

**SEMESTER-II**  
**M115 MC 201 BUSINESS ENVIRONMENT**

**COURSE OBJECTIVES:**

The students will be able to:

1. Identify the Micro and macro Environmental factors influencing Business decisions.
2. Examine the implications of Economic variables in business decision making.
3. Evaluate the implication of Global Environment variables in the Indian Economy.
4. Elucidate the factors of the political environment that influence Business decision making.
5. Examine the impact of Technological, Socio-cultural and Natural environmental factors affecting Business decision making.
6. Explain the Legal framework regulating to Competition, Information and Cyber Offences.

**PART A- ECONOMIC ENVIRONMENT**

**Module 1- An Overview of Business Environment**

**10 Hrs**

Meaning and Definition, Objectives, Importance and Uses of Study of business environment.

Environmental Analysis – Meaning, Process of Environmental Analysis, Limitations of environmental Analysis, environmental factors – The Micro environment of business and the macro environment of business.

**Module 2- Economic Environment**

**12 Hrs**

Meaning – Characteristics of Indian Economy – Features affecting Economy – Impact of Liberalization Privatization & Globalization of Indian Business.

Monetary policy – Meaning, objectives

Fiscal policy – Meaning, objectives, budget and its importance

EXIM policy – Meaning, objectives

Industrial policy – Meaning, objectives (Latest Policy Measures.)

**Module 3- Global Environment**

**8 Hrs**

Meaning, nature of globalisation, causes of globalization, strategies for globalization, Challenges of International Business, GATT and WTO and its implications on Indian economy.

**PART-B: LEGAL ENVIRONMENT**

**Module 4- Political Environment**

**10 Hrs**

Meaning, Political institutions, The Constitution of India, The Preamble, The fundamental rights, The relationship between business and government, Responsibilities of business towards government, Responsibilities of government towards business, Extent of state intervention in business.

**Module 5- Technological, Social and Natural Environment****12 Hrs**

**Technological Environment** - Meaning and definition, components of technology, features of technology, Impact of Technology, Limitations in technological development, Current trends in technological environment.

**Social and cultural Environment**- Meaning and definition of society, Culture – elements of culture, business and culture.

**Natural Environment** - Meaning of Natural Environment, Natural Environment and its impact on business.

**Module 6- Legal Environment****8 Hrs**

Committee on Competition Law and Policy 2000 – Competition Commission of India – Competition Act 2000 – Comparison with MRTP Act - Information technology act 2000 - Cyber Regulations Appellate Tribunal – Cyber Offences.

**Skill Development:**

*(These activities are only indicative, the Faculty member can innovate)*

1. List out the various cyber offences and the penalties for the same.
2. List at least 3 MNCs of G-8 Countries operating in India along with products they manufacture.
3. Collect the latest Fiscal, Monetary Policies on business.

**COURSE OUTCOMES:**

After completion of the course the students will be able to:

1. Conduct the Environmental analysis that influence Business decisions.
2. Examine the implications of Economic variables in selective business decision making.
3. Evaluate the implication of Global Environment variables in the context of Indian Economy.
4. Illustrate the factors of the political environment that influence Business decision making.
5. Examine the impact of Technological, Socio-cultural and Natural environmental factors affecting Business decision making.
6. Enumerate the Legal framework regulating to Competition, Information and Cyber Offences.

**Books for Reference:**

- Chidamb K: Business Environment.
- Dr. K. Aswathappa: Business Environment.
- Francis, Cherunilam: Business Environment.
- Misra&Puri: Economic Development.
- Rosy Wali: Business Environment.
- S. Adhikari: Business Environment.

**SEMESTER-II**  
**MI 15 MC 202: MARKETING MANAGEMENT**

**COURSE OBJECTIVES:**

The students will be able to

1. Describe the elements of marketing mix of a firm in a dynamic marketing environment by using SWOT analysis.
2. Examine the desirability of Segmentation, Targeting and Positioning strategy on the basis of Consumer buying Behaviour.
3. Examine the suitability of Branding, Pricing and product strategies at different phases of Product life cycle.
4. Evaluate the role of each element of promotion mix as sale promotion tool while designing the promotion mix strategy of a firm.
5. Examine the viability of different channels of distribution of goods and/service of a firm in the wake of recent developments in retail management.
6. Identify career opportunities in the wake of recent trends in Marketing.

**Module 1 - Introduction and Marketing Environment**

**16 Hrs**

**Marketing:** Definition, scope and importance of marketing, Functions of marketing- understanding the market place and consumer needs, marketing offers - marketing concepts, the growth of not-for profit marketing.

**Marketing Environment:** Meaning, Analyzing the needs & trends in the Micro & Macro environment - Marketing Mix - The elements of marketing mix, Monitoring and responding to environmental change using SWOT analysis.

**Types of Market-Tele Marketing, E-Marketing-Service Marketing, Rural Marketing.**

**Module 2- Market Segments and Consumer Behavior Analysis**

**10 Hrs**

Market Segmentation -Bases for segmenting consumer markets - Approaches to segmentation - Target marketing - Product positioning - Factors influencing buyer Behavior- Buying Decision Process.

Market targeting strategies -Positioning - Undifferentiated marketing -Concentrated marketing.

**Module 3- Product Strategy and Price Strategy**

**16 Hrs**

Product differentiation - Product life cycle strategies and life cycle extensions - New product development process - Product mix -Product line - Analysis - Line modernization - Branding - Building an identity - Brand equity - Brand name decision - Brand building tools - Repositioning - Packaging and labelling.

Pricing objectives and importance - Factors influencing price -Pricing Methods/Strategies - Product mix pricing - Price wars and reaction to price challenges.

**Module 4 -Promotion Strategy**

**8 Hrs**

Elements of Promotion Mix - Sales Promotion Tools to consumers and dealers - meaning, nature and functions; limitations. Sales promotion schemes-sample-coupon-price off-premium plan-consumer contests and sweep stakes-POP displays-demonstration-trade fairs and exhibitions

Role and importance of Advertising - Advertising - Advertising: functions of advertising; advertising media; different types of media-relative merits and demerits-Agency, Personal selling and sales force management.

### **Module 5 - Distribution Strategy**

**4 Hrs**

Marketing channel system - Traditional and modern - Factors affecting choice of channel - retail formats- supermarkets, hyper markets, chain stores, department stores, discount stores, margin free markets, electronic retailing. Upcoming trends in Retail Management.

### **Module 6- Recent Trends in Marketing**

**6 Hrs**

E-Business using the Internet domains B2C, B2B, C2C, C2B -Placing ads and promotion online - Use of blogs as a promotion tool - Telemarketing - Retailing - Niche Marketing - Kiosk marketing - Catalog marketing - Relationship marketing and contextual marketing (concepts only).

### **Skill Development:**

*(These activities are only indicative, the Faculty member can innovate)*

1. Visit any website and list the promotion strategy of a sponsoring company.
2. Find out the promotion tools of any company.
3. Observe the Distribution Network of a Company
4. List out Product Line of a company and note line modernization or deletion.
5. Draw a Product Life Cycle with regard to a particular product of a company and observe its extension.

### **COURSE OUTCOMES**

After completion of the course the students will be able to :

1. Identify the elements of marketing mix of a firm in a dynamic marketing environment by using SWOT analysis.
2. Develop Segmentation, Targeting and Positioning strategy on the basis of Consumer buying Behaviour.
3. Use appropriate Branding, Pricing and product strategy in accordance with prevailing phase of Product life cycle.
4. Evaluate the role of each element of promotion mix as sale promotion tool while designing the promotion mix strategy of a firm.
5. Design an appropriate channel of distribution of goods and/service of a firm in the wake of recent developments in retail management.
6. Illustrate the role of marketing manager in the wake of recent trends in Marketing.

### **Books for Reference:**

- Adrian Palmer: Introduction to Marketing, Theory and Practice, Oxford University Press, 2004, New York.
- Armstrong & Kotler: Principles of Marketing, Tenth Edition, Prentice Hall, India.
- Czinkota & Kotabe: Marketing Management, Second Edition, Thomas South Western, Vikas Publishing House.
- Kotler Philip: Marketing Management, Eleventh Edition, Pearson

**SEMESTER-II**  
**MI 17 MC 203: FUNDAMENTALS OF ACCOUNTING**

**COURSE OBJECTIVES:**

The students will be able to

1. Describe the objectives of Financial Accounting and Reporting from the perspective of different users of Financial accounting information.
2. Define the concepts, assumptions and conventions of Accounting.
3. Prepare all types of subsidiary books.
4. Construct the financial statements of a Sole proprietor.
5. Describe the process of Accounting by using Tally.
6. Differentiate between Accounting Standards of Ind AS and IFRS.
7. Explain the implication of unethical accounting practices on the society

**Module - 1: Introduction to Accounting**

**6 Hrs**

Basic Financial Statements (Balance sheet, Profit or loss statement, cash flow statement) - Meaning of Accounting - Objectives of Financial Accounting and Reporting - Users of Financial Accounting Information - Limitations of Accounting - Qualitative characteristics of financial statements: Understandability, Relevance, Reliability and Comparability (Four Pillars of Accounting)

**Module - 2: Conceptual Basis of Accounting**

**10Hrs**

Understanding the Concepts of Equity, Assets, Liabilities, Income, Expense and Revenue vs. Capital - Accounting Concepts & Conventions, GAAP: Assumption of Going Concern - Concepts of Accrual, Materiality, Double Entry - Substance over Form - Basic Accounting Equation and representation in Balance Sheet

**Module-3: Framework of Accounting**

**16 Hrs**

Accounting Cycle - Classification of Accounts (based on Accounting Equation Method) - Process of Journalising - Posting to Ledgers - Preparation of Trial Balance - Preparation of Subsidiary Books: Purchases, Sales, Purchases Returns, Sales Returns, Triple Column Cash Books and Journal Proper - Rectification of Errors as per Ind AS 8 and 10

**Module - 4: Final Accounts of a Sole Proprietor**

**12 Hrs**

Preparation of Trading Account, Profit & Loss Account, and Balance Sheet of Sole Proprietary concerns - Treatment of Special Items: Adjustments relating to Closing Stock; Outstanding Expenses; Prepaid Expenses; Accrued Income; Income received in advance, provision for discount on debtors, provision for discount on creditors; goods distributed as free samples, goods taken by the owner for personal use, Abnormal loss of stock by fire, theft and accident(insured goods and uninsured goods), Manager's Commission

**Module-5: Computerised Accounting Process**

**10 Hrs.**

Accounting Process using Tally - Journal, Ledger and Trial Balance

**Module – 6: Accounting Standards and IFRS****6 Hrs.**

Meaning and Objectives of Accounting Standards – Procedure for issuing Accounting Standards in India – International Financial Reporting Standards – Need for IFRS Convergence – Ind AS - Introduction to Financial Statements as per Ind AS Schedule III

**Skill Development:**

*(These activities are only indicative, the Faculty member can innovate)*

1. Contact an NGO and find out their system of accounting.
2. Collect information with regard to the practical reasons for charging Depreciation and the methods adopted for calculating the same.
3. Generate different types of financial and cost related reports using excel and tally.
4. Find out the accounting system adopted by a Sole Proprietor.
5. Differences between Double Entry and Single Entry systems of Book-keeping.
6. Analyse the differences between Profit & Loss Account and Income & Expenditure Account/ Receipts & Payments Account.
7. Study of published financial statements of firms (developing skills to interpret the financial statements & assess performance).
8. Study the accounting software such as Microsoft dynamics, SAP & Oracle.

**COURSE OUTCOMES:**

After completion of the course the students will be able to

1. Illustrate the objectives of Financial Accounting and Reporting from the perceptive of different users of Financial accounting information.
2. Describe the concepts, assumptions and conventions of Accounting.
3. Prepare all types of subsidiary book
4. Construct the financial statements of a Sole proprietor.
5. Develop Financial Statements by using Tally.
6. Compare and contrast the Accounting Standard of IFRS and Ind AS.
7. Illustrate the implication of unethical accounting practices on the society

**Books for Reference:**

- Jain S P & Narang: Basic Financial Accounting.
- R. S. N. Pillai, Bagavathi & S. Uma: Fundamentals of Advanced Accounting.
- S. Anil Kumar, Mariappa & V Rajesh Kumar: Financial Accounting.
- S. N. Maheshwari & S. K. Maheshwari: Fundamentals of Accounting.
- S. Sudalaimuthu & S. Anthony Raj: Computer Applications in Business.
- Bhushan Kumar Goyal & H.N. Tiwari.

**SEMESTER-II**  
**MI I5 AR 204 : MACRO ECONOMICS**

**COURSE OBJECTIVES:**

The students will be able to

1. Describe the types of social and economic systems and its implication on developing economy.
2. Explain the phases of Business cycles, Inflation and its impact on Economy and Business in particular.
3. Examine the role of Monetary and Fiscal policy in controlling inflation and Deflation.
4. Examine the role of Exchange rate in attracting FDI and FII's.
5. Analyze the various methods of computing National Income and its difficulties.
6. Relate the impact of population, unemployment, capital formation and savings and investment with Human development Index

**Module 1- Introduction to Macro Economics**

**7 Hrs**

Social systems – Features of socialism, capitalism and mixed economy, K Economy – Features, Framework, K Economy in a developing country.

**Module 2-Business Cycles**

**10 Hrs**

Phases of Business Cycles, Features of Business Cycles, Inflation - Types, Cause and Effects.

**Module 3-Monetary and Fiscal Policy**

**10 Hrs**

Monetary Policy – Meaning, Features & Tools, Fiscal Policy – Meaning, Features and tools, Inflation and Deflation.

**Module 4-International Monetary Systems and International Finance**

**10 Hrs**

Exchange Rate Regime, Fixed versus Floating Rates, FDI and FII's

**Module 5 – National Income Accounting**

**8 Hrs**

Basic Concepts, Determination of National income, Methods of Computation, Difficulties of Estimation, Calculation of NI Concepts.

**Module 6 – Nature of Indian Economy**

**15 Hrs**

Population – Causes of Growth of Population impact of population, meaning of Life expectancy, Literacy, Age-Sex composition of population, Human Development Index, unemployment –Meaning, Types, Causes and Remedies, Capital Formation- Trends, Reasons for Low Rate of Capital formation, Measures to raise the rate of saving and investment.

**Skill Development**

*(These activities are only indicative, the Faculty member can innovate)*

1. To study how business cycles have impacted the global economy in the past companies.
2. To compare the monetary policies of any two economies.

3. Do a case study of National income accounting company and underdeveloped economy with a developed area.
4. Find out the recent changes introduced in monetary and fiscal policies.
5. Find statistical trends in unemployment.
6. List the difference between states in context of poverty, literacy, population etc.

### **COURSE OUTCOMES**

After completion of the course the students will be able to

1. Explain the types of social and economic systems and its implication on developing economy.
2. Illustrate the phases of Business cycles, Inflation and its impact on Economy and Business in particular.
3. Evaluate the role of Monetary and Fiscal policy in controlling inflation and Deflation.
4. Relate dynamics of Foreign Exchange rate with FDI and FII's flows.
5. Compare and contrast the various methods of computing National Income and its difficulties.
6. Analyze the impact of population, unemployment, capital formation and savings and investment with Human Development Index

### **Books for Reference:**

- ❖ D. M. Mithani: Business Economics.
- ❖ Joel Dean: Managerial Economics.
- ❖ K. K. Dewett: Economic Theory.
- ❖ M. L. Jhingan: International Economics.
- ❖ Mote V. L. Peul. S & Gupta G S: Managerial Economics TMH.
- ❖ Niravathi & C. Ramani Nair: International Economics.
- ❖ Peterson & Lewis: Managerial Economics.
- ❖ Sankaran: Business Economics.
- ❖ Seth M. L: Text Book of Economic Theory.
- ❖ Varsheney & Maheswari: Managerial Economics.

**SEMESTER-II**  
**FSD15 202-INDIAN CONSTITUTION**

**Module - 1**

**12 Hrs**

Framing of the Indian Constitution: Role of the Constituent Assembly.  
Philosophy of the Constitution: Objectives, Resolution, Preamble, Fundamental Rights and Duties. Human Rights and Environmental Protection.

**Module -2**

**12 Hrs**

Special Rights created in the Constitution for Dalits, Backward Classes, Women and Children, and Religious and Linguistic Minorities.  
Directive Principles of State Policy: The need to balance Fundamental Rights with Directive Principles.

**Module -3**

**12 Hrs**

Union Executive: President, Prime Minister and Council of Ministers; Powers and functions, Coalition Government; Problems in their working.  
Union Legislature: Lok Sabha and Rajya Sabha, Powers and Functions; recent trends in their functioning.

**Module -4**

**12 Hrs**

State Government: Governor, Chief Minister and Council of Ministers, Legislature.  
Centre-State Relations: Political, Financial, Administrative; Recent Trends.

**Module -5**

**12 Hrs**

Judiciary: Supreme Court, Judicial Review, Writs, Public Interest Litigations.  
Enforcing Rights through writs.  
Emergency Provisions (Article 356)

**Books for Reference:**

- K. Ghai: Indian Constitution.
- G R Poornima, M N Suresh Kumar & Barath D. Malali: Indian Constitution.