

MARKETING MANAGEMENT

Course Objectives: The course contains fundamental aspects of Marketing Management. The basic objective of this course is to provide an opportunity for students to understand marketing management process and eventually to develop skills in problem solving and decision-making. At the end of this course, students are expected to be able to develop comprehensive marketing plan for the product or service to deal with specific or general issues related to it.

Course Contents:

1. Conceptualizing philosophies of marketing management and marketing environment.
2. Marketing Information System.
3. Marketing Research: Objectives, process, basic methods of collecting data, analysis and evaluation.
4. Model of consumer behavior, factors influencing buyer behavior, decision-making process in buying, designing competitive strategies.
5. Marketing Segmentation, Targeting and Positioning.
6. Product: Product concept, product mix, product line, product life cycle, new product development process,
7. Price: Concept, Price adaptation, Pricing methods, Initiating and responding to price changes.
8. Place: Distribution channels and Logistics management, Retailing and Wholesaling
9. Promotion: Communication process, Promotion mix.
10. Building customer relationship through satisfaction, value and retention.
11. Emerging trends in Marketing: An introduction to Internet marketing, Multilevel marketing, CRM and Event marketing

Books Recommended:

1. **Marketing Management by Philip Kotler (Text Book).**
 2. Marketing Management by Bradley.
 3. Principles of Marketing by Adrian Palmer.
 4. Marketing Principles and perspectives by Irwin.
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RDBMS

Course Objectives: The objective of the course is to provide students the basic knowledge of Relational Database Management System, concept and application of DBMS in organization and processing complex business information.

Course Contents:

1. Data Environments: Definition of data & Information. Database concepts, Database Management System, Need of database management, Areas of database management, Advantages of DBMS.
2. Logical Data Models: Types of DBMS – Hierarchical, Relational and Network Modes & Which one is popular, why.
3. Database Design: Preliminary design phase detailed design phase, Normalization Theory, (1 to 4 NF)
4. Entity Relationship Model (ER Model): Basic concepts, Design Issues, Mapping constraints, keys E-R Diagram, weak entity set extended E-R features, Design of and E-R database schema reduction of an E-R schema to Tables
5. Relational Database Management Systems: concept of RDBMS, Components of RDBMS, Introduction to SQL, Data Definition Language, Data manipulation Language, Query Language, Data Control Language, Cartesian Products and Joins, Use of union, intersection, minus, SQL operators and functions, SQLselect statement and types of queries, In, Exists, Group By, Having and Like clauses in SQL, Views, Sequence and synonymiums, Creating Reparts using sqlplus.
6. Advance Database Concept : DATA Mining and Data Warehousing Design Architecture, Basic Principles, OLAP, OLTP Vs OLAP.
7. Cluster & Association Techniques used in Business

Text Reading

Data base concepts by Korth, Sundarhan and Silberschatz.

SQL / PL/SQL by Ivan Bayross.

Fundamentals of Database Systems by Ramez Elmasri and S.B. Navathe

Principles of DBMS by Jeffery D. Ullman.

An Introduction to Database Systems by C.J.Date

DIRECT & INDIRECT TAXES

Course Objective: To acquaint students with the terms of various indirect taxes and wealth tax.
Level of knowledge required is working knowledge.

Course Contents:

Direct Tax

The Wealth Tax Act, 1957: Introduction of wealth tax, meaning, scope and incidence of Tax, Assets included for wealth tax, assets exempted from wealth tax, deemed assets, valuation of assets. Computation of net wealth, Computation of wealth tax, Payment of Wealth Tax, Brief outline of Assessment procedure and methods of assessment.

Indirect Tax

1. Customs Act, 1962:

Origin & Introduction of custom Duty Types of Custom duty, Exemption from custom duty, valuation of goods (imported & exported) levy of custom duty. Introduction to Custom Procedures (Import Procedures and Export Procedure) Brief outline to baggage, Courier, Post, Ware Housing, Duty Drawback.

2. Central Excise Act, 1944:

The legislative background of the Central Excise including Constitutional provisions. Nature of Excise Duty, Central Excise Duty- chargeability, scope & basis of levy; meaning of goods, manufacture & manufacturer; classification & valuation of goods; duty payment & exemption; provisions dealing with registration. Introduction to CENVAT

3. Service Tax Act, 1994:

Background and nature of service tax, value of service tax, Exemption from of service tax, Classification of services, Procedure of service tax, other important provisions.

4. MP VAT Act, 2002:

Introduction to VAT Act, Taxing Authorities, Incidence of Tax, Levy of Tax, Registration of Dealers , Introduction to Assessment Procedure.

Suggested Readings:

1. **Direct Taxes Law and Practice by V.K. Singhania**
2. **Indirect Taxes Law and Practice by V.S. Datey**
3. **Systematic Approach to Indirect Taxes by Sanjeev Kumar**
4. **Work Book on VAT and Service Tax by V. S. Datey**

CORPORATE ACCOUNTING

Course Objective: The objective of the course is to give the students basic knowledge of corporate accounting including the specific type of transaction faced by a corporate form of organization.

