

APPENDIX – 19(i) (R&S)

UNIVERSITY OF MADRAS

BACHELOR OF COMMERCE DEGREE COURSE IN MARKETING MANAGEMENT

Faculty of Commerce

Choice Based Credit System (W.E.F.2019-2020)

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (AUTONOMOUS)

Shift – II

REGULATIONS

(As per Common Regulations framed by University of Madras)

SCHEME OF EXAMINATIONS:

FIRST SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language Courses	4 + 2*	3	3	40	60
2	Part – II	English	4	3	3	40	60
3	Part – III	Core I - Financial Accounting - I	6	4	3	40	60
4	Part – III	Core II Business Economics	5	4	3	40	60
5	Part – III	Allied I Business Communication	5	4	3	40	60
6	Part – IV	Non-Major Elective / *Basic Tamil / Advanced Tamil	2	2	3	40	60
7	Part – IV	Skill Based Subject Soft Skills – I	2	3	3	50	50
	Total		30				

SECOND SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language Courses	4 + 2*	3	3	40	60
2	Part – II	English	4	3	3	40	60
3	Part – III	Core III Financial Accounting – II	6	4	3	40	60
4	Part – III	Core IV Marketing Management	5	4	3	40	60
5	Part – III	Allied II Business Regulatory Framework	5	4	3	40	60
6	Part – IV	Non-Major Elective / *Basic Tamil / Advanced Tamil	2	2	3	40	60
7	Part – IV	Skill Based Subject Soft Skills – II	2	3	3	50	50
	Total		30				
Non-Major Electives (Semester I)			Non-Major Electives (Semester II)				
Social Entrepreneurship			E-Waste Management				

THIRD SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – III	Core V Corporate Accounting	6	4	3	40	60
2	Part – III	Core VI Internet & Digital Marketing	6	4	3	40	60
3	Part – III	Core VII Consumer Behaviour	5	4	3	40	60
4	Part – III	Core VIII Advertising	5	4	3	40	60
5	Part – III	Allied III Modern Banking	6	4	3	40	60
6	Part – IV	Skill Based Subject Soft Skills – III	2	3	3	50	50
	Total		30				

FOURTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – III	Core IX Customer Relationship Management	5	4	3	40	60
2	Part – III	Core X International Marketing	5	4	3	40	60
3	Part – III	Core XI Brand Management	5	4	3	40	60
4	Part – III	Core XII Retail Marketing	6	4	3	40	60
5	Part – III	Allied IV Business Statistics & Operations Research	6	4	3	40	60
6	PART-III	Allied V Internship (1 Month)		4			
7	Part – IV	Skill Based Subject Soft Skills – IV	2	3	3	50	50
8	Part – IV	Environmental Studies	1	2	3	50	50
	Total		30				

FIFTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – III	Core XIII Entrepreneurial Development	5	4	3	40	60
2	Part – III	Core XIV Cost Accounting	5	4	3	40	60
3	Part – III	Core XV Financial Management	6	4	3	40	60
4	Part – III	Core XVI Sales & Distribution Management	5	4	3	40	60
5	Part – III	Elective I 1. Financial Services 2. Practical Auditing	5	5	3	40	60
6	Part – III	Open Elective Social Media Marketing (For Other Departments)	2	5	3	40	60
7	Part – IV	Value Education	2	2	3	50	50
	Total		30				

SIXTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – III	Core XVII Accounting for Decision Making	6	4	3	40	60
2	Part – III	Core XVIII Services Marketing	6	4	3	40	60
3	Part – III	Core XIX Marketing Research and Information Systems	6	4	3	40	60
4	Part – III	Elective II 1. Logistics & Supply Chain Management 2. Industry Marketing	6	5	3	40	60
5	Part – III	Project Work & VIVA VOCE	6	4	3	20	80
6	Part – V	Extension Activity		1			
	Total		30				

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Shift – II

SYLLABUS

Semester	I
Subject	CORE I - FINANCIAL ACCOUNTING – I
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To enable the students to know the Principles of Accounting in General.
2. To Understand the System of Keeping Financial Accounting Records.

Unit-I

Accounting - Meaning and scope of accounting - **Basic Accounting Concepts and Conventions- Objectives of Accounting – Accounting Transactions* – Double Entry Book Keeping – Journal, Ledger, Trial Balance - Rectification of errors – Preparation of Suspense Account – Effect of Rectification on Profits, Bank Reconciliation Statement.

Unit-II

Preparations of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Discount on Debtors, Interest on Capital and Drawings, Loss of Stock by Fire.

Unit-III

Depreciation – Meaning, Causes, Types – Straight-Line Method (SLM) – Written down Value method (WDV) – Sinking Fund Method.

Insurance claims – Average Clause (Loss of stock only)

Unit-IV

Accounting from Incomplete Records– Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

Unit-V

Preparations of Receipt and Payments Accounts – Distinction between Revenue and Capital items - Income and Expenditure Account and Balance Sheet of Non-Trading Organizations.

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
Total Marks						100

Reference Books:

1. R.L.Gupta & V.K.Gupta – Financial Accounting – Sultan Chand Publishers, New Delhi
2. Jain & Narang - Financial Accounting – Kalyani Publishers
3. P.C. Tulsian – Financial Accounting – TATA Mc Graw Hill Publishers
4. Shukla & Grewal – Advanced Accountancy -Vol .I – S. Chand & Co.
5. Manikandan S, Rakesh Shankar R, Financial Accounting, Scitech Publications
6. T. S. Reddy & A. Murthy - Financial Accounting – Margham Publications

Semester	I
Subject	CORE II – BUSINESS ECONOMICS
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To facilitate the understanding of the relevance and need of the Economics in the Current Scenario.
2. To customize the importance of Business Economics and its relevance in market conditions.

Unit- I:

Introduction to Economics – Wealth, Welfare, Scarcity and Growth Views on Economics – ***Positive and Normative Economics – Scope and Importance of Managerial Economics**- Economic approach, Circular flow of activity, Nature of the firm, Forms of organizations, Objectives of firms.

Concepts: Production possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts.

Unit-II:

Demand Function – Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Slope & Elasticity of Demand –Shifts in the demand curve vs. movement along the demand curve - ***Demand Forecasting**.

Supply Function – Meaning of Supply – Determinants of Supply – Law of Supply – Slope & Elasticity of Supply – shifts in the supply curve Vs. movement along the supply curve - Concept of Equilibrium.

Unit-III:

Consumer Behaviour - Indifference Curve – Definition, Properties and equilibrium - Law of Diminishing Marginal utility – Equi-marginal utility – Consumer surplus and producer surplus

Production Function - Factors of Production: Law of Variable proportion – Laws of Returns to Scale –Costs of production -total cost, fixed cost, variable cost, average cost, marginal cost, short run and long run costs- Producer's equilibrium – Economies of scale - Break Even Analysis.

Unit-IV:

Product pricing: price and output determination under perfect competition - profit maximization, monopoly- price discrimination, monopolistic competition, oligopoly- collusion and cartels- ***pricing objectives and methods**.

Unit-V:

Introduction to National Income Accounts – Models of National Income Determination – Economic Indicators; Technology and Employment – ***Issues and Challenges**.

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference books:

1. P.L. Mehta, Managerial Economics- analysis, problems and cases – Sultan Chand Publishers, New Delhi.
2. C.M Chaundhary, business economics- RBSA Publishers, Jaipur
3. H.L. AHUJA, business economics, Sultan Chand Publishers, New Delhi
4. Maddala, G.S., and E. Miller. Microeconomics: Theory and Applications. McGraw- Hill International Ed.
5. Gupta G S, Managerial Economics- TATA Mc Graw Hill International

Semester	I
Subject	ALLIED I – BUSINESS COMMUNICATION
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To facilitate the students to understand the concept of Communication.
2. To know the Basic Techniques of the Modern forms of Communication.

