

SECOND SEMESTER

(COMCC-5) HUMAN RESOURCE MANAGEMENT

- Unit - I** Introduction : Concept of Human and Humanity, Concept and Dimensions of Human Resource Management, Objectives and Significance.
- Unit - II** Selection, Training and Development : Man Power Planning, Sources of Recruitment, Selection Procedures, Training Methods, Development of H.R.
- Unit - III** Employee Relations : Concept and Importance of Departmental Relationship, Trade Union and Collective Bargaining, Social Responsibility of Trade Unions
- Unit - IV** Human Resource Appraisal : Concept and Significance, Criteria of Performance Appraisal.
- Unit - V** Human Resource Accounting and Auditing : Concept and Methods.

BOOKS RECOMMENDED :

1. G.R. Rao, Labour Problems in Public Sector. 15th Publication of LN Mithila University.
2. Subba Rao P, Personnel and Human Resource Management, HPH, Hyderabad.
3. Greer R.C. Strategic Human Resources Management, Pearson Publications
4. Anandhappa, K. Human Resource Management, TMH, New Delhi.
5. Cary Daxler, Human Resource Management, Prentice Hall India, New Delhi.
6. Menappa, A Q Saiyadin M - Personnel Mgt. TMH.

(COMCC-6) MARKETING MANAGEMENT

- Unit - I** The Fundamentals : Concept, Nature, Scope, Buyers' and Seller's market, Consumer and Industrial Markets, Market Segmentation.
- Unit - II** Marketing Environment : Micro and Macro Environment : the components and their role in making the marketing decisions.
- Unit - III** Marketing Information System : Concept, Sub-systems, Management of Inputs, Importance of MIS
- Unit - IV** Consumer Behaviour : Understanding Consumer Behaviour, Factors Influencing Consumer Behaviour.
- Unit - V** Marketing Mix : The Concept, The Sub-mixes of Marketing Mix :
Product - Concept, Product Life Cycle, product Innovation, Product Line, Packaging and Packaging, Branding, product Development.
Promotion - Concept, Components Advertising, Publicity, Sales Promotion, Personal Selling, Cause related and Sponsorship Marketing, Word of mouth Promotion
Place - Policy, Objectives, Strategies
Price - Levels of Distribution and Physical Distribution

BOOKS RECOMMENDED :

1. Kotler Philip & Gary Armstrong - Principles of Marketing, Prentice Hall, New Delhi.
2. Rangaswamy, V. S. & Other - Marketing Management, MacMillan India, New Delhi.
3. Stanton Victor, L. & Other - Fundamentals of Marketing, MacGraw Hill, New York.
4. Sell Richard R & Other - Sales Management Decision, Prentice Hall, New Delhi.
5. Srivastava, R. - Case Study in Marketing, Prentice Hall New Delhi.
6. Jai Anand Singh - Marketing Management in Indian Perspective, Himalya Publishing House, Mumbai

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(COMCC-7) FINANCIAL MANAGEMENT

Unit-I	Financial Management : Concept, Objectives and Significance.
Unit-II	Cost of Capital and Capital Budgeting : Meaning and Significance of Cost of Capital; Computation of Cost of Debt, Preference Capital, Equity Capital and Retained Earnings; Combined (Weighted) Cost of Capital, Meaning and Significance of Capital Budgeting; Methods of Evaluating Investment Opportunities - Payback Period, Net Present Value, Internal Rate of Return.
Unit-III	Capital Structure: Traditional Approach of Capital Structure; MM Hypothesis; Factors Affecting Capital Structure; Leverage - Operating Leverage, Financial Leverage; Combined Leverage, Measurement of Leverage.
Unit-IV	Management of Income: Retained Earnings - A Source of Internal Financing; Concept and Types of Dividend; Determinants of Dividend Policy; Dividend Policy - Walter's Model and MM Hypothesis.
Unit-V	Management of Working Capital: Meaning, Significance and Types of Working Capital; Sources of Working Capital, Determinants of Working Capital.

BOOKS RECOMMENDED :

1. Pandey, I.M. - Financial Management, Vikas Publishing, Delhi.
2. Khan, M.Y. & Other - Financial Management, Tata McGraw, New Delhi.
3. Chandra, Prasanna - Financial Management, Tata McGraw, New Delhi.
4. Kishore, Ravi M. - Financial Management, Thomson, New Delhi.
5. Bhattacharya, H - Working capital Management, Prentice Hall, New Delhi.

(COMCC-8) CORPORATE LEGAL FRAMEWORK

Unit - I	The Indian Companies Act, 1956 : Nature and Types of Companies, Memorandum and Articles of Association and Prospectus.
Unit - II	Share Capital : Share and Share Capital, Membership and Transfer of Shares.
Unit - III	Meetings and Management - Kinds of Meeting, Annual General Meeting and Board Meetings, Rights and Responsibilities of Directors and Managing Director of a Company.
Unit - IV	Accounts and Audit : Annual Accounts, Statutory Audit, Special Audit and Cost Audit, Corporate Social Responsibility.
Unit - V	Other Legislations : Introductory ideas of SEBI, FEMA, IRDA and Consumer Protection Act.

BOOKS RECOMMENDED :

1. Jain, Vinod - Student Guide to Companies Act, Taxmann, New Delhi
2. Majumdar and Kapoor - Company Law and Practice, Taxmann, New Delhi
3. Kapoor, N.B. - Company Law, Sultan Chand, New Delhi
4. The Companies Act, 1956 (Bare Act)
5. Kamaty - A Guide to Companies Act, Wadhwa Comp. Nagar
6. BSA Act - SEBI, FEMA, IRDA and Consumer Protection Act

Handwritten signatures and dates:
13/06/2018
12/6
15/6/18

(COMCC-9) MANAGEMENT ACCOUNTING

- Unit - I** Introduction to Accounting: Management Accounting As An Area of Accounting Objectives, Nature And Scope of Management Accounting, Cost Accounting And Management Accounting, Difference between Management Accounting and Financial Accounting and Cost Accounting
- Unit - II** Budgeting: Definition of Budget, Essential of Budgeting, Types of Budget Flexible Budget, Functional Budget, Sales Budget, Production Budget.
- Unit - III** Standard Costing and Variance Analysis: Standard Costing as a Control Technique, Variance Analysis Meaning and Importance, Kinds of Variance and Their Uses, Material and Labour variance.
- Unit - IV** Break Even Analysis : Concept of Cost Volume, Profit Analysis, Break Even Point, Margin of Safety and Break Even Chart
- Unit - V** Management Reporting : Financial Information System-Need and Importance, Essentials of Good Reporting System

BOOKS RECOMMENDED :

1. S. N. Maheswari - Accounting for Management, Sultan Chand, New Delhi
2. Kappasally - Accounting for Managers, PHI, New Delhi
3. Arora, M.N. - Accounting for Management, Himalaya Publishing House, Mumbai
4. H. Chakravarty & S. Chakravarty - Management Accounting, Oxford University Press, New Delhi
5. Sahgal and Sahgal - Accounting for Management, Tata, New Delhi