Course Contents:

1. A. Company – Issue of Shares : Company meaning ,definition & characteristics, Share & Share capital ,meaning and Types , Accounting Procedure for issue of shares for cash, Concept of under – subscription & Over-subscription, Issue of shares for consideration other than cash.

1. B. Forfeiture & Re-Issue of Shares: Concept of Calls in Arrears & calls in advances. Forfeiture of shares originally issued at Par, Forfeiture of shares originally issued at discount , forfeiture of shares originally issued at premium.
Concept of R- Issue of Forfeited shares. Re-issue at Par, premium & discount, total re-issue & partial re-issue.

1. C. Issue of Bonus Shares: Concept of capitalization of profits, declaration of bonus shares & related accounting treatment, capitalization by making partly paid shares fully paid, capitalization of profits by issuing fully paid bonus shares.

1. D. Underwriting of Securities: Concept of underwriting of securities. Legal Provisions regarding underwriting of securities, numerical problems.

2. Redemption of Preference Shares: Redemption of preference shares fully out of fresh issue, Redemption of preference shares fully out of accumulated profits, Redemption partly out of fresh issue & partly out of accumulated profits, redemption at par, Premium & discount, Preparation of balance sheet after redemption.

3. Debentures & Issue of Debentures: Debentures – meaning & types, difference between shares & debentures. Issue of Debenture for Cash, Issue at Par, Premium and Discount. Issue of Debentures for consideration other than cash. Calls in arrears & calls in advances on debentures & interest thereon.

Payment of interest on debentures – Concept of periodic payment, concept of income tax deduction, purchase of own debentures as investments – concept of Cum-interest & Ex-interest quotation.

4. Redemption of Debentures : Modes of Redemption of debentures & related accounting treatment, Redemption in Lumpsum after a fixed duration, Redemption out of Profits & redemption out of fresh issue. Redemption by annual drawings – Redemption out of profits

& redemption out of fresh issue. Redemption by purchase in open market –cum interest & Ex-interest quotation. Redemption by conversion, redemption by sinking fund method & insurance policy method.

5. Valuation of Goodwill: Goodwill – meaning, definition & nature, factors affecting goodwill, circumstances for valuation of goodwill, methods of valuation of goodwill, numerical problems.

6. Valuation of Shares: Shares – concept of value, necessity for valuation, factors affecting value of shares, methods of valuation of shares, numerical problems.

7. Liquidation of Companies: Liquidation – meaning and concept, Accounting treatment, calculation of liquidation, remuneration, legal provisions regarding payment to creditors, numerical problems.

Text Book:

Corporate Accounting by S.M. Shukla

Suggested Reading:

Advanced Accounting by Shukla, Grewal & Sharma

Advanced Accounting by Gupta & Radhaswamy

Advanced Accounting by P.V.Ratnam

COST ACCOUNTING

Course Objectives: The course is based on the fundamental aspect of Cost Accounting which is obligatory for certain manufacturing companies. The aim of the course is to give the students basic knowledge of Cost Accounting system & various Costing Methods.

Course Contents:

1. Fundamentals Of Cost Accounting: Cost Accounting- Meaning, Objective, Advantages & Importance. Concept & Classification of Cost, Need for Cost accounting, Advantages and Limitations of Cost Accounting, Various techniques of Cost Accounting, Installation of Cost Accounting system, Cost Reduction, Cost Control and Cost Management, Cost Accounting, as compared with Financial & Management Accounting, Concept of Cost Audit.

2. Elements Of Cost- Material: Concept and Types of Material, Accounting for Issue of Materials from stores; LIFO, FIFO and other methods, Concept and Importance of Inventory Management.

Labour: Labour- Meaning & Classification. Accounting for Labour : Methods of Wage Payment, Incentive Schemes, Labour Cost Control Procedure.

Overheads: Overheads- Meaning & Classification, Accounting for Overheads: Allocation, Apportionment & Absorption Determination of Rates, Under & Over absorption of Overheads & their treatment Computation under various methods

3. Various Costing Methods- I: Unit or Output Costing, Uniform Costing.

4. Various Costing Methods-II: Contract Costing, Process Costing.

5. Various Costing Methods-III: Operating Costing Methods

TEXT BOOK:

Cost Accounting- Principles & Practice by M.N.Arora (Vikas Publishing House, New Delhi)

References: Practical Costing by P.C.Tulsian

Practical Costing by Khanna, Pandey, Ahuja & Batra

Other Study Material : Material issued by the Institute of Cost & Works Accountant of India

Website: WWW.ICWAI.com

Journal: The Management Accountant by ICMA, London

OPERATION RESEARCH

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 Operation Research:** Characteristics of OR, Scope of 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:** 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. **Assignment Model:** Hungarian Method
6. **Network Analysis:** CPM/ PERT
7. **Game Theory & its Applications**

TEXT READING

1. Operation Research by J.K.Sharma
2. Quantitative Techniques by N.D. Vohra
3. Operation Research by V.K. Kapoor