Unit-I:

Introduction to Communication- Meaning and Definition - Process - Functions - **Objectives - Importance* - Essentials of effective communication - Communication barriers - Overcoming communication barriers, Interactive Communication and the role of communication in the job of marketing & sales personnel.

Unit-II:

** Types of Communication -Written - Oral - Face-to-face - Silence - Merits and limitations* – modern methods of communication- E-Mail, Video Conferencing – **Social Corporate Networking*. Business etiquette, Effective communication and convincing customers- Persuasive Communication & Handling Negativity; Presentations to Hostile Audience –Negotiating Skills.

Unit-III:

Business Letters - Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Drafting of business letters - Enquiries and replies - Sales letters.

Unit-IV:

Market positioning in communication – Pillars of Marketing Communication [Mar.Com] – the Product, the benefit, the effect and the motivation – **Objectives of the Mar.Com Cycle*, marketing surveys- analysis and report writing (an Overview)

Unit-V:

Application of Communication Skills - Group Decision-Making - Presentation - Speeches – Customer Care/Customers Relations - Public Relations

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference books:

Rajendra Pal, Essentials of Business Communication, Sultan Chand Publishers, New Delhi

1. N. S . Raghunathan & B. Santhanam, Business Communication, Margham Publications, Chennai
2. R. C. Bhatia, Business Communication, Ane Books Pvt Ltd, New Delhi
3. Munter, Mary. Guide to Managerial Communication: Effective Business Writing and Speaking, Prentice Hall,
4. Kaul Asha., Effective Business Communication, Prentice Hall of India

Semester	I
Subject	NON-MAJOR ELECTIVE I – SOCIAL ENTREPRENEURSHIP
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	2 Credits / 2 Hours(per week)
Exam Duration	3 Hours

Unit – I:

Social Entrepreneurship – Meaning, Definition, Difference between Entrepreneurship & Social entrepreneurship

Unit – II:

Social Entrepreneurship – Characteristics, Functions, Importance, Qualities of Social Entrepreneurs

Unit – III:

Types of Social Entrepreneurship & Capital Forms, role of technology in Social Entrepreneurship

Unit – IV:

Key area of work of social entrepreneurship in India, Limitations of Social Entrepreneurs

Unit – V:

Social enterprise, advantages & Disadvantages of Social Enterprise

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	II
Subject	CORE III - FINANCIAL ACCOUNTING - II
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To enable the students to know the Principles of Accounting related to the marketing field
2. To gain working knowledge on the special transactions relating to the marketing field.

Unit-I

Hire Purchase System – Introduction – Accounting procedure for high value goods – Default and Repossession – Hire purchase trading account – Installment purchase system – Accounting treatment.

Unit-II

Branch Accounting – Debtors system, Stock and debtors system, Independent branch (Foreign Branches excluded) – Branch final accounts system and whole sale basis system.

Departmental accounts – inter-departmental transfers.

Unit-III

Consignment Accounts – Meaning – Features of consignment business – distinction between sale and consignment – accounting treatment in the books of consignor and consignee – Valuation of Inventories – Normal Loss – computation of different types of commission – account sales

Joint Venture Accounts - Meaning – Features of joint venture transactions – distinction between joint venture and partnership – methods of maintaining joint venture accounts.

Unit-IV

Partnership Accounts – Admission, Retirement and Death of Partner(s) – Computation of Revised profit-sharing ratios - Accounting for Goodwill – Treatment of Reserves – Revaluation of Assets and Liabilities – Preparation of Balance Sheet of Reconstituted firm.

Unit-V

Dissolution of Partnership – Insolvency of a partner – Garner Vs Murray – Insolvency of one or more partners – Insolvency of all partners - piecemeal Distribution – Proportionate Capital Method and Maximum Loss method.

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
Total Marks						100

Reference Books:

1. R.L.Gupta & V.K.Gupta – Financial Accounting – Sultan Chand Publishers, New Delhi
2. Jain & Narang - Financial Accounting – Kalyani Publishers
3. P.C. Tulsian – Financial Accounting – TATA Mc Graw Hill Publishers
4. Shukla & Grewal – Advanced Accountancy -Vol. I – S. Chand & Co.
5. Manikandan S, Rakesh Shankar R, Financial Accounting, Scitech Publications
6. T. S. Reddy & A. Murthy - Financial Accounting – Margham Publications

Semester	II
Subject	CORE IV – MARKETING MANAGEMENT
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To expose the students to the World of Marketing
2. To make the students understand the Functions of Marketing.

Unit – I:

Marketing Management – an Overview of basic concepts of market and marketing management - **what is marketing?* - *Responsibilities of Marketing Management* - Marketing Strategy Planning - Managing a Marketing Program - The Environment of Marketing - Analyzing Market Opportunities - Environmental Scanning - Differences between Micro and Macro Environment - Marketing Mix-The Traditional 4P's – the modern 7P's.

Unit – II:

Market Targeting - Buyer Behavior: Consumers and Industrial Buyer - Market Segmentation, Targeting and Positioning - **New Product Planning* – Marketing Strategies with reference to Product Life Cycle and Competitive Strategies.

Unit – III:

Marketing Mix Decisions - Product decisions- Differentiation, Branding, New product decisions - Pricing decisions - Marketing Channel and distribution strategy, sales force management decisions - Marketing Communications: Advertising and sales promotion decisions- **role of Indian Advertising Standards Council*

Unit – IV:

Distribution - Channels of distribution - meaning and importance; Types of distribution channels; **Wholesaling and retailing* - Factors affecting choice of distribution channel.

Marketing organization - Marketing Control - Marketing Research and the Marketing Information System.

Unit – V:

Marketing of Services - International Marketing - Non-Business Marketing – Rural Marketing - Marketing in the Contemporary Environment, **Recent issues and developments in marketing* - Social Marketing - online marketing, green marketing, sustainable marketing and relationship marketing.

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. C B Gupta & Dr. Rajan Nair –Marketing Management, Sultan Chand Publishers, New Delhi
2. William J Stanton – Marketing, Prentice- Hall of India, Economy Edition
3. Philip Kotler – Principles of Marketing, Prentice- Hall of India, Eastern Economy Edition
4. Majaro, Simon. The Essence of Marketing. Prentice Hall, New Delhi.
5. J Jayasankar, Marketing, Margham Publications, Chennai

Semester	II	
Subject	ALLIED II – BUSINESS REGULATORY FRAMEWORK	
Maximum Marks	CIA- 40 Marks	ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours(per week)	
Exam Duration	3 Hours	

Objectives

1. To expose the students to the legal framework related to the business
2. To make the students understand the relevance of legal aspects in business and marketing.
3. To enable the students to understand the Legal Remedies available Law to the Business and other People.

Unit-I:

Introduction to Mercantile Law - Law of Contract and basic definitions -Kinds of Contracts, Essentials of a Valid Contract -offer and Acceptance and Communication, Consideration, Capacity to Contract, Free Consent, Legality of Object and Consideration, Performance of Contract, Discharge of Contract, Breach of Contract – Remedies.

Unit-II:

Special Contracts

Bailment- Definition and Essential elements, Rights and duties of bailor and bailee, Finder of lost goods.

