, Definitions, Dealings in Foreign Exchange, Offences, Similarities between FERA and FEMA, Difference between FERA and FEMA.	1 1 1 1(4)	24/2/2014 to 28/2/2014	Chalk and talk, Presentation, Case Analysis
9.	CYBER LAWS 1999 History, meaning, nature of Cyber Law, Scope of the Act Objectives, Definitions, Salient Features of the Act, Advantages of Cyber Laws, Digital Signature, Acknowledgment and Dispatch of Electronic Records, Secure Electronic Records Regulation of certifying authorities, Digital signature certificates,Appeal, Offences & Penalties	1  1  1(3)	1/3/'14 to 7/3/'14	Chalk and talk, Presentation, Case Analysis

10.	COMPETITION LAW 2003, Meaning, Scope of the Act, Salient features, Anti Competitive Agreements & Types ;Abuse of Dominant Positions; Offences and penalties under the Act.	1 1 1 1(4)	8/3/2012 to 15/3/2014	Chalk and talk, Presentation & Case Analysis
		<b>60 Hrs.</b>		

**\*Mid Semester Examination Portions: Module I to V**

**Assessment and Evaluation:**

<b>CIA-I</b>	<b>Mid Semester Examination*</b>	<b>9/1/2014 to 18/1/2014</b>
<b>1CIA-II</b>	<b><u>Assignment: (Handwritten Individual Assignment) (10 Marks)</u></b> i) 2 Surprise Tests (Descriptive) on Business Law (5+5=10) ii) Individual Case analysis-(10 marks). iii)Article Review-(10marks)	<b>04/12/2013 (FINAL DATE OF SUBMISSION OF MARKS)</b>
<b>CIA-III</b>	i)Individual Case Analysis on <b>Consumer Law and Competition Law</b> (PP Presentation) -One each (10 marks). <b>ii) Moodle Test (10marks)</b> <b>iii)Class Participation(10)marks</b>	<b>15/2/2014 (FINAL DATE OF SUBMISSION OF MARKS)</b>

Books for Reference:

1. **Tulsian: Business Law**
2. **M.C. Kuchhal-Business Laws**
3. **N.D. Kapoor- Business laws**
4. **Garg, Sareen, Sharma and Chawla: Business Laws**
5. **C. N. Bansal-Business Laws**

**Book recommended: 1. SS Gulshan –Business Laws (EXCEL BOOKS, DELHI)**

**CHRIST UNIVERSITY  
BANGALORE  
DEPARTMENT OF MANAGEMENT STUDIES  
COURSE PLAN: 2013-14**

**CLASS: BBM  
SUBJECT: INDIRECT TAXES  
SEMESTER-VI –FINANCE ELECTIVE**

**SUBJECT TEACHERS:**

**MR. RAVIKUMAR  
MR. SURESHA B**

<b>MODULE</b>	<b>TOPICS TO BE COVERED</b>	<b>HOURS</b>	<b>PROBABLE DATE OF EXECUTION</b>	<b>METHOD OF EXECUTION</b>
<b>MODULE I</b>	<b>Introduction to Indirect Tax</b> <ul style="list-style-type: none"> <li>• Nature of Excise Duty,</li> <li>• Features of indirect taxes</li> <li>• Merits and demerits of indirect taxes.</li> <li>• Kinds of indirect taxes</li> <li>• Administration of Excise Duty</li> <li>• Legal frame work</li> <li>• Legislative history, coverage, levy and collection of excise duties, legal effects of Notifications, Tariff Advises, Trade Notices.</li> </ul>	1	November 05th –12 <sup>th</sup> 2013	Power point presentation And Discussion
		1		
		1		
		1		
<b>MODULE II &amp; III</b>	<b>Registration Procedures</b> <ul style="list-style-type: none"> <li>• Maintenance of records,</li> <li>• Registers and filing of returns</li> <li>• Provisions governing manufacture and removal of excisable goods – valuation under the excise rules.</li> </ul>	1	November 13th –20 <sup>th</sup> 2013	PPT and Discussion Case analysis - Questions and class discussion
		1		
		1		
		1		
		1		
<b>MODULE IV&amp;V</b>	<b>Classification and valuation of goods</b> <ul style="list-style-type: none"> <li>• Valuation basis</li> <li>• Specific duty</li> <li>• Tariff value</li> <li>• Compounded levy scheme</li> <li>• MRP based valuation</li> <li>• Transaction value</li> <li>• Valuation Rules</li> <li>• Practical problems on Assessable value and duty liability.</li> </ul>	1	November 21st to November 28 <sup>th</sup> 2013	PPT and Discussion, Case analysis
		1		
		1	November 29 <sup>th</sup> - - 5 <sup>th</sup>	
		1		
		1	December,2013	
		1	December 6th – 13 <sup>th</sup>	

	<ul style="list-style-type: none"> <li>• Inclusions and exclusions in transaction value and</li> <li>• Central Excise Tariff Act valuation of goods</li> <li>• Storage and Removal of goods Administrative setup of central excise</li> <li>• Payment of excise duty</li> <li>• Registration of factory</li> </ul>	1 1 1 1 1 1	December 13th – 23 <sup>rd</sup>	Practical problems to determine assessable value
<b>MODULE VI&amp;VII</b>	<p><b>Assessment including provisional assessment,</b></p> <ul style="list-style-type: none"> <li>• Self removal procedure, Payment of duty, and rate of duty, Record based control and production based control, Provisions relating to CENVAT.</li> </ul> <p><b>Customs duty</b></p> <ul style="list-style-type: none"> <li>• Back ground of Customs Duty</li> <li>• Customs Act 1975</li> <li>• Functions of Customs Department</li> <li>• Nature of Customs Duty</li> <li>• The Meaning Of Goods Under Customs Act</li> <li>• Taxable event for import duty and Export duty</li> <li>• Territorial Waters and Customs waters</li> </ul>	1 1 1 1	January 3rd –8th 2014	Power point presentation Lecture class  Case analysis Practical
<b>MODULE VIII&amp;XI</b>	<p><b>Types of customs duty</b></p> <ul style="list-style-type: none"> <li>• Basic duty</li> <li>• Additional duty</li> <li>• Protective duty</li> <li>• Countervailing duty</li> <li>• Anti dumping duty</li> <li>• Safe guard duty</li> <li>• Export duty</li> <li>• Departmental organizational set up, adjudication and appellate procedures – Offences and Penalties – exemption for small scale industries. Customs Act 1962 and Customs Tariff Act 1975. Principles governing levy of customs duty,</li> <li>• Valuation for customs duty</li> <li>• Practical problems on valuation</li> </ul>	1 1 1 1	January 9 <sup>th</sup> – 14th  Mid Semester Exam January 15 <sup>th</sup> –22 <sup>nd</sup>  Jan 24 <sup>th</sup> –29 <sup>th</sup> Jan 31 –Feb 5	Power point presentation Lecture class  Case analysis Practical
<b>MODULE X &amp; XI</b>	<ul style="list-style-type: none"> <li>• Basic principles of classification of goods and valuation of goods- Customs authorities, appointment of customs ports, warehousing stations</li> <li>• Baggage ,Courier and Post</li> </ul>	2 2	Feb 7 – Feb 11 Feb 14 - Feb19	PPT and Discussion Case study Practical problems on customs duty

