

SEMESTER -I

COURSE CODE	D21MCM11	MARKETING MANAGEMENT	L	T	P	C
CORE I			5	-	-	4

Course Objectives:

The objectives of the course are

- To understand the trends in, Marketing Management and to make aware of regulations of foreign trade practices in the era of globalization.
- To know the elements of Marketing Management
- To assess of buying behavior and consumer behavior.
- The student will understand the overview of Marketing Management

Unit I: Introduction to Marketing Management

Introduction to Marketing Management – nature and scope – Concepts of marketing – Functions and problems of marketing management – Traditional marketing – Modern Marketing – Responsibilities of marketing manager – Role of marketing management in Indian economy.

Unit II: Consumer Behaviour

Buyer behavior – Consumer behavior vs. business buying behavior – Factors affecting consumer behavior – Consumer research – Importance – Consumer research process – Consumer research design – Steps in consumer research.

Unit III: Promotion

Promotion – Tools of promotion – Communication process – Characteristics of promotion- Merits – Demerits – Designing a promotion campaign – Promotion – mix – Determinants – Promotion tools – Advertising – Sales promotion – Public relations.

Unit IV: Marketing organization and control

Marketing organization and control – Emerging trends and issues in marketing – Rural marketing – Social marketing – On – line marketing – Green marketing – network marketing.

Unit V: Customer satisfaction

Customer satisfaction – Difference between consumer and customer – Consumerism – Rights of consumers – Customer expectation – Changing perceptions of customer – Benchmarking – Total quality management.

Text Book

1. R.S.N. Pillai and Bagavathi, Modern Marketing – Principles and Practices, S.Chand& Co, 2010.

Books for Reference

1. V.S. Ramaswamy and S. Namakumari, Marketing Management: Global Perspective, Indian Context, Om Books publisher, 2009.
2. R.L. Varshney and B. Bhattacharya, International Marketing Management – An Indian perspective, Sultan Chand and Sons, 2015.

Note: Question paper shall cover 100% Theory

Course Outcomes

Upon completion of the course, the students will be able to

CO1: Explain the marketing concepts

CO2: Identify the strategies adopted for buyer's behavior.

CO3: Analyse the tools for promotion, sales promotion and Advertising.

CO4: Assess the marketing organization and control.

CO5: Assess Customer Satisfaction, Benchmarking and Quality Management.

Mapping Outcomes COs, POs and PSOs

	PO							PSO								Mean Score of COs
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	8	
CO1	9	3	3	3	3	3	3	9	9	3	9	3	9	9	9	87/15=5.8
CO2	9	3	3	3	3	3	9	3	3	3	3	3	3	3	9	63/15=4.2
CO3	9	3	9	9	3	3	9	3	9	9	3	3	9	3	9	93/15=6.2
CO4	9	9	9	9	3	9	9	3	9	3	3	3	3	3	3	87/15=5.8
CO5	9	9	9	9	3	9	9	9	3	9	3	9	3	9	3	105/15=7
Weightage																29/5=5.8

- Level of Correlation 1 – Low 3 – Medium 9 – High 0 – No
Correlation between CO's and PO's (*Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix*)

COURSE CODE	D21MCM12	INTERNATIONAL TRADE AND PRACTICE	L	T	P	C
CORE II			5	-	-	4

Course Objectives:**The objectives of the course are**

- To understand the global trends in business, marketing and trade and to make aware of regulations of foreign trade practices in the era of globalization.
- To get awareness about International Business Environment.
- To know the foreign exchange and Foreign institutions.
- The student will get knowledge on Global Level Business.

Unit-I: International Business and BOP

International Business: Meaning, Nature, Objectives – Strategic decisions in International Business – Special Problems in International business – Reasons for firms for going international – Drivers and Restrainers of Globalization – Types of International Business activities – BOP: Components – Disequilibrium – Correction of Disequilibrium.

Unit-II: International Business Environment

International Business environment: Meaning – Significance – Political Environment – Economic Environment – Cultural Environment – Technological Environment.

Unit-III: International Marketing

International marketing – Introduction – Meaning – Definition – International Marketing Vs Domestic marketing - Problems – International marketing environment - Market Entry Strategies – Information requirements for international marketing – Sources of information – International marketing channels

Unit-IV: International Trade strategies

International trade – Trade strategies – Types of Trade barriers – GATT – WTO – GATS – TRIMs – TRIPs – IPRs – Patents – IMF – World Bank.

Unit-V: India's Trade performance

India's Trade Performance: Determinants of Exports and Imports - Major Exports and Imports - Direction of Trade - Trade in Services - Major Problems of India's Export Sector. Foreign exchange market: Meaning, Nature and Functions – Determination of exchange rates – Exchange Rate system – Foreign exchange risk – FEMA.