Pledge- Essentials, Rights and duties of Pawnor and Pawnee, Indemnity- Definition, nature of liability of surety, rights of surety, Discharge of surety, Guarantee- Meaning and definition, types, revocation of guarantee

Unit-III:

The Sale of Goods Act, 1930 –Introduction – definition - goods and their classification; sale and a agreement to sell - essential elements of contract of sale - **sale distinguished from hire purchase and instalment sale* - **Conditions and Warranties** - distinction between condition and warranty - implied conditions and warranties- **Doctrine** of Caveat Emptor and its exceptions - Transfer of Ownership - passing of property from the seller to the buyer - unpaid seller and his rights.

Unit IV:

Contract of Agency – Creation – classification of Agents – Principal Agent relationships – **Delegation of authority* – Personal liability of agent – Termination of agency, Sub agents and substituted agents.

Unit V:

Information Technology Act – Scope, Objectives, Electronic Contracting, electronic records and digital signatures, **cyber offences*, legality of e-marketing.

Overview of The Competition Act- 2002, Consumer Protection Act- 1986, Food Safety and Standards Act- 2006

** Self Study Portion*

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End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. N.D.KAPOOR, Elements of mercantile law, Sultan Chand & co
2. N.D.KAPOOR, Business Laws, Sulthan Chand & co
3. DR.M.R.Sreenivasan, Business Law 2nd Ed Margham Publication, Chennai
4. P.C.Tulsian Business Laws, 2nd ed, Tata McGraw Hill, New Delhi
5. R.S.N.Pillai and Bhagavathi, 2004, Business Law, 3rd Ed., S.Chand & Co., New Delhi

Semester	II
Subject	NON-MAJOR ELECTIVE II – E-WASTE MANAGEMENT
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	2 Credits / 2 Hours(per week)
Exam Duration	3 Hours

Unit – I:

E- Waste – Meaning; E-Waste Management Meaning, Needs, Importance

Unit – II:

Sources of E-Waste, Types E – Waste, Effects on Humans & Environment

Unit – III:

Reason for E – Waste, Methods of Disposal

Unit – IV:

Problems & Challenges in the current practices, Statistics(Regarding E Waste)

Unit – V:

E- Waste Recycling, Techniques, Advantages, Alternative Solutions.

* *Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	III
Subject	CORE V - CORPORATE ACCOUNTING
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To enable the students about the Preparation of the Company accounts.
2. To motivate the students to understand the various Provisions of the Company Law & Accounting Standards.

Unit I:

Accounting for Issue of Shares & Debentures, Employee Stock Option Plan – **Meaning, importance*, Accounting for employee stock option plan.

Unit II:

Redemption of preference shares and Debentures – Underwriting of shares and Debentures.

Unit III:

Corporate Financial Reporting – Concepts - Final Accounts as per new guidelines – **divisible profits*, managerial remuneration, profits prior to incorporation.

Unit IV:

Valuation – Concepts – Valuation of Intangible Assets – Goodwill, Patents, trademarks, IPR's – **Characteristics* – Valuation methods.

Internal reconstruction: Concepts and accounting treatment (excluding scheme of reconstruction)

Unit V:

Corporate Restructuring - Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) Advanced problems for Mergers and Amalgamations, (excluding inter-company holdings)

**Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
Total Marks						100

Reference Books

1. P.Jain and K.L.Narang, Corporate Accounting, Kalyani Publishers, New Delhi
2. R.L.Gupta and M.Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi
3. S.N.Maheswarm Advanced Accounting, Sultan Chand & Sons, New Delhi
4. M.C.shukla & T.S.Grewal, Advanced Accounting, S.Chand & Co.Ltd. New Delhi
5. Hanif & Mukherjee, Advanced Accounting, TATA Mc Graw Hill Publications

Semester	III
Subject	CORE VI – INTERNET AND DIGITAL MARKETING
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To highlight the emerging technologies in the area of marketing and familiarize the students with the trends.
2. To enable the students to understand the importance of Internet of Things in marketing.

Unit – I:

Digital marketing – Meaning, importance of digital marketing, Distinction from traditional marketing,

***new trends and current scenario of the world-** Digital marketing a boon or a Bane – tool of success for companies - advantages to small and medium enterprises - Categorization of digital marketing for the business.

Web site - levels of web site, Difference between blog, portal & website - Diagnosis of the present website and business- SWOT analysis of business, website and media or promotion plan - Setting up vision, mission and goals of digital marketing- Website planning & Creation

Unit – II:

Search Engine Optimization (SEO) - On page optimization techniques- Off page Optimization techniques, - Book marking and news Aggregators, Preparation of Reports - Keywords, titles, meta tags etc.,

Unit – III:

Social Media Optimization (SMO) - Introduction to social Media Marketing - Advanced Facebook Marketing - Word Press blog creation - Twitter marketing - LinkedIn Marketing - Google plus marketing -- ***Instagram Marketing** – Multimedia – YouTube Marketing - Optimization process. – Influencer Marketing.

Unit – IV:

Search Engine Marketing (SEM) – Introduction - Tools used for Search engine Marketing - PPC , ***Google AdWords Tool** - Display advertising techniques - Report generation

Unit – V:

Analysis & Reporting Tools - Google Analytics - Online Reputation Management - E-Mail Marketing - Affiliate Marketing - AdSense & Blogging - Social Media Analytics Meaning, Social Media Analytical Tools - Ad designing – ***Opportunities in Internet & Digital Marketing.**

**Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. Digital Marketing for Dummies, Ryan Deiss and Russ Hennesberry
2. Puneet Bhatia (2018) Fundamentals Of Digital Marketing, Pearson Publication
3. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky
4. Seema Gupta (2018) Digital Marketing, Tata Mc GrawHill
5. Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog, Jo and Dale Reardon

Semester	III
Subject	CORE VII – CONSUMER BEHAVIOUR
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Objectives:

1. To expose the students to the consumer behaviours and factors influencing the buyer.
2. To make the students understand the importance of consumer's Behaviour in buying decision.

Unit – I :

Consumer Behaviour and Marketing Action: An overview – Consumer involvement, decision making processes and **purchase behaviour and marketing implications* –Consumer Behaviour Models

Unit – II:

Environmental influences on consumer behaviour – **Cultural influences* – Social class, reference groups and family influences - Opinion leadership and the diffusion of innovations – Marketing implications of the above influences.

Unit – III:

The individual consumer and buying behaviour and marketing implications – Consumer perceptions, learning, attitudes, **motivation and personality* – psychographics, values and lifestyles.

Unit – IV:

Strategic marketing applications – Market segmentation strategies – Positioning strategies for existing and new products, Re-positioning, perceptual mapping – Marketing communications – Source, message and media effects. Store choice and shopping behaviour – In-Store stimuli, store image and loyalty – Consumerism – **Consumer rights and Marketers' responsibilities*.

Unit – V :

The Borderless Consumer Market and buying behaviour – Consumer buying habits and perceptions of emerging non-store choices – Research and applications of consumer responses to direct marketing approaches – **Issues of privacy and ethics*- Satisfaction & Value Post-purchase Processes, Satisfaction and retention, Quality and satisfaction

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. Suja R Nair (2018). Consumer Behaviour and Marketing Research, Himalaya Publishing House
2. David Loudon and Albert J Della Bitta (Reprint), Consumer Behavior, 4th edition. , Tata Mcgraw Hill
3. Henry Assael: Consumer Behaviour & Marketing Action, Kent Publishing Co.
4. Berkman & Gilson: Consumer Behaviour –Concepts and Strategies, Kent Publishing Co.
5. Bennet and Kassarrjan: Consumer Behaviour, Prentice Hall of India

Semester	III
Subject	CORE VIII – ADVERTISING
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Unit-I:

Advertising – Meaning, evolution and its role in the marketing process - Legal, Ethical and Social aspects of advertising. Communication - processes of communication; integrated marketing communications, reasons for its growth and its role in branding.