	<ul style="list-style-type: none"> <li>Restrictions on baggage</li> <li>Import and export through courier and post</li> <li>Practical problems</li> <li>Import and Export procedures</li> <li>Detailed procedure in relation to transportation and warehousing – drawback of customs duties paid</li> </ul>	2		
<b>MODULE XII&amp;XIII</b>	<b>Service Tax:</b> <ul style="list-style-type: none"> <li>Meaning, Applicability, Procedure for Registration and Maintenance of records and registers – Payment of Service tax – Liability – Submission of returns – Authorities. .</li> <li>Central Sales Tax Introduction, Objectives Inter State Sale Meaning Of Goods And Sales Under CST Act Calculation Of Sales Turnover</li> <li>CENVAT and Service tax</li> </ul>	4 4 4	February 21 –25 Feb 28 – Mar 5 March 7 – March 12	Practical Problems Lecture classes
	Total	<b>60</b>		

### Assessment and Evaluation

Details	Date of issue of topic	Date of Submission and presentation	Marks allotment
CIA I	Mid Sem Exam	January 2014	50
CIA II	Written Assignment, Quiz	On or before 25 <sup>th</sup> November 2013	20
CIA III	Viva, presentation, Case study analysis (Tentative)	On or before 25th February 2014	20

#### **CIA – II**

#### **TOPIC:**

1. You are required to submit a detailed analytical report on any two excisable goods duty rules in present context in India. (20 marks) **OR** Analyze any two excise duty dispute case and give your view points.
2. Briefly discuss the highlights of the CENVAT and proposed Goods and service tax in India.(20 marks)

**Note:** CIA-II is a compulsory written assignment to be submitted in a stick file A4 size sheet written on one side. Each component will carry 20 marks and Wiegthage will be 50%.

## **GENERAL ASSESSMENT CRITERIA**

Assessment of the submitted work will be evaluated on understanding of the concepts learned, research done and the presentation. The written assignments must satisfy the following:

1. Understanding of the relevant topic.
2. Ability to apply the concept from the text appropriately to the question or topic of discussion.
3. Evidence of critical thinking, valid arguments, and appropriate evidence, to articulate and defend a position on issues.
4. On time submission - Late submission would welcome a penalty of 10% per day for every day such work is overdue including Week ends and Public Holidays.
5. Your opinion on an issue is not what matters but how you relate it to the appropriate portions of the text, supported with other evidences (collected from library or other researches from authentic sources) is what fetches marks.

## **Plagiarism and Unethical Practices**

Plagiarism is using the work of others (ideas & words) without acknowledging your source of information or inspiration.

**This includes:**

1. Using words more or less exactly as used in articles, lectures, TV, books or anywhere else
2. Using other peoples ideas or theories
3. Paraphrasing what you read or hear
4. Plagiarism is a serious academic offense and the plagiarized work is usually disqualified.

**Plagiarism will include any or all of the following:**

- i. Submitting a paper someone else has written as your own work.
- ii. Using another author's phrasing with occasional slight modification but without quotation marks to indicate the unchanged phrasing, even though you have referenced that book as the main source of the idea.
- iii. Occasionally using someone else's phrasing without quotation marks, in a paper which is mainly original
- iv. Using someone else's organizational terms without acknowledgment, except for generic terms like "quality" or "reframing" [there is a fine line with this].
- v. Using someone else's illustrations and examples as if they were your own.
- vi. Presenting someone else's opinions as if they were your own, or borrowing specific facts from another author without acknowledging the source.
- vii. Using experimental results obtained by another person as if they were your own.
- viii. Using another author's charts and graphs.
- ix. Half crediting of a source
- x. Hiding the dependency on a source by translating its academic terms into more credible language and including it in your work.
- xi. You have to give credit to the source even if it is an idea, word, Phrase, analysis, example, illustration, interpretation or a paraphrase. The bottom line is if it is not your own it has to be referenced.

## **RECOMMENDED BOOK**

- Indirect Tax Law and Practice by V.S. Datey ( Taxman Publication)

## **BOOKS FOR REFERENCE:-**

- Indirect Tax Law by Prof. Viswanathan Nagarajan

- Indirect taxes by Yogendra bangar & Vandana Bangar
- Indirect Tax Laws Dr.H C Mehrothra (Sahityabhavan publications)

**CHRIST UNIVERSITY**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**BANGALORE**  
**COURSE PLAN – 2013 – 2014**

CLASS: **BBM**      **HR Elective**

SEM : **VI**

**SUBJECT TEACHER**

SUBJECT/CODE: **HRD/BBM-661**

Prof.Balu.L

Objective:

- 1.To expose the students to the relevance of HRD practices in organizations and give them a framework to understand the same.
- 2.To update the students with recent developments in the field and enable them to understand implementation in organizations
- 3.To demonstrate the importance of emotional intelligence in learning organizations.
- 4.Role of Quality of Work Life in ever changing economy.
- 5.To familiarize students with the emerging Research in the field of manpower training and development.

UNIT/ HRS	TOPICS	DATES	HRS	METHODOLOGY	REMARKS
<b>I (6)</b>	Definition, Objectives, Scope and Importance of HRD	05/11/13- to 15/11/13	1	Concept Mapping	
	Introduction to Human Resource Development at micro and macro levels		1	Discussion	
	The concepts of Human Resources Development		1	Lecture (C&T/PPT)	
	HRM and HRD		1	Discussion	
	The New Role of HRD		1	Case study	
	Recent trends in HRD		1	Lecture (C&T/PPT)	
<b>II (8)</b>	Human Resource development: recent trends and challenges	16/11/13 to 30/11/13	2	Article review + Micro presentation by students	CIA 2 (i) 10 Marks
	Emotional Quotient - concepts &		2	Lecture (C&T/PPT)	

	implementation				
	Personality Quotient		1	Big Five questionnaire	
	Trait theory		1	Discussion	
	Internal locus of control		1	Skits	
	External locus of control		1	Skits	
<b>III (8)</b>	Knowledge Management - introduction	02/12/13 to 17/12/13	1	Concept Mapping	
	Concepts, benefits and implementation		2	Lecture (C&T/PPT)	
	Organizational Knowledge creation Process		1	Lecture (C&T/PPT)	
	Learning Organization		2	Group Presentation on various organizations that are learning organizations	CIA 2 (ii) 10 Marks
	Need for Organizational Learning		1	Case study	
	Other important trends in different industries		1	MOODLE	
<b>IV (8)</b>	Career Planning	18/12/13 to 08/01/14	1	Concept Mapping	
	Phases of Career Planning		2	Lecture (C&T/PPT)	
	Career planning Vs Manpower planning		1	Discussion	
	Career Management		2	Lecture (C&T/PPT)	
	Employee /Organizational perspective		1	Role Playing	
	Benefits of Career planning and development		1	Discussion	
<b>Christmas Vacation-22Dec13 to 2<sup>nd</sup> Jan14</b>					
<b>MID SEM EXAM JAN 9-18</b>					
<b>V (8)</b>	Quality of Work Life and Quality Circles – Introduction	20/01/14 to 1/02/14	1	Concept Mapping	
	Contemporary problems and Managerial concerns		1	Discussion	