Text Book:

1. Francis Cherunilam, International Business, PHI Learning Pvt. Ltd., New Delhi, 2013.

Reference Books:

1. Francis Cherunilam, International Trade and Export Management, Himalaya Publishing house, 2019.
2. Varshney.R.L. and Bhattachariya.B, International Marketing Management- An Indian perspective, Sultan Chand and Sons, 2015.
3. SubbaRao, P, International Business, Himalaya Publishing House, New Delhi, 2014
4. Vershney, R.L. and Bhattacharya, B., International Marketing Management, Sultan Chand & Sons, New Delhi, 2012.
5. B.S.Rathor, B.M.Jani and J.S.Rathor, International Marketing, Himalaya Publishing, Mumbai, 2001

Note: Question paper shall cover 100% Theory

Course Outcomes:

Upon completion of the course, the students will be able to

- CO 1: Understand the concepts of international marketing and environment.
- CO 2: Analyze the determinants of market selection and market entry methods
- CO 3: Evaluate the various determinants of international marketing channels
- CO 4: Analyse the Export Procedure and Documentation
- CO 5: Examine the sources of Export Finance and Payment Terms.

Mapping Outcomes- COs, POs and PSOs

	PO							PSO								Mean Score of COs
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	8	
CO1	9	3	3	3	3	3	3	9	9	3	9	3	9	9	3	81/15=5.4
CO2	9	3	3	3	3	3	9	9	3	3	3	9	3	3	9	75/15=5
CO3	9	3	9	9	3	3	9	9	9	9	3	3	9	3	3	93/15=6.2
CO4	9	9	9	9	3	9	9	3	9	3	3	9	3	3	3	93/15=6.2
CO5	9	9	9	9	3	9	9	9	3	9	3	3	3	9	3	99/15=6.6
Weightage																29.4/5=5.88

- Level of Correlation 1 – Low 3 – Medium 9 – High 0 – No
Correlation between CO"s and PO"s(*Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix*)

COURSE CODE	D21MCM13	ADVANCED FINANCIAL MANAGEMENT	L	T	P	C
CORE III			6	-	-	4

Course Objectives:**The objectives of the course are**

- To gain knowledge on the fundamental concepts on financial management.
- To know the valuation of securities
- To understand the theories of capital structure and working capital management
- The student will be able to understand an overview of financial management

Unit-I: Introduction to Financial Management

Financial Management: Meaning, Scope, Objectives, Functions, Relationship with other areas of Management – Functions of Financial Manager – Sources of Finance – Short term and long term finance – Financial decisions – Concepts of valuation: Time value of money – Compounding and Discounting – Risk and Return trade off.

Unit-II: Valuation of Securities

Valuation of Securities: Valuation of Asset – Bond Valuation – Valuation of Preference shares, Equity valuation. Dividend Policy: Meaning, Objectives, Forms of Dividend, Different dividend theories – Factors determining Dividend Policy.

Unit-III: Capital Structure

Capital Structure: Patterns of capital structure – Factors affecting Capital Structure – Optimum Capital Structure - Theories of Capital Structure. Leverages: Meaning, Types – Financial, Operating and Combined.

Unit-IV: Cost of Capital

Cost of Capital: Meaning, Significance, Concepts, Cost of Debt, Equity, Preference and Retained Earnings – Weighted Average Cost of Capital. Capital Budgeting: Concept - Evaluation Techniques: Payback, Accounting Rate of Return, NPV, IRR, Profitability Index, Comparison of DCF Techniques.

Unit-V: Working Capital Management

Working Capital: Concept, Need, Types, Factors affecting Working Capital – Estimation of Working Capital – Components of Working Capital – Management of Working Capital Components – Cash, Inventories, Accounts Receivable and Accounts Payable – Working Capital Financing: Trade Credit, Bank finance & Commercial Papers.

Text Book:

1. S.N.Maheswari, Financial Management Principles and Practice, Sultan Chand & Sons, New Delhi, 2013.

Reference Books:

1. I.M.Pandey, Financial Management, Vikas Publishing House Pvt. Ltd, New Delhi, 2016.
2. James C. Van Horne, John M.Wachowicz., Jr, Fundamentals of Financial Management, PHI Pvt. Ltd, New Delhi, 2008.
3. Prasanna Chandra, Financial Management Theory and Practice, Tata McGraw – Hill Publishing Company Ltd, New Delhi, 2017.
4. Preeti Singh, Fundamentals of Financial Management, Ane Books Pvt. Ltd, Bangalore, 2009.
5. P.V. Kulkarni& B.G. Sathyaprasad, Financial Management, Himalaya Publishing House, Mumbai, 2015.

Webliography:

- a. <http://icmai.in/studentswebsite/studymat.php>
- b. http://164.100.133.129:81/eCONTENT/Uploads/Advanced_Financial_Management.pdf
- c. <http://opentuition.com/acca/p4/acca-p4-lectures/>
- d. <http://cma-classes.in/>
- e. sol.du.ac.in/mod/book/view.php?id=1546&chapterid=1530

Note: Question paper shall cover 40% Theory and 60% Problems

Course Outcomes

Upon the completion of the course, the students will be able to

CO1: Explain the various techniques of financial management and financial planning

CO2: Make use of the relevance of capital structure, cost of capital and dividend policy with the value of the firm

CO3: Analyze the financial plan, leverages, capital structure and cost of capital of a company

CO4: Determine the optimal capital structure and value of a firm

CO5: Estimate the cost of capital, optimum dividend and working capital requirements of business firms.