Unit-II:

The promotional mix; segmentation, Targeting and positioning and their role in promotion, Promotional objectives, determination, types and approaches, DAGMAR approach, problems in setting objectives; Advertising budget, establishment and allocation, budgeting approaches.

Unit-III:

Advertisement copy – meaning, concepts, components and types; The importance of creativity in advertising, creative strategy and process, implementation and evaluation

Unit-IV:

Media Planning, Establishing Media objectives, Media strategies, Media mix, Reach Vs. Frequency, Creative aspects, budget considerations, Evaluation of Broadcast media, Print media, Support media, Internet and interactive media etc.; computers in Media planning.

Unit-V:

Measuring the effectiveness of the promotional program, Advertising Research, Market testing, Testing via internet, Pre testing, Post testing, Laboratory Tests, Field tests, PACT (Positioning Advertising Copy Testing).

**Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. Chunawalla, S.A., Advertising, Sales and Promotion Management, Himalaya Publishing House,
2. Mohan, Manendra; Advertising Management, Tata McGraw Hill, New Delhi
3. S.K. Sarangi, Advertisement & Sales Promotion, Asian Books Private Limited.
4. Belch, George E. and Belch, Michael A.; Advertising and promotion, Tata McGraw Hill, New Delhi
5. Ogilvy David, Ogilvy on Advertising, London, Longman.
6. Jones, John Philip, What's in a brand, Tata McGraw Hill, New Delhi

Semester	III
Subject	ALLIED III – MODERN BANKING
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives:

1. To Familiarise the students to the basics of banking
2. To expose them to the modern banking system and to acquire basic knowledge related to business.

Unit-I:

Commercial bank – definition – classification of banking system– universal banking – functions – **role of commercial banks in economic development* – central banking – definition – need – principles – **central banking Vs commercial banking* – functions and role – RBI- functions and working – objectives – legal frame work.

Unit-II:

Opening bank accounts – type of bank accounts – KYC Norms - **FDR- Pay-in-slip book, Withdrawal forms* – special type of customers – bank lending – sources and factors of lending – Assessment and evaluation of customer profile and credit worthiness of the applicant for loan – Credit information Bureaus – CIBIL, Experian, Equifax, CRIF High Mark, Credit Records and Reference – disclosure to customers

Unit-III:

Negotiable instruments – meaning – definition – types – distinction between cheque, promissory note and bills of exchange - ** Cheque Truncation System [CTS] Cheques – meaning – advantages.* Endorsement – meaning – types - Crossing – definition – need – types – consequences – opening of crossing – marking of cheques - dishonouring of a cheque – payment in a crossed cheque – material alteration – statutory protection.

Unit-IV:

Paying Banker – meaning duties and liabilities of paying banker - **Collecting banker** – meaning – collecting banker's role – collecting banker's duty – collection of bills of exchange – Agent for collection – paying banker Vs collecting banker. **Customer grievances** – grievances redressal mechanism structure in banks – Banking Ombudsman.

Unit-V:

E-banking – meaning – services – Internet banking – Internet banking Vs. traditional banking – Limitations of internet banking – Mobile banking – Automatic Teller Machine (ATM) – Cash Deposit Machine (CDM) & Recycler Machine - Electronic Funds Transfers – National Electronic Fund Transfer [NEFT] - Real Time Gross Settlement [RTGS] – Intra – bank mobile payments system [IMPS]- Society for Worldwide Interbank Financial Telecommunication [SWIFT] – Indian Financial Network [INFINET]

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. Dr. S.Gurusamy, Banking, Theory Law & Practice, Tata McGraw Hill, New Delhi
2. K.P.M.Sundharam, P.N.Varshney, Banking Theory Law & Practice – Sultan Chand & Sons
3. Khan, M.Y. Indian Financial System – Theory and Practice. Vikas Publishing House
4. B. Santhanam – Banking – Theory , Law & Practice, Margham Publications
5. K.C. Shekhar & Lekshmy Shekhar, Banking Theory and Practice, Kindle Store

Semester	IV
Subject	CORE IX – CUSTOMER RELATIONSHIP MANAGEMENT
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To make the students understand the area of customer relationship Management.
2. To expose the students to learn the significance of CRM to be successful marketing personnel.

Unit I:

Introduction to CRM - Meaning – Definition – CRM technology - components, customer life style Customer Loyalty – customer interaction- Customer Satisfaction Analysis – e – CRM – Meaning- **features of e CRM* – Transformation from CRM to e-CRM – transformation process and benefits.

Unit II:

Communication in CRM – Communication Process – Customer Relationship Marketing – meaning, structure, process – Success Chain in CRM – Target Formulation – Customer Segmentation.

Unit III:

Customer Loyalty - Meaning – building customer loyalty in CRM - marketing campaign, campaign planning and management, business analytic tools.

Unit IV:

Implementing CRM - Pre implementation, kick off meeting, requirements gathering, detailed proposal generation, development, training, roll out, ongoing support, system, follow up – Relationship marketing reward systems (An Overview).

Unit – V:

Technology for CRM – Components – Creating value for customers – Customization of technology – critical areas – customer care – call centre – Technological solutions – Integration of ERP.

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. John Egan, “Relationship Marketing, Exploring Relational Strategies In Marketing”, Prentice Hall.
2. John Anton, “Customer Relationship Management”, Prentice Hall.
3. Jagdish N Sheth and Atul Parvatiyar, “Handbook of Relationship Marketing”, Response Books,
4. Anderson, “Customer Relationship management”, Tata McGraw Hill,
5. David Strutton; Lou E. Pelton; James R. Lumpkin, “Marketing Channels: A Relationship Management Approach”, McGraw-Hill Higher Education.

Semester	IV
Subject	CORE X – INTERNATIONAL MARKETING
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To acclimate the students about the concept of International Marketing.
2. To enable the students to learn the Modern Techniques of World Marketing.

Unit – I:

Introduction to International Marketing – Meaning, Importance - Scope and challenges of international marketing - Recent trends and developments in international trade, protectionism, trade barriers, easing trade restrictions, role of the IMF and World Bank, WTO and TRIPS, TRIMS and liberalization of service industries. - International Marketing Environment- Political and legal systems – **Culture and Business Customs*.

Unit – II:

International Marketing Mix - International Research and Segmentation- Developing Global Products and Pricing - **International Promotion and Advertising* - International Distribution Systems.

Unit – III:

International Marketing Planning - Managing Systems for International Marketing - Reflection and Evaluation of the Endeavors - **Assessing international market opportunities* - marketing research – International marketing management - planning and organization - Market entry strategies - export, joint ventures and direct investments.

Unit – IV:

Global product management - **standardisation vs. differentiation* - Product planning and development - Marketing industrial products and services globally - Pricing for international markets.

Unit – V:

Global logistics management - International distribution systems - **Global advertising and promotional strategies* - Sales management - Developing marketing strategies and programs for international markets.

** Self-Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. Philip R.Cateora and John L.Graham, International Marketing, McGraw-Hill 10th Edn
2. Micheal R.Czinkota and Ilkka A.Ronkainen: Global Marketing, The Dryden Press
3. Terpstra & Sarathy: International Marketing, Thomson Press.
4. Daniels and Raderbaugh: International Business
5. Daniels, Raderbaugh & Sullivan: Globalisation and Business, Prentice-Hall India,

Semester	IV
Subject	CORE XI – BRAND MANAGEMENT
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours (per week)
Exam Duration	3 Hours

Unit – I:

Introduction to Brands – What is a Brand – Brands Vs Products – Types of brands – Functions of branding – Brand attributes – Significance of branding to consumers & firms – Brand names

Unit – II:

Brand Awareness –Types of Brand Awareness, Brand Image – Types of Associations, Brand Identity, Brand Personality – Steps of brand building – Defining and establishing brand values – Brand knowledge, Brand portfolios and market segmentation

Unit – III:

Identifying and establishing brand positioning – Brand Leveraging and Brand Performance – Creating Core Brand Values – Building Branding Strategies – Brand Extensions, Brand Licensing, Franchising and Global Branding

Unit – IV:

Brand equity – Customer based brand equity – Sources of brand equity – Measuring sources of brand equity and consumer mindset – Establishing a brand equity management system, Co-branding – Brand Rejuvenation and Re launch

Unit – V:

The new competitive environment and branding – Designing & Sustaining Branding Strategies – Packaging design and branding for the consumer – Celebrity endorsements – Luxury brands

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. Sunil B Rao, Md. Ghouse Basha T and D N Kumar (2018). Brand Management. Vision Book House.
2. Niraj Kumar & Mr. Paras Tripathi (2018) Brand Management, Himalaya Publishing House
3. K. Sasikumar & K.S. Chandrasekar (2015) Brand Management Practices - Issues and Trends, Himalaya Publishing House
4. S.A.Chunawalla (2018), Compendium of Brand Management. 5th Edition. Himalaya Publishing House

Semester	IV
Subject	CORE XII – RETAIL MARKETING
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To expose the students to learn the area of Retail Marketing and its management.
2. To enable the students to learn the nature of the Consumer behavior in Retail Marketing.

Unit – I:

Introduction to Retailing – Retailing in India - Significance of retail industry - Marketing retail equations - new role of retailer - **Indian retail scenario and its future prospects*. Retail life cycle – Retail value chain

Unit – II:

Retail Formats - Classification of retail stores - The role of franchising in retail - The factors influencing retail shopper - Store Locations, importance of store locations, types of locations, steps involving in selection of store, **Retail Store Design & Visual Merchandising*.

Understanding the Retail Consumers, Consumer decision making process, the use of market research as a tool for understanding markets and consumers

Unit – III:

Retail Pricing – Meaning, factors affecting price, **elements of retail price*, developing a pricing strategy, adjustment to retail price

Retail Merchandising, Meaning, Evolution, process of merchandise buying- Role of merchandiser- Retail sourcing- Merchandise planning

Unit – IV:

Servicing the Retail Customer

Retail Communication - The concept of customer service, the gaps in customer service, methods and tools available for encouraging loyalty, **role of retail sales person in customer service*.

Unit – V:

Retail Management and IT - **Role and importance of IT* - application of IT- recent developments in retail channel. E-tailing- online shopping- difference between store shopping and online shopping.

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. Berman , Barry and Joel Evans, Retail Management
2. Cooper, J., Strategy planning in Logistics and Transportation
3. Cox, Roger and Paul Brittain, Retail Management
4. Levy & Weitz, Retailing Management
5. Philip Kotler , Marketing Management

Semester	IV
Subject	ALLIED IV – BUSINESS STATISTICS AND OPERATIONS RESEARCH
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To facilitate the understanding of the relevance and need of the Statistics in the Current Scenario.
2. To Customize the importance of Business Statistics & Operations Res. for the Commerce Students.

Unit – I:

Introduction to statistics - Definition, Scope and limitation of statistics.

Collection of Data - Meaning, types of data – **Classification of data: Types of classification*-Frequency

Distribution- Tabulation of data: Components of table – Formation of frequency table-

Diagrammatic and graphical representation of data- Simple bar diagram, multiple bar diagram, subdivided bar diagram, Deviation bar diagram, Histogram, Pie diagram.

Measures of Central tendency - Mean, median and mode.

Unit – II:

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation – Measures of Skewness. Correlation – Meaning - Types – Karl Pearson's co-efficient of Correlation – Rank Correlation – Concurrent Deviation - Regression analysis (Simple Problems) - **application in business decisions*

Unit – III:

Introduction to Operations Research (OR) - Meaning & scope - **characteristics* – models in OR – Linear Programming Problem – formulation – graphical method.

Unit – IV:

Transportation model –Balanced and unbalanced transportation problem- minimization and maximization - basic feasible solution – formulation, Solving Transportation using North West Corner Rule, Least Cost Method – Vogel's Approximation method – MODI Method - Assignment models- Balanced and Unbalanced problems (Minimization Only).

Unit – V:

Network Analysis - **importance in business decisions* - PERT and CPM (no crashing) (Simple Problems only)

Game Theory – Meaning, Importance – Pay offs, Pure Strategy Vs. Mixed Strategy – Two Way game theory.

** Self-Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
Total Marks						100

Reference Books:

1. P.R.Vittal, Business Mathematics & Statistics, Margham Publications
2. S.C.Gupta and V.K.Kapoor, Business Statistics, S.Chand & Co.
3. Hamdy A Taha, Operation Reasearch – An introduction Prentice Hall of India – New Delhi
4. P.K.Gupta & Man Mohan, Problems in Operations Reasearch – Sultan Chand & Sons – New Delhi
5. S P Gupta, Statistical Methods, Sultan Chand Publishers.

Semester	IV
Subject	INTERNSHIP (1 MONTH)
Credits	4 Credit
Examination	Presentation of Report – Evaluation & VIVA VOCE

1. The candidate is required to undergo 1 Month internship with a business enterprise, preferably in the domain of Marketing, retail management, advertising, digital marketing, surveys and market feasibility companies, to gain exposure on the practical aspects of the marketing and its application in business.
2. The Report shall be submitted and evaluation of the report shall be in form of presentation and it shall be jointly evaluated by the internal and external examiners for the award of credit.

Guidelines:

- Internship shall be undertaken during the vacation in Semester – IV
 - The student shall report his / her organization choice to the head of the department for approval and only after due approval, the internship shall be commenced.
 - The student intern is expected to comply with the college code of conduct in all interactions with the intern organization.
 - After the completion of internship, the certificate of completion issued by the organization concerned shall be submitted to the Head of the Department (within a week after the completion of the Internship)
 - Internship shall be restricted to the marketing specialization only.
- The report shall be in the form of presentation to the Board of Examiners for the award of credits.

Semester	V
Subject	CORE XIII – ENTREPRENEURIAL DEVELOPMENT
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Objectives:

1. To make the students to understand the concept of Entrepreneurship and their work in life.
2. To enable the students to know the effectiveness of the Manpower in Entrepreneurship.

Unit I:

Concept of entrepreneurship – definition – traits – types – **classification of entrepreneurs* – factors influencing entrepreneurship – Entrepreneurs in India.

Unit II:

Women entrepreneurs – definition – problems – **Development of women entrepreneurship* – Women Entrepreneurs and Self Help Group (SHG's) – Micro Finance - rural entrepreneurship – problems – relationship between rural and urban markets. Strategic Approaches: Niche strategy – Networking – Geographic Concentration.

Unit III:

Search for business idea – Project Proposal - sources of project identification – formalities of setting up a unit – project selection –project evaluation - project formulation – feasibility analysis – projects report – types.

Unit IV:

Institutional finance to entrepreneurs – **commercial banks*, Development banks and autonomous organizations – Industrial Development Bank of India (IDBI) – Industrial Finance Corporation of India (IFCI) – Industrial Investment Bank of India Ltd (IIBI) – Small Industries Development Bank of India (SIDBI) – Small Industries Development Organization (SIDO).

UNIT V:

Entrepreneurial development programme – Role and Relevance – role of government organizations - - State Industries Promotion Corporation of Tamil Nadu (SIPCOT), District Industries Centre (DIC), Securities Industry Development Corporation (SIDC), Micro & Small Medium Enterprises (MSME) – Technical Consultancy Organisations (TCO) and Non-Governmental Organisations (NGOs')

**Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. C.B.GUPTA and S.P.SRINIVASAN, Entrepreneurial Development, Sultan Chand Publishers
2. S.S.KHANKA, Entrepreneurial Development, S. Chand & Co.
3. Ramachandran K, Entrepreneurial Development, TATA Mc Graw Hill Publishers
4. Jayashree Suresh, Entrepreneurial Development, Margham Publications, Chennai
5. Chalam KS, Women Entrepreneurs and Socio-Economic Development, Serials Publications

Semester	V
Subject	CORE XIV – COST ACCOUNTING
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To make the students to know the Process of Accounting for Cost Elements.
2. To understand the advantages of Costing to the Stakeholders, Workers, Creditors and the Public.

Unit I:

Introduction to Cost Accounting – Meaning - **Objectives and advantages of cost accounting, Relationship between cost accounting and financial accounting.*

Cost concepts and classifications - Cost centers and Cost units - Role of a cost accountant in an organization.

Elements of cost – Preparation of cost sheets – Tenders and quotations – Reconciliation of Cost & Financial Accounts. (Reference to Cost Accounting Standard (CAS)– 1)

Unit II:

Materials - Procurement procedures— Store procedures and documentation in respect of receipts and issue of stock, - Material/inventory control- concept and techniques- Techniques of fixing of minimum, maximum and reorder levels, EOQ, ABC classification; Stock taking and perpetual inventory.

Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues –FIFO, Weighted Average, Standard, Treatment of Material Losses. (Reference to CAS – 6)

Unit III:

Labour cost – Attendance and payroll procedures, Overview of statutory requirements, Overtime, Idle time and – Labour turnover – Remuneration systems and incentive schemes. (Reference to CAS – 7)

Overhead – Classification – allocation, apportionment and absorption of overhead. Under and over-absorption – Machine Hour rate.

Unit IV:

Costing Systems - Process costing – Treatment of Normal, Abnormal losses and Gains – Valuation of Work- in Progress

Unit V:

Contract Costing- Progress payments, Retention money, Escalation clause, Contract accounts, Accounting for material, Accounting for plant used in a contract, Contract profit and Balance sheet entries.

Pattern for End Semester Examination

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
Total Marks						100

Reference Books:

1. S.P.Jain and K.L.Narang, Cost Accounting, Kalyani Publishers.
2. Dr.S.N.Maheswari, Principles of Cost Accounting, Sultan Chand Publications
3. V.K.Saxena and C.D.Vashist, Cost Accounting, Sultan Chand Publications
4. S.P. Iyengar, Cost Accounting, Sultan Chand
5. T.S.Reddy and Y.Hari Prasad Reddy, Cost Accounting, Margham Publications

Semester	V
Subject	CORE XV – FINANCIAL MANAGEMENT
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To expose the students to the area of Sales & Distribution in Marketing.
2. To enable the students to understand the significance of Sales & Distribution Management in Marketing.

Unit I:

Financial management – introduction – Scope and objective – **Finance and other related disciplines* – Financial Functions. Financial Goals - Profit Maximization Vs Wealth Maximization – Concept of time value of money – Risk and return - **Sources of financing – short term and long term.*

Unit II: (Theory & Problems)

Cost of Capital and Financing Decision - Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure Optimum capital structure – Determinants of Capital Structure - Operating and financial leverage.

Unit III: (Theory & Problems)

The Capital Budgeting Process - Cash flow Estimation - Payback Period Method - Accounting Rate Of Return - Net Present Value (NPV) - Net Terminal Value - Internal Rate of Return (IRR) - Profitability Index - Capital budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate – Decision Tree Analysis.

Unit IV: (Theory Only)

Dividend Decision – Meaning – Types – Determinants - Cash and stock dividends – Capitalisation of dividend – Bonus and Rights Issue.

Unit – V: (Theory & Problems)

Working Capital Decisions - **Concepts of working capital*, the risk-return trade off, **sources of short-term finance*, working capital estimation, cash management, receivables management, inventory management.

**Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	3	4	7	5	7	35
Section – C	2	3	5	3	15	45
Total Marks						100

Reference Books :

1. M.Y.Khan and P.K.Jain – Basic Financial Management , TATA Mc Graw Hill Publications
2. I.M.Pandey financial management, Vikas Publications
3. S.M.Maheswari financial Management, Sultan Chand Publications
4. R.K. Sharma & Shashi. K. Gupta, Financial Management , Kalyani Publishers.
5. Prasanna Chandra, Financial Management, TATA Mc Graw Hill Publishing

Semester	V
Subject	CORE XVI –SALES & DISTRIBUTION MANAGEMENT
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To expose the students to the area of Distribution management.
2. To enable the students to understand the significance of intermediaries & Sales Personnel in Marketing

Unit- I:

Sales Management and Personal Selling: Objectives and sales management, sales executive as a coordinator, sales management and control , sales organisation - it's purpose , setting up a sales organisation , types of sales organisation . **Objectives of personal selling**, analysing market potential, sales potential and sales forecasting methods, determining sales related marketing policies - product policies, distribution policies & pricing policies.

Unit –II:

Sales Operations: Sales budget , sales territories , sales Quota's , control of sales , **sales meeting and sales contest*, organizing display , showroom and exhibitions.

Unit- III:

Salesmanship & Sales Force Management: Sales manager- Qualities and functions, **types of salesman, prospecting* , pre-approach & approach , selling sequence , psychology of customers . **Sales force Management** - Recruitment & selection, training, formulation & conduction of sales training programme, motivation, compensation, evaluation and supervision of sales personnel .

Unit- IV:

Physical Distribution - Participants in the physical distribution function, the environment of physical distribution – Channel Design strategies and structures, **selecting channel members*, setting distribution objectives and tasks – Target markets and channel design strategies.

Unit-V:

Managing the marketing channel - Product, Pricing and Promotion issues in channel Management and Physical Distribution – Motivating channel members – Evaluating channel member performance – Vertical marketing systems – Retail co-operatives, **Franchise systems and corporate marketing systems*, introduction to e-Commerce and e-retailing as a channel of distribution.

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. P.Venugopal, Sales and Distribution Management: An Indian Perspective, SAGE
2. T.K. Panda & Sunil Sahadev, Sales and Distribution Management, Oxford
3. Krishna Havaladar, Sales & Distribution Management, TATA Mc Graw Hill
4. Bert Rosenbloom: Marketing Channels – A Management View, Dryden Press.
5. Still , Cundiff & Govani, Sales management & Case

Semester	V
Subject	ELECTIVE I – FINANCIAL SERVICES
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	5 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To make the students understand the area of Financial Services.
2. To expose the students to learn the significance of importance of Financial Service

Unit I:

Financial Services - An Overview – functions – financial services market – credit cards - concept – features, facilities and services - benefits and drawbacks – Credit card frauds — **Debit Cards: Concept and mechanism – dangers and precautions in the use of debit cards.*

Unit II:

Credit rating – features and advantages – major issues – **credit rating agencies* – regulatory framework – major factors in credit rating – **Commercial Bill Financing** - meaning of commercial bills – features and advantages of commercial bill financing – precautions by a banker – steps in discounting and purchasing of bill.