	Quality of work life(QWL), Specific issues in QWL, Benefits of QWL		2	Collage + Viva on QWL initiatives in specific companies ( group activity)	
	Productivity – QWL, Barriers to QWL;		2	Case Study	
	Strategies for Improvement in QWL		1	Lecture (C&T/PPT)	
	Quality Circle-Participation and Essential Process.		1	Lecture (C&T/PPT)	
<b>VI (10)</b>	Main issues in HRD	03/02/14 to 24/02/14	1	Concept Mapping	
	HRD Culture and Climate		2	Lecture (C&T/PPT)	
	Organizational culture- Meaning of OC		1	Discussion	
	Strong v/s weak culture		1	Case Study	
	Role of OC		1	Discussion	
	Culture creation		2	Lecture (C&T/PPT)	
	Ethical organizational culture		1	Case Study	
	culture v/s organizational effectiveness		1	Discussion	
<b>VII (6)</b>	Human Engineering Meaning and Definition	25/02/14 to 3/03/14	2	Concept Mapping	
	Approaches of Human. Engineering		2	Lecture (C&T/PPT)	
	<u>Human Factor Engineering</u>		2	Video	
<b>VIII (6)</b>	HR Research - Objectives	4/03/14 to 14/03/14	2	Concept Mapping	
	Coverage of Research Area, Methods and Tools		2	Lecture (C&T/PPT)	
	Sources of Information + Research Procedure		2	Discussion	
	<b>Total Hours</b>		<b>60</b>		

**CIA Details:**

Details	Date of issue of topic	Date of submission or presentation	Marks allotted
CIA I	Mid sem exam	9-18 Jan 2014	50
CIA II	Written assignment on KBOs -10marks Case Analysis-10marks Article Review-10marks	6 <sup>th</sup> Dec 2013	30
CIA III	Moodle-10marks Surprise tests-10marks Presentation-10marks	Feb 16 <sup>th</sup> 2014	30
Attendance	-----	-----	5

**RECOMMENDED BOOKS:**

1. **Human Resource Development** by [Juani Swart](#), [Clare Mann](#), [Steve Brown](#), [Alan Price](#), Routledge, 21-Aug-2012
2. **Human Resource Development** by [Jon M. Werner](#), [Randy L. De Simone](#), Cengage Learning, 01-Feb-2008
3. **Human Resource Development** by [Sanjeev Kumar Singh](#), Atlantic Publishers & Dist, 01-Oct-2007
4. **Human Resource Development: Learning & Training for Individuals & Organizations** by John P. Wilson, Kogan Page Publishers, 2005
5. **Foundations of Human Resource Development** by [Richard A. Swanson](#), [Elwood F. Holton](#), [Ed Holton](#), Berrett-Koehler Publishers, 2001
6. **HRD: International perspectives on development and learning**, [Merrick Jones](#), [Pete Mann](#), Kumarian Press, 1992

**Recommended Book for Text**

1. **Human Resource Development** by [Jon M. Werner](#), [Randy L. De Simone](#), Cengage Learning, 01-Feb-2008

**Recommended Book for Cases**

1. **Case Studies on Hrd** by [M.K. Patel](#), Anmol Publications Pvt. Limited, 01-Jan-2005

**COURSE PLAN**  
**2013-2014**  
**CHRIST UNIVERSITY**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**BANGALORE-560029**

<b>Subject:</b>	<b>Strategic Human Resources Management</b>
<b>Code :</b>	BBM 663/ SHRM 6650
<b>Semester:</b>	VI (HR Specialization)
<b>Total Hrs</b>	60 hrs
<b>Subject Teacher</b>	Prof. Vinita Seshadri/ Prof Niranjana

STRATEGIC HUMAN RESOURCE MANAGEMENT provides the knowledge of basic process by which human resource functions can be used to create a sustainable competitive advantage in an organisation. It introduces new concepts of and practices in management of human resources which have evolved due to changing business scenarios. The course tries to develop a thought process of looking at the human resources from both investment and resource point of view and how it helps in achieving the mission of an organization.

**Learning Outcomes**

- Understand human resource strategic options that a company could use to manage its employees.
- Ways the potential employees markets could be segmented on the basis of location, time of contacts, means of contacts and message of contact to connect with different types of job seekers.
- Establish strategies for developing the people of today's organisation.
- Understand how employees can be assessed from the perspective of their employer's long term business policies
- Familiarize with commonly used methods that organization follow to design their compensation policies to achieve strategic goals
- Learn about reasons why mergers and acquisition fail and ways of avoiding such problems by integration of HR Policies
- Understand various methods of downsizing strategies that benefits organization in cost containment and role of Human Resource.
- Know how Human Resource strategies are evaluated

<b>Unit</b>	<b>Topics</b>	<b>Date</b>	<b>Hrs</b>	<b>Methodology</b>	<b>Remarks</b>
<b>1.</b>	<b>Introduction to Strategic HRM</b>	5/11/13 to 16/11/13	8		
	Definition of SHRM, Need and Importance of SHRM – From Traditional HRM to SHRM			PPT/Chalk & Talk	

	Integrating HR Strategies with Business Strategies			Case Discussion	
	Developing a HR Plan and Policies (5 P's of HRM)			PPT/Chalk & Talk	
	Gaining Competitive Advantage through HR, On becoming a strategic partners, The VRIO The changing role of HR, Future Challenges of HR			PPT/Chalk & Talk	
	<b>Case Discussions</b>				
<b>2.</b>	<b>Human Resource Environment (6 hrs)</b> Trends in Business Environment; Changing Nature of Work- Industry, Technology and Outsourcing, Work Arrangements	18/11/13 to 26/11/13	6	Article/ Research Reports Review	
	Demographic, Societal and Workforce Trends; Workforce Diversity			Discussions based on new reports	
	Changing nature of employment relationships: Temporary and Contract Labour				
	Global environment; Global sourcing of labour ; WTO & Labour Standards				
	<b>Article Reviews</b>				
<b>3.</b>	<b>Recruitment and Retention Strategies: (6 hrs)</b> Online recruitment; Employee referrals; Recruitment Process Outsourcing	27/11/13 to 7/12/13	6	PPT/Chalk & Talk	
	Head hunting; Executive Selection; Assessment Centers			PPT/Chalk & Talk	
	Work-Life Balance; Autonomous Work Teams			PPT/Chalk & Talk	
	Quality of Work Life; Employee Empowerment; Employee Involvement;			PPT/Chalk & Talk	
	Employee Retention Challenges: Types of Turnover- Functional & Dysfunctional Various Retention Strategies			PPT/Chalk & Talk	
	<b>Case Discussion</b>				
<b>4.</b>	<b>Training and Development Strategies: (8hrs)</b> Creating a Learning Organization;	9/12/13 to 20/12/13	8	PPT/Chalk & Talk	



	(5 hrs) Retrenchment Vs Redundancy, Exercising Retrenchment, Selection Procedures	to 22/02/14			
	Downsizing: Factors Causing Downsizing, Effects of Downsizing, Implementation of Downsizing Voluntary Retirement Schemes:			PPT/Chalk & Talk	
	HR Outsourcing; Structuring Outsourcing Program; Determining activities to be outsources Vendor Management			Guest Lecture	
	Employee Leasing: Project Based Employment			PPT/Chalk & Talk	
	<b>Case Discussion</b>				
<b>8.</b>	<b>Human Aspects of Strategy Implementation (5 hrs)</b> Introduction to Behavioral issues in Strategy Implementation	24/02/14 to 03/03/14	5	PPT/Chalk & Talk Activity	
	Matching Organisation Culture with Strategy			PPT/Chalk & Talk	
	Human Side of Mergers and Acquisitions			PPT/Chalk & Talk	
	Organizational Power and Politics			PPT/Chalk & Talk	
	Employee morale; Personal Values and Business Ethics			<b>CIA 3 Submission on 21/02/14</b>	
	<b>Case Discussion</b>				
<b>9.</b>	<b>Human Resource Evaluation (5 hrs)</b> Range of measures used to evaluate human resources performance, HRM and firm performance,	04/03/14 to 15/03/14	5 hrs	PPT/Chalk & Talk	
	Rationale for HRM Performance, Measures of HRM Performance			PPT/Chalk & Talk	
	Approaches to HRM Evaluation-			PPT/Chalk & Talk	

	Benchmarking, Balance Score Card, HR Audit				
	How to Devise a Balance Score Card			Activity	
<b>Last Working Day 15/03/2014</b>					

### Learning Activities

Lecture led discussions, Case studies, classroom debates/discussions, role plays, group projects, research papers, videos etc.

### Assessment

Grading in the course will be dependent on CIAs (20%), Mid Term (25%), End Term (50%) and attendance (5%). CIAs are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

#### *CIA components*

##### **Multiple Choice Quiz (10 Mks)**

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do well in the Quiz.

**Article Review (10 Mks):** The purpose of article review is the active participation in the class and developing analytical and critical thinking on various contemporary topics of the course. This is achieved through looking out for articles related to the assigned topic/areas in library and online research, reading through it and preparing a summary about it for classroom.

**Individual Writing Assignments (20 Mks):** The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing. General rubrics for assessing essays will be followed for grading purpose.

**Group Projects (20 Mks):** Group projects will involve working with your peers outside of class on a specific project. You will be asked to study an organization and the HR issues it has to deal with. You have to suggest strategies they can adopt to resolve these issues.

### Prescribed Text

Dhar, R.L. (2010). *Strategic Human Resource Management (2nd edi)*, Excel Books.

### References:

- Agarwala, T. (2010). *Strategic Human Resource Management*, Oxford University Press.

- Greer, C. (2009). *Strategic Human Resource Management* (2nd edi), Pearson Education Asia.
- Armstrong, M. (2009). *Strategic Human Resource Management- A Guide to Action* (4th edi), Kogan Page London.
- Chanda, A., & Shel, J. (2009). *HRM Strategic & Organizational Performance* (1st edi), Sage Publication.
- Viswanathan, R. (2010). *Strategic Human Resource Management* (1st edi), Himalaya Publication.

**CHRIST UNIVERSITY  
DEPARTMENT OF MANAGEMENT STUDIES  
COURSE PLAN 2013-2014**

**CLASS: BBA-Marketing Elective  
SEMESTER-VI**

**SUBJECT: RURAL MARKETING**

**Course Objective:** -1. To familiarize students with the untapped potential market in Rural India & the growing market driven strategies to explore it.

2. To acquaint the students about the changing consumption habits & preferences of rural consumers and the challenges of communicating to the media-dark rural audience of lower literacy rates & poor infrastructure

**Subject Teacher:** Prof. Jasmine Simi

**RECOMMENDED BOOK:** Pradeep Kashyap & Siddhartha Raut,(2011) *RURAL MARKETING*, Biztantra

**BOOKS & ARTICLES FOR REFERENCE**

1. C.K Prahalad (2005) *Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits*, New Delhi: Pearson Education
  2. Sanal Kumar Velayudhan, *Rural Marketing: Targeting The non- urban consumers*, 2/e, Response, SAGE Publications
  - 3.U.C.Mathur, *Rural Marketing*, Excel books,1<sup>st</sup> edition
  4. C G Krishnamacharyulu and Lalitha Ramakrishnan , *Rural Marketing*, Pearson Education
  - 5.Dogra, B and K. Ghuman( 2008), *Rural Marketing: Concept and Practices*, New Delhi: Tata McGraw- Hill.
  6. T.P. Gopal Swamy, *Rural Marketing*, Vikas Publishing House,2/e
  - 7.Sukhpal Singh, *Rural Marketing*, Vikas Publishers
  8. Minouti Kamat and R. Krishnamoorthy, *Rural Marketing* --Himalaya Publishing House, 3/e,
  9. Tej K. Bhatia, *Advertising and Marketing in Rural India*, Macmillan Publishers
  10. Rural Markets: Transitions & Issues, Sanal Kumar Velayudhan, paper presented at the 6<sup>th</sup> Annual Management Education Convention of Association of Indian Management School
  - 11.Jha Mithileswar (1999), *Rural Marketing: some conceptual issues*, Rural Scan Volume1
  12. Articles from [www. indiaknowledge@wharton.in](http://www.indiaknowledge@wharton.in)
- Why companies see bright prospects in Rural India? June 18, 2009  
-Marketing to Rural India: making the ends meet  
-ICICI's Kamath shapes a Business Plan for Indian Rural Terrain
13. Krishnamacharylu, C.S.G. and L. Ramakrishnan 2002), *Rural Marketing: Text and Cases*. Delhi: Pearson Education

14. Rajagopal (1994), 'Marketing Channel for Rural Industries', Journal of Rural development, 13(4):593-601.

15. Rao, K.L.K and R.G. Tagat(1985), 'Rural Marketing: A development Approach, Vikalpa 10 (3):315 -26

15. Write-ups on magazines and periodicals (*The Economic Times, 4Ps etc*)

**CIA2.1: ARTICLE REVIEW- written assignment**

**2.2: BOOK REVIEW**

**CIA2.3: Case Study presentation**

ITC e Choupal

LICs's Rural Initiatives

HLL Project Sakthi

Eid Parry

Ruf & Tuf Jeans

What an IDEA Sirji?

Thanda Mathlab Coca- Cola

HCL's Rural Marketing

**CIA3.1 & CIA3.2**

1. Branding a local KIRANA shop in the rural market (group activity)
2. Analysis of one sub- segment in the rural market (handwritten assignment)
3. One innovation like ITC e-choupal (group activity)-Aravind Eye Hospital, Madurai
4. Identify 25 local brands famous in the rural market and the reasons for its acceptance
5. Marketing of rural products to the international market
6. Design a product to cater to the needs of the rural market. Frame a complete business plan for the same. (Group activity)

**CIA3.3: report on rural India: occupation, education, population, health & diseases, hospitals, major source of income etc**

<b>WEEK/ Duration</b>	<b>TOPICS TO BE COVERED</b>	<b>Hours</b>	<b>METHODOLOGY</b>
WEEK 1	Module 1: Introduction- rural vs. urban markets Need for rural marketing, Rural marketing vs Agricultural Marketing, profile of rural demand, NCAER definition of rural market	1	Lecture/discussion with examples
	scope of rural marketing, concepts and components of rural markets, classification of rural markets,	1	Case study
	types of rural customers, rural distribution, communication, and retailing, myths vs. realities about rural markets	1	
	Case Discussion- LIC's rural marketing initiatives	1	

WEEK2	MODULE 2:Rural marketing environments: - Evolution of rural marketing, rural market structure, political, economic, technological, demographic & physical environment of rural market	1	Lecture/case study/ Video:- <i>fabindia</i> 's community marketing in Chanderi village
	Constitution of rural markets-size ,nature, Panchayat Raj, Green revolution, White revolution, NGO movements,NREGA	1	
	Rural economy –role of 5 year plans, favorable govt policies characteristics, rural infrastructure, health & education	1	
	Population, location& occupation pattern, income generation, family members role in purchase decision	1	
WEEK 3	Expenditure pattern, literacy level, land distribution, land use pattern.	1	CIA2.1&2.2 Book review & Article review
	irrigation, development programs infrastructure facilities, rural credit institutions,	1	
	print media in rural areas, rural areas requirements, problems in rural marketing, rural demand, rural market index	1	
WEEK 4	Module 3: Rural Consumer buying behaviour models, Factors affecting Consumer Behaviour, Social factors, Technological Factors, Economic Factors, Political Factors	2	Citing examples
WEEK5	Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income	1	CIA-2.3
	Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre purchase Evaluation, Rise of Consumerism,	1	
	Case study -Presentations	4	

WEEK 6	Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty, Growing connectivity in rural India, role of rural women& rural youth-pre-purchase evaluation, consumerism	2	Lecture
	How can understanding rural consumer behavior contribute to framing marketing strategies?	2	Discussion
WEEK 7	MODULE-4:Rural Marketing Strategies:- STP-Segmentation- Heterogeneity in Rural market	1	Lecture
	Effective Segmentation, Degrees of Segmentation, Bases of Segmentation	1	Lecture/ppt Case study/Activity
	Approaches to Rural Segmentation-Geographic, Demographic Psycho graphic ,Behavior Segmentation	1	
	Case study	1	
WEEK 8	AICDA Model, IT &Telecom sector in rural India,4 A's of rural marketing	1	
	Product Strategy- Introduction, Marketing Mix Challenges, Product concepts classification- perishables, FMCG, Durables,B2B	2	
	Product Development, Consumer Adoption Process, Product life cycle, Product Mix	1	
WEEK 9	Branding in Rural India- Brand building in Rural India, Brand Loyalty Vs Stickiness	2	Lecture/ppt
	The Fakes Market, Strategy to counter fakes, Structure of competition in Rural India,	1	
	New paradigms of product innovations , Product warranty and After-sales service	1	
WEEK 10	MID SEMESTER EXAMINATION	CIA1	
WEEK 11	MODULE5:Disribution-star sellers Model of HUL & project shakti, Hub & Spoke, warehousing, channel management	1	Lecture/ppt
	Channels of Distribution, Evolution of Rural Distribution Systems-bicycle, bullock- cart etc	1	
	Wholesaling, Rural Retail System, Vans, Rural Mobile Traders, constraints in distribution	1	

WEEK 12	Emerging Distribution Models- Corporate –SHG Linkage, Satellite Distribution,	1	Case study/lecture  CIA3.1&3.2
	Prevalent Rural Distribution Models- Distribution Models of FMCG Companies,	1	
	Syndicated Distribution, ITC's Distribution Model ICICI distribution strategy	1	
WEEK 13	GCMMF distribution model –AMUL	1	
	CIA3-Team activity –Business Plan of a product in the rural market	4	
WEEK 14	Distribution Model of Durable products diversities, Distribution of fake products	1	Lecture/ppt/
	Activity- Case study based role play- Distribution of Marico, Colgate- Palmolive, Asian Paints etc	1	
	Petrol pumps and Extension counters, Barefoot agents, Agricultural agents, Agricultural input dealers, Other channels, AVP vans model for Rural Market	1	
	MODULE 6-Communicationstrategy:- Challenges in Rural Communication,	1	
WEEK 15	Cinemas, bus stops, shops, houses etc.Developing Effective Communication Process	1	
	Profiling the Target Audience, Determining communication objectives, designing the message	1	
WEEK 16	Two-step flow of communication Media Typology The Media Model, Media innovation in rural promotion	2	
	MODULE 7 The future of Rural Marketing: Focused Marketing Strategies, Market Research, Consumer Finance, Rural Vertical, Retail and IT Models	2	
Week17	GRASSO, KVIC, Project Shakti, Eid parry, shopping habits –changing pattern in rural market	1	
	Consumer Finance, e-Rural Marketing, Glamorize Rural Marketing, Innovation in rural markets - Customized offerings	1	
	Mass media, Non-Conventional Media, melas, Haats, Interactive games, folk media, puppet shows, POP displays, Personalized media, Rural Media:	1	

**CHRIST UNIVERSITY**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**BANGALORE**  
**COURSE PLAN**  
**2013-14**

CLASS: **BBM VI Sem.**

**SUBJECT TEACHERS**

SUBJECT: Mergers & Acquisitions

Code : BBM 643

1. Dr. Sunita Panicker
2. Prof. Jayant Kalghatgi

**Objective:**

To make the participants familiar with various aspects of Mergers and Acquisitions, including their valuation

**Module 1**

**Introduction (12 hours)**

**Date: 5<sup>th</sup> November, 2013 to 17<sup>th</sup> November, 2013**

**Module Objective:** To make the participants familiar with Mergers and acquisitions happening in corporate world

**Session 1:**

Introduction to Corporate restructuring- Meaning, Activities that fall under corporate restructuring and activities that do not fall under corporate restructuring.  
Main form of corporate restructuring - M&A, Joint Ventures, sell-off and spin-off, divestitures, LBO, MBO, MLP, ESOP

Methodology: Lecture/PPT

**Session 2:**

Mergers and Acquisitions- Meaning of Merger and Acquisition, Brief History of Mergers and Acquisitions with reference to global and Indian scenario

Methodology: Lecture/PPT/Case (History of Mergers of Reliance Industries Limited, source: Mergers, Acquisitions and Corporate restructuring by Prasad Godbole)

**Session 3:**

Types of Mergers: Vertical Merger, Horizontal Merger and conglomerate Merger – Economic rationale for different types of mergers – Motives behind mergers

Methodology: Lecture/PPT/Case

**Session 4:**

Theories of Mergers: Monopoly Theory, Efficiency theory and Raider theory –Explanation with examples

Methodology: Lecture/PPT

Session 5 & 6

Theories of Mergers: Valuation theory, empire building theory, Process theory and Disturbance theory with examples

Methodology: Lecture/PPT

Session 7:

Synergy of Mergers and acquisitions: Manufacturing synergy, operations synergy, Marketing synergy, financial synergy and Tax synergy

Methodology: Lecture/PPT

Session 8:

Internal and external change forces contributing towards M&A activities

Methodology: Lecture/PPT

Session 9

Other forms of corporate restructuring: Joint Ventures, Divestiture, LBO, MBO, etc- meaning with examples

Methodology: Lecture/PPT

Session 10

Demerger: Spin-off, Split-up and Split-off, Meaning with examples

Methodology: Lecture/PPT

Session 11& 12

Case to be discussed: Acquisition of Corus by Tata Steel and Merger of ICICI with ICICI Bank

## **Module II**

### **M&A Process (10 hours)**

**Date: 19<sup>th</sup> November, 2013 to 7<sup>th</sup> December, 2013**

**Module Objective:** To make the participants understand the M&A process

Session 13 & 14

M&A process: An overview (to be explained with a case)

Methodology: Case study

Session 15

Identification of target: Process involved in identifying the target company  
Methodology: Lecture/PPT

Session 16

Negotiation and closing the deal: Process involved  
Methodology: Lecture/PPT

Session 17

Due Diligence: Meaning and need for due diligence and the process  
Methodology: Lecture/PPT

Session 18 & 19

M&A Integration: Organisational and human aspects – Problems involved in integration  
Methodology: Lecture/PPT

Session 20, 21 & 22

Case study on M&A Integration

### **Module III**

#### **Valuation of Target Companies (12hours)**

**Date: 10<sup>th</sup> December, 2013 to 8<sup>th</sup> Jan, 2014**

**Module Objective:** To make the participants aware of different valuation approaches

Session 23: Valuation and different approaches to valuation – book value, replacement value, liquidation value and Market value – Present value of future cash flows

Methodology: Lecture/PPT

Session 24: Methods of Enterprise and Equity Valuation- Asset-based valuation approach and Relative valuation approach

Methodology: Lecture/PPT

Session 25 & 26

Methods of Enterprise and Equity Valuation – Capitalization of earnings approach and cash flow based valuation approach- dividend discount model and enterprise DCF model

Methodology: Lecture/PPT/problem solving

Session 27 & 28

Problems on Dividend discount Model

Session 29

Valuation of LBO: Meaning and its valuation with examples

Methodology: Lecture/PPT

Session 30 & 31

Case of Tata Corus: to explain the corporate and funding structure used by Tata steel for Corus acquisition

Session 32

Funding of Acquisitions: Issue of equity shares and preference shares of the acquirer company, Issue of debt instruments and payment in cash

Methodology: Lecture/PPT

Session 33 & 34

Sources of funds: Domestic acquisition – equity and borrowed funds, International acquisitions – peculiarities

Methodology: Lecture/PPT/small caselets

**MID-SEMESTER EXAMINATION FROM 9<sup>th</sup> JAN TO 15<sup>th</sup> JAN, 2014**

**Module IV**

**Take Over and Defence Tactics (10hours)**

**Date: 16<sup>th</sup> Jan 2014 to 8<sup>th</sup> Feb, 2014**

Session 35

Take Over – Friendly V/s Hostile Takeovers, Takeover tactics

Methodology: Lecture/PPT/small caselets

Session 36, 37 and 38

Successful Take Over tactics in India

Methodology: Article review/presentation by students

Session 39, 40 & 41

Defence Tactics: Crown jewels, Blank cheque, Shark repellents, poison pills, poison put, people pill, Scorched earth, Pacman, Green Mail, White Knight, Grey Knight, and Golden Parachute

Methodology: Lecture/PPT/small caselets

Session 40 & 41

Buyback of shares: Meaning of buyback of shares – provisions, buyback through Tender Offer, buyback from the open market, buyback as a takeover defence tactic

Methodology: presentation by student groups

Session 42 43 &44

SEBI Takeover Code: Listing Agreements and SEBI delisting guidelines

Methodology: Presentation by students.

## **Module V**

### **Legal and Accounting aspects of M&A (10 hours)**

**Date: 10<sup>th</sup> Feb to 28<sup>st</sup> Feb, 2014**

**Module Objective:** To make the participants understand the legal aspects involved in M&A

Session 45 &46

Accounting for Amalgamation – pooling of interest method and Purchase method, Accounting for Demerger

Methodology: Presentation

Session 47, 48 & 49

Provisions of Companies Act relating to Mergers and Demergers

Methodology: presentation by student groups

Session 50, 51&52

Provisions of Income Tax Act/Direct Tax code relating to Amalgamation and Demergers

Methodology: Presentation by student groups

Session 53 &54

Competition Act and its provisions relating to Mergers and Acquisitions

Methodology: Presentation by student groups

## **Module VI**

**Module Objective:** To make the students familiar with various aspects of cross border mergers and acquisitions

**Date: 1<sup>st</sup> March to 13<sup>th</sup> March, 2014**

Session 55, 56 &57

Cross Border Mergers and Acquisitions – The theory of MNE – Reasons – strategies and performance of CBMA

Methodology: Lecture/PPT

Session 58, 59 & 60

Revision

**Assessment**

CIA II

**Written assignment:**

1. To collect information on two recent mergers and understand the merger valuation.
2. To collect information from various sources relating to cross border mergers and acquisitions to understand the merger motives of acquiring firms.
3. To visit a reputed consultancy firm and collect information relating to legal aspects of Amalgamation and Mergers in India

Date of submission: December 2, 2013

CIA III

1. **Presentation** by different groups on the topics decided in consultation with the faculty

Date of submission: As per the schedule

2. **Article review:** Students to review at least five articles on Mergers and Acquisitions

3. **Class Participation**

**Books for reference**

1. Corporate Mergers And Acquisitions: Strategies, Regulations And Practices  
by V K Puri
2. Mergers, restructuring and corporate control- by J. Fred Weston and others- Pearson Education

**Book Recommended**

M & A and Corporate Restructuring: Prasad G Godbole / Vikas Publication

**CHRIST UNIVERSITY  
DEPARTMENT OF MANAGEMENT STUDIES  
COURSE PLAN 2013-2014**

**CLASS: BBM**

**SUBJECT: Organizational Development (BBM662)**

**SEMESTER-VI**

**Subject Teacher: Ms. Jimmy Sam**

Course Objective:

**Primary Objective:**

i) To enable the student to understand:

- that there are many multiple views of organizations that influence organizational change.
- to gain knowledge about the history of organizational development.
- to understand the career options available related to OD.
- to understand the various approaches and interventions adopted by the organization
- to learn various group processes and intervention

**Secondary Objective:**

- i) To undertake various experiential exercise related to OD interventions
- ii) To enable the students to understand how diagnostic process works.

**RECOMMENDED BOOK:**

Harvey & Brown, R, D. (2012).An Experiential approach to organization development (5th ed.).Delhi: Pearson Prentice Hall.

**BOOKS FOR REFERENCE:**

French, L, Wendell & Bell, H, Cecil. (1999).Organization Development (6th ed.).Delhi: Pearson Prentice Hall.

Harvey & Brown, R, D. (2012).An Experiential approach to organization development (5th ed.).Delhi: Pearson Prentice Hall.

Jones,R,G.(2006).Organizational Design and Change-Gareth R. Jones,(5th ed.).Canada:

Pearson Education Prentice Hall.

Daft,L,Richard(2004).Organization Theory & Design(8th ed.).Southwestern: Cengage Learning.

Thomas G. Cummings, Christopher G. Worley (2008).Organization Development and Change (9th ed.).Southwestern: Cengage Learning.

Module/Unit	Topic	Date	Hrs required	Methodology	Reference	Remarks
<b>I. Introduction to OD</b>	Concept, Characteristics	6/11/13 & 11/11/13	2	Ice breaker-change and development	An Experiential approach to organization development by Don Harvey and Donald R.	