Mapping Outcomes- COs, POs and PSOs

	PO							PSO								Mean Score of COs	
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	8		
CO1	9	3	3	3	3	3	9	9	9	9	3	9	3	9	3	3	81/15=5.4
CO2	9	3	9	9	3	3	9	9	3	9	3	9	3	3	9	93/15=6.2	
CO3	9	9	9	9	3	9	9	9	9	9	3	3	9	3	3	105/15=7	
CO4	9	9	9	9	3	9	3	3	9	3	3	9	3	3	3	87/15=5.8	
CO5	9	9	9	9	9	9	9	9	3	9	9	3	3	9	3	111/15=7.4	
Weightage																31.8/5=6.36	

- Level of Correlation 1 – Low 3 – Medium 9 – High 0– No
Correlation between CO's and PO's (*Suggested by UGC as per Six Sigma Tool
– Cause and Effect Matrix*)

COURSE CODE	D21MCM14	MANAGEMENT ACCOUNTING	L	T	P	C
CORE IV			6	-	-	4

Course Objectives:

The objectives of the course are

1. Develop an insight of principles and techniques of Management Accounting.
2. Familiarize the utilization of accounting information for planning, and decision-making
3. Effective control of business ventures.
4. The students will get the knowledge to prepare financial statements, other analysis and evaluations themselves.

Unit I: Introduction to Management Accounting

Management Accounting: Nature - Scope - Management accounting Vs Financial accounting. Management reporting system – Designing and installation – Types of reports.

Unit II: Financial Statement Analysis

Analysis of financial statement – Concept of funds – Importance – Preparation of Fund Flow Statement and Cash Flow Statement – Comparison of Fund Flow and Cash Flow Statement

Unit III: Standard Costing

Standard Costing – Introduction - Importance – Limitations- Material, Labour, Overhead, Sales and Profit.

Unit IV: CVP Analysis

Cost-Volume Profit analysis – Techniques – Break Even Analysis – Profit-Volume (P/V) analysis – Role and Limitations of CVP analysis.

Unit V: Capital Budgeting

Nature of Capital Budgeting – Importance of Capital Budgeting – Difficulties – Rationale – Evaluation techniques – Average rate of return – Pay back method – Discounted cash flow techniques – Net present value method - Internal rate of return method.

Text Book:

1. Pillai, R.S.N. and Bagavathi, Management Accounting, S.Chand& Co Ltd., 2010.

Reference Books:

1. Gupta, S.P., Management Accounting, SahityaBhavan Publications. Agra.
2. Khan M.Y. and Jain, P.K. 2007.Management Accounting. 4thEdn. Tata McGraw Hill Publishing Co. Ltd., New Delhi.
3. Maheswari, S.N. 2009. Management Accounting & Financial Control. Sultan Chand & Sons, Delhi.

4. Sharma,R.K. and Sashi,K. Gupta. 2007. Management Accounting. 15th Revised Edn.Kalyani Publishers, Ludhiana.
5. Vinayakam.N and. Sinha, I.B. 2005. Management Accounting – Tools & Techniques –Kalyani Publishers, Ludhiana.

Webliography:

- <https://www.cpaaustralia.com.au/documents/study-manual-management-accounting.pdf>
- <http://management-accountant.com/>
- www.learnerstv.com/Free-Management-Video-lectures-ltv638-Page1.htm
- <http://www.wiley.com//college/managerialvideos/>

Note: Question paper shall cover 20%Theory and 80%

ProblemsCourse Outcomes

Upon the completion of the course, the students will be able to

CO1: Define financial statement, cash flow statement, marginal costing, budgetary control andcapital budgeting.

CO2: Identify the types of ratios, cash flow activities, budgets, capital expenditure decisions

CO3:Analyse the financial position of a business, cash flow, cost / volume / profit, masterbudget and investment proposals

CO4: Interpret the results of ratios, cash flow activities, contribution, functionalbudget and capital budgeting

CO5: Solve the managerial problems by adapting the techniques of management Accounting

Mapping Outcomes- COs, POs and PSOs

	PO							PSO								Mean Score of COs
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	8	
CO1	9	3	3	3	3	3	9	9	9	3	9	3	9	9	3	87/15=5.8
CO2	9	3	9	9	3	3	9	9	3	9	9	9	3	3	9	99/15=6.6
CO3	9	9	9	9	3	9	9	9	9	9	9	3	9	3	3	111/15=7.4
CO4	9	9	9	9	3	9	3	3	9	3	3	9	3	9	3	93/15=6.2
CO5	9	9	9	9	9	9	9	9	3	9	9	3	3	9	9	117/15=7.8
Weightage																33.8/5=6.76

Level of Correlation 1 – Low 3 – Medium 9 – High 0–NoCorrelation between CO’s and PO’s (Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix)