

**CODE: IM-301B**  
**MARKETING MANAGEMENT**

**COURSE OBJECTIVE**

The objective of the course is to understand market move and strategies and how to have USP for the Organization.

**Course Contents**

1. **Marketing Concepts**: Customer Value and Satisfaction, Customers Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value chain, scanning the Marketing Environment.
2. **Market Segmentation, Targeting, Positioning**: Market segmentations, levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation, developing a positioning strategy.
3. **Marketing Information System** and Marketing Research Process.
4. **Product Decision**: Objectives, Product classification, Product-Mix, Product life cycle strategies, equity, challenges, repositioning branding, introduction and factors contributing the growth of packaging, introduction of labeling.
5. **Pricing Decision**: Factors affecting price, pricing methods and strategies.
6. **Distribution Decisions**: Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Distribution Channel Members.
7. **Promotion Decisions**: A view of Communication Process, developing effective communication, Promotion-Mix elements.
8. **Marketing Strategies for Leaders, Challengers, Followers and Nichers**: Expanding to market, defining market share, expanding market share, defining the strategic object and openness, choosing a goal attacking strategies, market follower strategies.
9. **Emerging Trends in Marketing**: An introduction to Internet Marketing, Multi level Marketing, and Introduction of CRM & EVENT marketing.

**Text Readings**

1. Philip Kotler “**Principles of Marketing Management**”, New Delhi: Prentice Hall of India, Millennium Edn. 1999.
2. Willam J. Stanton, Michael J. Etzel and Bruce J. Welker, “**Fundamentals of Marketing Management**”, New York: Mc Graw Hill, 10<sup>th</sup> Edn., 1995.
3. Philip Kotler, “**Marketing Management, Planning Analysis and Control**”, New Delhi, Prentice Hall of India, 9<sup>th</sup> Edn., 1998.

**CODE: IM-302**  
**MANAGEMENT ACCOUNTING**

**COURSE OBJECTIVE**

This course aims at developing an understanding of the principles of Management accounting and examining the role of management accounting in the planning and control functions of management applicable to a variety of business situations.

**COURSE CONTENTS**

1. **Management Accounting-Introduction**
  - The Nature of Management Accounting
  - Function of Management Accounting
  - Financial, Cost & Management Accounting
  - Need, objectives and importance
2. **Statement of Financial Information**
  - Balance sheet, Profit & Loss account, Relationship between Balance sheet and Profit & Loss account.
3. **Financial Analysis**
  - User of Financial Analysis
  - Types of ratios
    - Liquidity Ratio
    - Activity Ratio
    - Profitability Ratio
    - Leverage Ratio
  - Comparative statement analysis
  - Inter firm analysis
4. **Statement of change in financial position**
  - Nature of change in financial position. Definition of fund
  - Preparing the fund flow statement
  - Preparing the cash flow statement
5. **Cost Volume Profit Analysis**
6. **Budgetary Control**
  - Meaning, types and purpose of budget
  - Preparation of budgets
  - Budget administration
  - Essentials and advantage of budgeting
7. **Standard Costing**
  - Concept and types of cost standards
  - Components of standard C"
    - a. Material Labour and overhead standards.
  - Utility and limitation of standard costing
8. **Variance analysis for cost control**
  - Significance of Variance analysis
  - Variance computation
9. **Responsibility accounting and reporting**
  - Nature of responsibility accounting
  - Requirement of effective responsibility accounting
  - Cost control through responsibility accounting
10. **Management Reporting**
11. **Recent trends in management accounting**

**TEXT READING**

1. Management accounting a planning & approach by I.M Pandey.  
Vikas Publishing House Pvt. It d . (Third Revised Edition)
2. Management Accounting by M.Y.Khan & P.K.Jain
3. Accounting and Finance for Managers by Nitin Balwani
4. Managerial Accounting by Louderback & Holmen

## Code: IM – 304B

### OBJECT ORIENTED PROGRAMMING USING C++

#### Course Objective

The objective of this course is to help students to understand the concepts of Object Oriented Programming using C++ and their use in organization and processing complex business information.

#### Course Contents

1. Object Oriented Programming: Introduction, Advantages of Object Oriented Programming, Procedural versus Object Oriented Languages, Overview of: Objects, Classes, Encapsulation, Data Binding, Inheritance and Polymorphism.
2. Programming with C++: General forms of a C++ programme, I/O with cout and cin, different operators, scope resolution operator, Data types, For while, do-while, if-else, switch and conditional statements, Classes and objects: structure and classes, unions and classes, constructors and destructors, Automatic, external and static data members and member function.
3. Arrays & Pointers: arrays of objects, Pointer to object, the this pointer, Function: General form, Prototypes, returning, passing objects to functions returning objects, friend function, recursion, and references.
4. Inheritance: Multilevel and Multiple Inheritance, Constructor, Destructor and Inheritance, Private, Public and Protected access specifies, function and operator overloading.
5. Functions & Templates: Virtual function, pure virtual function, polymorphism, generic functions, generic types, overloading of templates and functions, standard parameters with template functions, applying generic functions, and generic class.
6. File and Exception handling: Introduction to templates and Exception handling, File Classes, Opening and Closing a file, Reading and writing a text file, detecting EOF.