					Brown	
	Evolution of OD	12/11/13&13/11/13	2	Theory+Discussion	Same as above	
	OD and Organization Culture	14/11/13	1	Activity+Discussion	Same as above	
	A model for OD	17/11/13	1	Theory+Practical application	Same as above	
	<b>Organization Renewal:</b> Adapting to change, The System Approach	18/11/13&19/11/13	2	Game+Discussion	Same as above	
	Planned change process	20/11/13	1	Case Study:ICICI(Change management)	Same as above	
	<b>Changing the Culture:</b> Corporate Culture	21/11/13	1	Discussion	Same as above	
	Cultural Resistance to change	25/11/13	1	Game+Practical application	Same as above	
	Tools for change	26/11/13	1	Exercise:develop a tool for change management	Same as above	
	The goals and values of Change	27/11/13	1	Discussion+Corporate examples	Same as above	
<b>MODULE II Understanding the OD process</b>	<b>Role of OD Practitioner:</b> OD Practitioner styles and The Intervention Process	28/11/13&2/12/13	2	Theory+Discussion	Organization change and development by Kavita Singh (Excel Books)	
	<b>The Diagnostic Process:</b> Meaning	3/12/13	1	Theory+ Discussion	Same as above	

	of Diagnosis					
	Data Collection Process	4/12/13	1	Situation Analysis	Same as above	
	Diagnostic Models	5/12/13&6/12/13	2	Theory+Practical Application	Same as above	
	<b>Overcoming Resistance to Change:</b> Leading Change	9/12/13	1	Discussion	Same as above	
	A change Model	10/12/13&11/12/13	2	Discussion+Exercise:Develop a change model	Same as above	
	Strategies to Lessen Resistance	16/12/13	1	Theory+Practical Application	Same as above	
<b>MODULE III : Developing Excellence in Individuals</b>	<b>Process Intervention Skills Group Process:</b>	17/12/13&18/12/13	2	Theory+Practical Application	Organization Development by Wendell L. French and Cecil H. Bell (6 <sup>th</sup> Edition PHI publications	
	Types of Process Interventions	19/12/13	2	Discussion	Same as above	
	X'mas Holidays	23/12/12 to 1/1/13	-----	-----		
	<b>OD Intervention Strategies:</b> Basic strategies to Change	2/1/14	1	Exercise:Develop an intervention to manage change	Same as above	
	The major OD intervention Techniques	6/1/14&7/1/14	2	Theory+Practical application	Same as above	
	MID SEM Exam	9/1/14 to 17/1/14	-----	-----		
	<b>Employee Empowerment and Interpersonal Interventions:</b> Laboratory Learning	20/1/14	1	Game+Discussion	Same as above	

	Johari Window Model	21/1/14	1	Exercise:Practically application of Johari window model	An Experiential approach to organization development by Don Harvey and Donald R. Brown	
	Transactional analysis	22/1/14	1	Exercise:Understanding individual ego states	Same as above	
	Career Life Planning Interventions	23/1/14	1	Theory+Practical application	Same as above	
	Stress Management	27/1/14	1	Game+Discussion	Same as above	
<b>MODULE IV : Developing High Performance in Teams</b>	<b>Team Development Interventions:</b> Team approach	28/1/14	1	Game +Discussion	Same as above	
	The team development process	29/1/14 & 30/1/14	2	Theory+Discussion	Same as above	
	Role Negotiation and Analysis	3/2/14	1	Role play	Same as above	
	<b>Intergroup Development Interventions:</b> Collaboration and Conflict	4/2/14 & 5/2/14	2	Activity on Conflict management	Same as above	
	Intergroup Operating Problems	6/2/14	1	Theory+Discussion	Same as above	
	<b>CIA 3</b>	<b>10/2/14to17/2/14</b>	5	<b>PPT/Games/Movie Review/Case Study/Role play/Team activity</b>	-----	-----

	Managing Conflict	19/2/14	1	Game+Discussion	Same as above	
	<b>Goal Setting for Effective Organizations:</b> Goal Setting Theory	20/2/14	1	Theory+Practical Application	Same as above	
	Model for Goal setting	24/2/14 & 25/2/14	2	Exercise:Develop a model for goal setting	Same as above	
	MBO	26/2/14	1	Activity+Discussion	Same as above	
	<b>Work Team Development:</b> Total Quality Management	27/2/14	1	Discussion	Same as above	
	Self Managed Work Teams	3/3/14	1	Activity+Discussion	Same as above	
<b>MODULE V : Developing Success in Organisations</b>	<b>High-Performing Systems and the Learning Organisations:</b> Survey Research and Feedback	4/3/14	1	Theory+Discussion	Same as above	
	Learning Organisations	5/3/14	1	Theory+Corporate example	Same as above	
	The Grid OD program	6/3/14	1	Theory+Discussion	Same as above	
	Third-Wave Organisation	6/3/14	----	Theory+Discussion	Same as above	
	<b>Organization Transformation and Strategic Change:</b> Strategy and Transformation	10/3/14	1	Activity+Discussion	Same as above	
	Strategic Change Management	10/3/14	---	Activity+Discussion	Same as above	
<b>MODULE VI OD-The</b>	Emerging Issues and Values	12/3/14	1	Case study+Discussion	Same as above	

<b>challenge and the Future</b>						
	Future Trends in OD	13/3/14	1	Case study+Discussion	Same as above	

	Components	Marks	Date
CIA-II	1)Article Review on OD interventions adopted by the companies(topics would be given to the students in advance but the submission of the first component will happen on 4/12/13)	10marks	3/12/13
	2)Exercise :Develop an intervention for the following cases: a)Interpersonal relationship b)Conflict management c)Change management d)Team building e)Goal setting f)Stress Management g)Learning organization (will be conducted in class)	10 marks	5/12/13
	3) Case Analysis	10 marks	Between 18/11/13 to 4/12/13

	Components	Marks	Date
CIA-III	Class participation	5marks	Continuous assessment
	Team Activity	20 marks	10/2/14 to18/2/14
	Moodle assignment	5marks	15/2/14

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COURSE PLAN  
2013-14**

**CLASS: BBM632**

**SUBJECT TEACHERS**

**1. *Jacob Joseph. K***

**2. Jogi Mathew**

**3. Shivakami**

**SUBJECT: PRODUCTION MANAGEMENT**

**SEMESTER: VI**

**Objectives:**

**To enable the students to have a better knowledge about the functioning of production and operations department.**

**To familiarize students with quality standards and facilitating them to understand relevance of different types of costs involved in maintaining quality and reducing costs.**

**To conceptualize the students with manufacturing a most important primary function of industrial or Service management.**

UNIT	TOPICS	DATES	HRS	METHODOLOGY	REMARKS
1	INTRODUCTION-Definition, systems approach to production,	Nov 5 to Nov 9	4	Lecture, PPT	

	Historical evolution of POM,				
	Objectives of POM Factors affecting POM.				
	Productivity-meaning, determinants, measurement. Inter-relationship of production with other departments.	Nov11- Nov 16	5	Video	
2	PLANT LOCATION-Meaning, Importance,			Lecture, PPT, Industrial Visit.	
	Weber's Theory.				
	Plant Layout-Meaning, Principles.				
	Advantages,				
	Disadvantages and their applications.				
3	PHYSICAL FACILITIES OF THE ORGANISATION-	Nov18- Nov23	3	PPT	
	Factory Building				
	Factory Lighting			Industrial Visit	
	Ventilation and Air Conditioning				
	Industrial Sanitation				
	Industrial noise and control	Nov 25- Nov. 30	5		
	Industrial safety and security				
4	MATERIALS MANAGEMENT-Meaning, Objectives. Purchasing-meaning,	Dec 1- Dec7	5	Lecture, PPT.	
	Principles.				
	Purchasing cycle.				
	Vendor Rating and selection.				
	Inventory control-Meaning, Importance.			Case Study	
	Inventory control-Types				
	Reasons carrying inventory.				
	Inventory control systems and techniques.	Dec 9-Dec 14	3		
	Inventory control systems and techniques.				
	Concept of EOQ.			Simple Problems	