Consumer finance - meaning – types – mode – factors – marketing of consumer finance.

Unit III:

Factoring - definition – mechanism – characteristics – types – advantages and disadvantages – players in factoring services – functions of a factor – factoring costs – factoring Vs bills discounting – cost – benefit analysis of factoring – Forfeiting (An Overview) **Leasing** - Concept – characteristics – types – financial lease Vs Operating lease – tests for financial lease - advantages – limitations – overview of sale and Lease back concepts – tax implications.

Unit-IV:

Merchant banking - definition – functions – code of conduct – regulatory framework. **Mutual funds** - definition – products and schemes - working mechanism of mutual funds –regulatory structure of mutual funds in India - Asset Management Company (AMC) – functions - SEBI requirements on AMC – Association of Mutual Funds of India (AMFI).

Unit – V:

Securitisation - definition – pass through certificates – features – need – mechanism – purposes – asset characteristics – application – benefits – economic functions – limitations – Securitization as a risk management tool. **Book – building** - concept – characteristics – process – allocation procedure.

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. GURUSAMY.S Financial services, Tata McGraw Hill
2. GURUSAMY.S Merchant Banking and Financial Services, Tata McGraw Hill
3. Khan M Y Financial Services, Tata McGraw Hill
4. Kothari, Vinod Lease financing & Hire Purchase including consumer credit, Wadhwa and company
5. B. Santhanam, Financial Services, Margham Publications, Chennai

Semester	V
Subject	ELECTIVE I –PRACTICAL AUDITING
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	5 Credits / 5 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To expose the students to the area of practical Auditing
2. To enable the students to understand the significance and importance of auditing.

Unit I:

Auditing Concepts - Nature and limitations of Auditing, Basic Principles governing an audit, Ethical principles and concept of Auditor's Independence, *Relationship of auditing with other disciplines.

Unit II:

Planning and conduct of Audit – Audit Planning – Audit Programme

Audit Documentation - Audit Note Book – Audit Working Papers – Audit Files

Audit evidence - Audit procedures for obtaining evidence, Sources of evidence, Reliability of audit evidence, Methods of obtaining audit evidence, Physical verification, Direct confirmation, Re-computation, Analytical review techniques, Representation by management. (SA 500 - 599)

Unit III:

Internal Control - Elements of internal control, Review and documentation, Evaluation of internal control system, *internal control questionnaire, Internal control check list, Tests of control, Application of concept of materiality and audit risk, Concept of internal audit.

Unit IV:

Audit sampling. - Types of sampling, Test checking, Techniques of test checks.

Vouching - Audit of Payments, Audit of receipts, Audit of Purchases, Audit of Sales, Audit of suppliers' ledger and the debtors' ledger, Audit of impersonal ledger, Audit of assets and liabilities.

Unit V:

Company Auditor – Qualification, Disqualification, Appointment, Rights, Duties, Ceiling Limit and Liabilities of an auditor. Audit Report – Characteristics – types of opinion – preparation of reports and certificates, disclosures, *Latest Trends in Auditing – Information System Audit. (SA 700 – 709)

* *Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. Dinkar Pagare, Principles and Practices of Auditing, Sultan Chand and Sons, New Delhi
2. S.Vengadamani, Practical Auditing, Margham Publications.
3. Sharma T.R., Auditing Principles & Problems, Sahitya Bhawan, Agra
4. Kamal Gupta and Ashok Arora, Fundamentals of Auditing, Tata McGraw Hill Publishing Company
5. B.L.Tandon, Auditing.

Semester	V
Subject	OPEN ELECTIVE – SOCIAL MEDIA MARKETING (Other Departments)
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	5 Credits / 2 Hours(per week)
Exam Duration	3 Hours

Objectives

1.

Unit I

Introduction to social media Marketing – Need - Advantages - Disadvantages of social Media Marketing.

Unit II:

Social media channels and their utility

Types of Social Media Marketing – Facebook - Twitter, YouTube, Instagram and LinkedIn

Unit III:

Social Networks- Media Sharing Networks- Discussion forums- Consumer Review Networks

Unit IV:

Role of Social Media marketing in ecommerce

Unit V:

Social Media Advertising - AdWords, Search Advertising, Display Advertising - Video Advertising - Mobile Advertising

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Semester	VI
Subject	CORE XVII –ACCOUNTING FOR DECISION MAKING
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To make the students to know the analysis of financial statements.
2. To understand the advantages of management to the Stakeholders, Workers, Creditors and the Public.

Unit – I:

Management accounting - meaning, nature scope and functions, need, importance and limitations- **management accounting vs cost accounting. Management accounting vs financial accounting.* Analysis and interpretation of financial statements - nature, objectives, essentials and tools. Methods- comparative statements, common size statement and trend analysis.

Unit – II:

Ratio analysis- interpretation, **benefits and limitations* - classification of ratios- liquidity, profitability, turnover ratios – construction of statement of proprietary funds and balance sheet.

Unit – III:

Funds flow Statement – Schedule of changes in Working Capital – Sources and applications of Funds
Cash flow analysis as per AS – 3 (Operating, Investing and Financing Activities).

Unit – IV:

Budgeting and budgetary control: Concept of budget and budgetary control - **objectives, merits, and limitations*, Functional budgets, Fixed and flexible budgets, Cash Budget - Zero base budget, – Variance Analysis – Material Variance only.

Unit – V:

Marginal costing- Break even analysis- Marginal Costing Vs Absorption costing- CVP Analysis- Decision making Areas - sales mix, Product mix, key factor, Merging of plant, make or Buy Decisions, acceptance of foreign orders, discontinuance of a product line.

**Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
Total Marks						100

Reference Books :

1. S N Maheswari, Management Accounting – Sultan Chand Publications
2. Dr A Murthy and Dr S Gurusamy, Cost Accounting, Tata McGraw Hill
3. RSN Pillai & Bagavati, Management accounting- S Chand & Co Ltd – New Delhi.
4. Horngren sunder Stratton, introduction to management accounting – Pearson education.
5. T.S.Reddy and Hari Prasad Reddy, Management Accounting, Margham Publication

Semester	VI
Subject	CORE XVIII –SERVICES MARKETING
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives :

1. To make the students understand the area of Services Marketing.
2. To expose the students to learn the significance of Marketing Service

UNIT I:

Introduction – evolution and growth of service sector - characteristics of services - **Distinction between goods and services* - classification of services.

UNIT II:

Service Marketing Mix— Elements: Service Products, Pricing in Services, Service Promotion. Place in Services, and People in Services, Managing Service Quality, Relationship Marketing — Concept, -Application - Marketing Strategy.

UNIT III:

Cost of services, Pricing – objectives of pricing – cost based pricing – monetary and non monetary costs – value based pricing – pricing tactics – applications of pricing.

Promotion – designing the promotional mix – **personal selling – advertising – sales promotion* – publicity and public relations – Service location – factors affecting choice of service location – Distribution – methods of distributing services – challenges in distribution of services.

UNIT IV:

Place-Service distribution - components of service delivery system - potential management - problems associated with services delivery.

Physical Evidence- concept of Physical Evidence, importance, types of Physical Evidence in various services – designing physical evidences for services.

Unit – V:

Marketing of Services – Banking Services – Financial Services – Insurance Service Marketing - Application of Service Marketing to Hospitals & Health care industry - Tourism and telecommunication services – Educational Institutions.

**Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45

Reference Books

1. Valarie. A. Zeithaml, Service Marketing, Tata Mc Graw Hill, 2000.
2. Christopher Lovelock, Service Marketing, Pearson Education Asia, 2000
3. Helen Woodruff, Services Marketing, Macmilan India Limited
4. Govind Apte, Services Marketing, Oxford University Press India
5. L . Natarajan, Services Marketing, Margham Publications, Chennai

Semester	VI
Subject	CORE XIX –MARKETING RESEARCH & INFORMATION SYSTEM
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives :

1. To make the students understand the area of Marketing Research & Information System.
2. To expose the students to learn the significance of MRIS in the marketing field.

Unit – I:

The Marketing Research System - Definition of MR - Basic and Applied Research – the Research Process – Types of Research - Steps in MR Process - Research Design – **Data Sources* - Marketing Information System.

Unit – II:

Sampling – Simple and Complex Sampling Procedures - Strategical, Systematic, Area, Random-Digit Dialing - **Sample Size - Sampling Errors.*

Unit – III:

Measurement - Factors in Measurement - Concepts of Validity and Reliability - Attitude Measurement - **Scaling Procedures* - Casual Designs – Four Design Procedures.

Unit – IV:

Data Instruments - Data Collecting Methods - Field Operations - Errors and Difficulties - Data Processing, Coding and Editing.

Unit – V:

Data Analysis - Univariate, Bivariate, Multivariate -Hypothesis Testing – **Descriptive and Inferential Statistics* - Anova, Ancova, Manova, Factor, Cluster, Discriminant Analysis - Report Writing - Presentation of Data - Diagrammatic – Pareto analysis – Ishikawa diagrams.

**Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. Naresh K Malhotra: Marketing Research, An applied orientation, Pearson Education Asia.
2. Thomas C. Kinnear & James R. Taylor: Marketing Research
3. Aaker, Kumar & Day: Marketing REsearch, John Wiley & Sons
4. Boyd, Westfall & Stasch: Marketing Research – Text and cases, Richard D Irwin Inc., AITBS
5. Paul E. Green & Donald S Tull: Research for Marketing Decisions.

Semester	VI
Subject	ELECTIVE II – LOGISTICS & SUPPLY CHAIN MANAGEMENT
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	5 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To expose the students to learn the area of Logistics
2. To enable the students to understand the significance of the Logistics and Supply Chain Management.

Unit I:

Concepts of Logistics – Evolution – **Nature and Importance* – Components of Logistics Management – Competitive advantages of Logistics – **Functions of logistics management* – Principles – Logistics Network – Integrated Logistics system. Supply chain management – Nature and Concepts – Value chain – Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – supply chain relationships – Customer services - Issues and challenges for developing countries in Logistics and Supply Chain Management.

Unit II:

Elements of Logistics and Supply chain management – Inventory carrying – Warehousing – Material handling – order processing – **Transportation – Demand Forecasting* – Impact of Forecasts on Logistics and Supply chain management – Performance measurements.

Unit III:

Transportation – Position of Transportation in Logistics and Supply chain management – **Road, Rail, Ocean, Air, Transport multi model transport* – Components of a logistic system – Ocean transport – ships – types – measurement of capacity of ships – shipping information.

Unit IV:

Containerization – CFS – ICDS – Selection of transportation mode – Transportation Network and Decision – Insurance Aspects of logistics. Logistical Information System (LIS) – Operations – Integrated IT solution for Logistics and Supply chain management – Emerging technologies in Logistics and Supply Chain management.

Unit V:

Export Procedures – Exporting General Merchandise – Documents for exporting - Containerized cargo for export through Inland container Depots – Infrastructure development – Comparative evaluation of transport system – Decision Criteria.

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. Krishnaveni Muthjiah, 'Logistics Management and Seaborne Trade' Himalaya Publishing House.
2. D.K.Aarwal, 'Textbook of Logistics and Supply chain management' , Macmillan India Ltd.
3. Martin Christoper, 'Logistics and Supply chain management' Pearson Education, 2003
4. Ronald H.Ballou, 'Business Logistics and Supply Chain management' Pearson Education
5. Coyle, Managing Supply Chain Management – A Logistics Approach, CINGAGE Learning

Semester	VI
Subject	ELECTIVE II – INDUSTRIAL MARKETING
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	5 Credits / 6 Hours(per week)
Exam Duration	3 Hours

Objectives

1. To impart knowledge on the area of Industrial Marketing.
2. To facilitate the students to learn about the Industrial structure in terms of Marketing Practices.

Unit I:

Industrial Marketing - Difference between Consumer and Industrial Marketing - **Nature of Industrial Marketing* - Understanding Industrial Markets and Environment.

Unit II:

Nature - Positioning - Buyer, Seller Relationship - Industrial Market Research – Marketing Intelligence.

Unit III:

Industrial Consumers - Buyer motives - Buyer temperament - The Special case of Purchasing by Public Institutions - Buyer characteristics - ** Customer types* - Buyer population - Size - Distribution - Types of Purchasing organization - Business and Institutional buyers - Government buyer.

Unit IV:

Marketing Strategy - Formulating strategy - Product development - Determinants of Product mix - Industrial Marketing Channels - Industrial Pricing - Decisions - The Promotional component - **Advertising - Personal Selling and Sales Promotion.*

Unit V:

Strategic Goals - Identifying marketing opportunities - Goals based on market share and on sales forecast - Marketing budget - Process of control - Comparing Standards and Performance - **Corrective action* - Problems in Industrial Selling and Marketing.

** Self Study Portion*

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
Total Marks				100

Reference Books:

1. Krishna K Havaldar, Industrial Marketing, SAGE Publishers.
2. Richard M.Hill,Ralph S.Alexander,James S.Cross,I ndustrial Marketing ,A.I.T.B.S Publishers, New Delhi.
3. Michael D.Hutt and T.V. Spech, Industrial Marketing Management, The Dryden Press, New York
4. Boland, R.G.A.and Oxtoby. R.M, Industrial Marketing Languages and Concepts.

Semester	VI
Subject	PROJECT WORK & VIVA VOCE
Maximum Marks	CIA- 40 Marks ESE-60 Marks
Credits/ Instruction Hours	4 Credits / 6 Hours(per week)
Exam Duration	-

- (1) Project Work is an integral part of B. Com (Marketing Management) Degree Course. It is a sort of job testing programme designed to bridge the gap between theory & practice and create a natural interest in the practical aspects of the Marketing domain so as to stimulate trainee's desire to face its challenges and problems.
- (2) The project work shall broadly relate to
 - (a) Marketing Practice
 - (b) Logistics & Supply Chain Management
 - (c) Marketing of Services
 - (d) Internet & Digital Marketing
 - (e) Customer Relationship Management.

The above domains are not exhaustive. Students can choose any domain related to the marketing management.
- (3) The students should submit a project report in the sixth semester during the last week of February. Project Work Evaluation & Viva Voce examinations shall be conducted during March. The report shall not exceed 50 typed pages, excluding tables, figures, bibliographies and appendices.
- (4) The paper on Institutional Training shall carry hundred marks divided as follows:

Project Report	- 60 Marks
Viva Voce	- 20 Marks
Internal Marks	- 20 Marks
- (5) The Evaluation of project Reports and Viva voce shall be coordinated by the H.O.D. and Senior Faculty members of the department along with external examiners appointed. The external examiner in consultation with internal examiner should conduct Viva-Voce and evaluate the report.
- (6) The decision of the Head of the Department shall be final and binding on the student with respect to the project work