#### Text Readings

1. Robert Lafore, “**Object Oriented Programming in Turbo C++**”, Galgotia Pub. Pvt. Ltd., New Delhi, 2000
2. Herbert Schildt, “**C++ : The complete reference**”, Tata McGraw Hill Publishing Company Ltd., New Delhi, 1999
3. D. Ravichandran, “**Programming with C++**”, Tata McGraw Hill Pub. Co. Ltd., New Delhi, 2000
4. E. Balagurusamy, “**Object Oriented Programming with C++**”, Tata McGraw Hill Pub. Co. Ltd., New Delhi, 2000

#### Suggested Readings

1. Bjarne Stroustrup, “**The C++ Programming Language**”, Addison-Wesley, New York, 1995
2. Scott Meyers, “**Effective C++**”, Addison-Wesley, New York, 1999
3. Walter Savitch, “**Problem Solving with C++**”, Addison-Wesley, New York, 1996

**Code: IM - 305A**  
**Labour Law**

**COURSE OBJECTIVES:** The course is based on various important provisions of labour laws. The aim of the course is to give the students knowledge of various labour laws and its practical aspects, which will make them capable to handle the matters in practical business life.

**COURSE CONTENTS**

- Industrial Disputes Act, 1947

Introduction, meaning and definitions of important terms

Authorities under the act and their duties and powers

Reference of disputes to the authorities

Procedures for disposal of disputes, award and settlements

Provisions regarding strikes, lockout, layoff and retrenchments

Provisions relating to closure of undertakings

- The Factories Act, 1948

Meaning and definitions of important terms

Concepts of manufacturing process and occupier

Provisions relating to health, safety and welfare

Working hours and employment of women and young person

Special provisions relating to hazardous process

- The Payment of Wages Act, 1936

Definitions of important terms

Provisions relating to applicability of the act

Responsibility for payment of wages

Deductions, which may be made from wages

- The Minimum Wages Act, 1948

Objects and applicability of the act

Important definitions

Concept of minimum wages and relevance of paying capacity

Fixation and revision of minimum wages and its procedure

Advisory board and misc. provisions

- The Trade Union Act, 1926

- Objectives and important definitions

Provisions regarding registration of trade unions

Funds, office bearers, membership rights and privileges

Alteration and change in name etc. and provisions regarding dissolution of trade unions.

- The Workmen's Compensation Act, 1923

Meaning, objectives and important definitions, Concept of "arising out of" and "in course of employment" and liability of employer in such cases, theory of notional extension of time and place, Concept of permanent and temporary disablement and liability of employers, Concept of occupational diseases, personal injury and accident and liability of employers in such cases., Remedies of employer against strangers, Provisions relating to compensation and responsibility of employer

- An introduction to misc. Labour Laws

The Payment of Bonus Act, 1965, The Payment of Gratuity Act Act, 1972, The Contract Labour (Regulation & Abolition) Act, 1970, The Employees State Insurance Act, 1948, The Employees Provident Fund & Misc. Provisions Act, 1952, The Industrial Employment (Standing Orders) Act, 1946,

**Readings: A Hand book of Industrial Law: N. D. Kapoor**

Industrial Laws: J.K. Bareja

Labour and Industrial Laws by P.K. Padhi

Study Material of The ICSI

References: **Labour Laws: P.L. Malik**

Bare Acts

**Code: IM 310**  
**FRENCH**

**COURSE OBJECTIVE**

To introduce student to a foreign language and to make them capable of expressing themselves in certain everyday situation.

**Course Contents:**

**To talk about oneself**

Unit 1 - Good morning

- To enter in contact with someone
- To greet
- To excuse oneself
- To spell

Unit 2 - **Meetings**

- To introduce oneself
- To present someone
- To ask someone to introduce himself

Unit3- **100% Questions**

- To express one's choices
- To talk about oneself
- To express possession

**Grammar «& vocabulary**

- Masculine/feminine
- Numbers
- Alphabet
- Definite articles
- Pronouns
- Interrogation
- Verbs
- Adjectif
- Internet language
- Possessif adjectif
- Partitive
- Negation
- Conjugaison of verbs
- Sports
- Professions

**Cultural notes**

- Greeting people
- The television
- Geography of France
- France in Europe

## **TEXT READING**

Connexions – 1



**Code: IM - 311**  
**Quantitative Techniques**

**COURSE OBJECTIVE**

The objective of the course is to understand the practical application of Statistics and Operation Research Concept in Business and Management.

**COURSE CONTENTS**

1. **Meaning of Quantitative techniques and Operation Research:** Characteristics of QT & OR, Scope of QT & OR management, Methodology of OR, Advantages and limitations of OR.
2. **Introduction of Linear Programming:** Meaning of linear programming, Mathematical formulation of linear programming problems, assumption, Solution of linear programming by graphical methods.
3. **Simplex Method:** -Maximization problems, Minimization problems (Big M Method), Problem of mixed constraints, Infeasibility. Unbounded ness, Degeneracy, Duality in linear programming problem.
4. **Transportation and assignment Model:** Introduction, Mathematical formulation of transportation problems, Initial basic feasible solution using NW corner method, Row minima method, Column minima method, Matrix minima method, Vogel's approximation method (VAM), Optimization (Maximization and Minimization) of transportation problems using stepping stone method and MODI method, Unbalanced problem and degeneracy in transportation problems, Transportation problem Maximization type.
5. **Probability:** Introductory ideas, Basic terminology in probability, Three types of probability, Probability rules. Probability under conditions of statistical independence, Probability under the condition of statistical dependence, Bayes' theorem.
6. **Probability Distributions:** What is probability distribution, Random variables, Use of expected value in decision-making, the binomial distribution, the Poisson distribution, The normal distribution, Choosing the correct distribution.

**TEXT READING**

1. **Statistical Methods by D.N. Elhance**
2. **Statistical Methods by S.P. Gupta**
3. **Operation Research by V.K. Kapoor**
4. **Statistical Methods by N.D. Vohrr**