5	MATERIALS HANDLING – Meaning, Principles.	Dec 16- Dec 21	5	Lecture, PPT	
	MH equipments, Selection criteria.				
	Relation with plant layout decision.	Jan 2-Jan 4	5		
	Standardization.			Case Study	
	Codification.				
	Simplification.				
6	PRODUCTION PLANNING AND CONTROL- Meaning, Objectives, Functions,	Jan 6 –Jan 8	4	Lecture, PPT, Case Study, Industrial Visit.	
	Quality control-definition, importance.				
	Quality control-costs of quality.				
	Quality control- Applications.			Case Study	
	MID SEM EXAM	Jan 9-Jan 18			
	SQC-charts, Quality Circle, TQM	Jan 20-Jan 25	4		
7	TIME AND MOTION STUDY- Meaning of work study, Method study and procedure.	Jan 27- Feb 1	3	Lecture, PPT	
	Time study and procedure.	Feb 4-Feb 8	5		
	Determinants of Standard time.				
	Tools and Techniques of work study.	Feb 10- Feb15	5		
8	MAINTENANCE-Definition, need. Types-merits and demerits.	Feb 17- Feb 22	4	Lecture, PPT	
	M Scheduling, procedure and tools.				
	M Scheduling-importance.				
	Modern Philosophies of maintenance.	Feb 24 – Mar 1	5		

9	WASTE MANAGEMENT-Scrap and surplus disposal. Automation: Meaning Advantages and Consideration.	Mar 3- Mar 8	4	Lecture, PPT, Case Study, Industrial Visit.	
	Forms of Automation. Revision	Mar 10- Mar 15	4	Video	
	Total Hours		70		

CIA DETAILS:

DETAILS	TOPIC		MARKS ALLOTTED
CIA-I	Mid semester Exam for 50 marks		50
CIA II Part-1	Comparative study of physical facilities of TWO Industries		10
Part-2	Case Analysis		10
Part-3	Open book Class Test		10
CIA III (Part-1)	Presentation on Quality Control		10
Part-2	Problem Solving		10
Part-3	Moodle Quiz		10

RECOMMENDED BOOKS:

1. Production and Operations Management- K Aswaathappa- Himalaya Publications
2. Production and Operations Management- K N Sontaki- Kalyani Publishers

BOOKS FOR REFERENCE:

1. Modern Production and Operations Management- Buffa- Wiley Eastern Ltd.
2. Production Management- Brown- Richard D. Irwin Inc.
3. Production and Operations Management- C S V Murthy- Himalaya Publications
4. Production and Operations Management- K Aswaathappa- Himalaya Publications

**CHRIST UNIVERSITY  
DEPARTMENT OF MANAGEMENT STUDIES (BBM)  
BANGALORE  
COURSE PLAN**

**CLASS/ SUBJECT TEACHERS: 5BBM MI- JOGI MATHEW**

**5BBM M2- SRIRAM. M**

**SUB / CODE: SALES MANAGEMENT / BBM652**

**Course Objective:**

**To equip students to address the contemporary issues confronted in Sales& Marketing and provide fundamental skills to build careers in Sales with thorough knowledge in theory, concepts and practice of Sales Management**

**Specific objectives**

- (1) familiarize students with the activities involved in managing a sales force;
- (2) involve students in specific learning exercises that simulate 'real world' activities that sales managers partake in on a regular basis.

<b>Module</b>	<b>Topic-Break up and coverage</b>	<b>Hours</b>	<b>Time of Execution</b>	<b>Method of Execution</b>
<b>I</b>	<b>Introduction to Sales Management:-</b> 1. meaning & objectives of sales management,	<b>6 Hrs</b>	<b>WEEK 1&amp;2</b>	Lecture / PPTs/ Discussion
	2 Role of sales manager			
	3 Sales management and marketing management relationships			
	4. Sales department's external relations			
	5. Types of sales organization structure			

	6. Centralization and decentralization of sales force management			
<b>II</b>	<b>Salesmanship:-</b> 7 Meaning and scope	<b>6 Hrs</b>	<b>WEEK 3&amp;4</b>	Lecture / PPTs
	8.Importance and limitations			
	9.Prospecting – process of selling			
	10.Focus on customer satisfaction			
	11.Building customer seller relationship			
	12.Attitude of a good sales executive			
<b>III</b>	<b>Forecasting:-</b> 13.Sales potential and sales forecasting	<b>5 Hrs</b>	<b>WEEK 5&amp;6</b>	Lecture/PPT
	14.Different methods for the above			
	15.Converting industry forecast into company sales forecast			
	16.Evaluation of forecasts			
	17.Case analysis			
<b>IV</b>	<b>Recruitment &amp; Selection</b> 18.Introduction and importance	<b>8 Hrs</b>	<b>WEEK7&amp;8</b>	Lecture /PPT/Discussion
	19.The pre recruiting reservoir			
	20.Sources of sales force recruits			
	21.The recruiting effort			Discussion
	22.Pre interview screening and the interview			
	23.References and credit checks			
	24.Psychological tests, physical tests			
	25.Case analysis			
<b>V</b>	<b>Training the sales force</b> 26. Defining training aims	<b>5 Hrs</b>	<b>WEEK9&amp; 10</b>	PPTs/Lecture
	27. Deciding training contents			
	28. Selecting training methods			
	29. Organization of sales training			
	30. Case study on organization of sales training			Activity
<b>VI</b>	<b>Motivation of sales personnel</b> 31.Introduction and .Objectives	<b>7 Hrs</b>	<b>WEEK 11&amp; 12</b>	Lecture
	32. Motivational help from management			
	33. Need gratification			
	34. Motivation and leadership			
	35. Motivation and communication			Activity

	36.Unionization of sales force			
	37.Case analysis			
<b>VII</b>	<b>Compensation and managing the expenses</b>	<b>5Hrs</b>	<b>WEEK11&amp;12</b>	
	38. Devising the sales compensation plan			
	39. Types of compensation plan			
	40. Fringe benefits			
	41 Reimbursements of sales expenses			
	42. Case analysis			
<b>VIII</b>	<b>Sales meetings &amp; contests</b>	<b>6 Hrs</b>	<b>WEEK13&amp;14</b>	Lecture / PPTs
	43. Sales meetings			
	44. Different levels of meeting			
	45. Objectives of sales meetings			
	46. Duration and promotion of sales meetings			
	47.Prizes of sales contest			
	48.Case analysis			
<b>IX</b>	<b>Sales quotas and territories</b>	<b>6 Hrs</b>	<b>WEEK15&amp;16</b>	Lecture / PPTs
	49. Types of quotas and quota setting procedure			
	50. Administering the quota system			Discussion
	51. Reasons for not using the quota			
	52. Reasons for establishing and reforming sales territories			
	53.Procedure for setting up territories			
	54.Routing and scheduling of sales personnel			
	55.Case analysis			
<b>X</b>	<b>Sales budget and cost analysis</b>	<b>6 Hrs</b>	<b>WEEK 16&amp;17</b>	Lecture/PPT
	56.Purpose of budget			
	57.Sales budget – form & content			
	58.Budgetary procedures			
	59.Sales audit			
	60.Sales analysis			
	61. Marketing cost analysis			

**Assignment CIA Details:**

<b>Details</b>	<b>Date of issue of topic</b>	<b>Marks allotted</b>
CIA I	Mid Sem Exam	50
CIA II	Report on Salesmanship Activity on effective selection Sales effectiveness test/activity	30
CIAIII	Sales Pitch/Call/presentation Article review Case Analysis	30

**Recommended Books:**

1 . Sales management- Richard R Still, Edward W Cundiff – Pearson Education

**Books For Reference:**

1. Sales Management : Anil Bhatt, Arya Kumar – Oxford Higher Education
2. Sales Management- Charles Futrell - Thomson South Western