

**GOVERNMENT ARTS COLLEGE  
(AUTONOMOUS)**

**COIMBATORE – 641 018**

***P.G. AND RESEARCH***

***DEPARTMENT OF COMMERCE***

**M.Com.,**

**CURRICULUM AND SYLLABUS**

**(Under Choice Based Credit System – CBCS)**

**(With effect from 2015 - 2016 onwards)**

**M.Com Syllabus (w.e.f. 2015-2016 Batch)**

<b>LIST OF PAPERS</b>											
Sl. No	Part	Subject Code	Title of Papers	No. of Hours	Marks			Minimum Passing marks		No. of Credits	
					Internal	External	Total	External	Total		
<b>I SEMESTER</b>											
1	A		Core Paper - I	Operations Research	8	25	75	100	38	50	5
2	A		Core Paper - II	Managerial Economics	7	25	75	100	38	50	5
3	A		Core Paper - III	Business Environment	8	25	75	100	38	50	5
4	B		Soft Skill	Management Information System	7	25	75	100	38	50	4
<b>II SEMESTER</b>											
5	A		Core Paper - IV	Advanced Accounts	7	25	75	100	38	50	5
6	A		Core Paper - V	Business Research Methods	8	25	75	100	38	50	5
7	A		Core Paper - VI	Financial Management	7	25	75	100	38	50	5
8	A		Elective - VII	Service Marketing	8	25	75	100	38	50	5
<b>III SEMESTER</b>											
9	A		Core Paper-VIII	Investment Management	6	25	75	100	38	50	5
10	A		Core Paper -IX	International Business	6	25	75	100	38	50	5
11	A		Core Paper -X	Human Resource Management	6	25	75	100	38	50	5
12	A		Core Paper -XI	Advanced Management Accounting	6	25	75	100	38	50	5
13	A		Computer Practical - XII	Accounting and Business Packages	7	40	60	100	30	50	5
<b>IV SEMESTER</b>											
14	A		Core Paper -XIII	Industrial Law	6	25	75	100	38	50	5
15	A		Core Paper -XIV	Financial Services	8	25	75	100	38	50	5
16	A		Core Paper -XV	Consumer Behaviour	7	25	75	100	38	50	5
17	A		Core Paper -XVI	Retail Management	8	25	75	100	38	50	5
18	B			Project Work		20	80	100	40	50	6
<b>Total</b>								1800			90

Semester-I	Subject code-	w.e.f 2015-2016 batch	Core paper -I
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## OPERATIONS RESEARCH

### UNIT – I

Operations Research - Definitions, Characteristics, Scope and Applications – Phases of Operations Research - Operations Research and Decision Making.

### UNIT – II

Linear Programming Problem – Graphical Solution – Standard Form – Basic Solution – Simplex Method.

### UNIT – III

Transportation problem – Initial basic feasible solution – Methods – north-west corner method, Least cost method and Vogel’s approximation method.  
Assignment problem- Formulation and Solution

### UNIT – IV

Project Network Analysis – Developing the Project Network – Critical Path Analysis - PERT/CPM – Determination of project duration – Probability of Meeting Schedule Time - Cost consideration in PERT/CPM.

### UNIT – V

Inventory model – Necessity for maintaining inventory – Selective inventory management techniques – Fundamental problem of EOQ – Purchase models with and without shortage – Re-order level and Optimum Safety stock

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### **Reference Books:**

1. Operations Research Technique for Management - V.K. Kapoor
2. Operations Research - Prem Kumar Gupta.
3. Operations Research - S.Kalavathi.
4. Cost Accounting - S.P.Jain & K.L.Narang.

Semester-I	Subject code-	w.e.f 2015-2016 batch	Core paper -II
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## MANAGERIAL ECONOMICS

### UNIT – I

Nature and Scope of Managerial Economics – Role and Responsibilities of Managerial Economist – Economic Theory and Managerial Economics

### UNIT – II

Demand Analysis and Forecasting. Demand Determinants – Demand distinctions – Demand Forecasting

### UNIT – III

Cost and Production analysis: Cost Concepts – Cost and Output relationship – Production Function – Cost Function – Short run and Long run Cost – Returns to the Scale of the Plant.

### UNIT – IV

Price and Output decisions under different market condition: Perfect and Imperfect Competition – Pricing Methods – Profit Policies and Social Responsibilities of business.

### UNIT – V

National Income – Concepts – Measurements - Theory of Income distribution. Business Cycle – Types – Phase – Controlling business cycles.

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### ***Reference Books:***

1. Managerial Economics - Jael Dean
2. Managerial Economics - Spencer & Siegelman
3. Managerial Economics - Varshney & Maheswari
4. Principals of Economics - Seth .M.L

Semester-I	Subject code-	w.e.f 2015-2016 batch	Core paper -III
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## BUSINESS ENVIRONMENT

### UNIT – I

Environment: Economic and Non-economic environments – Inter-relation Between economic and non-economic environments – Business and society: Professionalisation - Business ethics – Business culture – Social Responsibility of Business – Social audit.

### UNIT – II

Economic Systems: Capitalism, Socialism and Mixed economy – Economic roles of Government sectors of Indian economy – Public, Private, Joint and co-operative sectors – Privatisation – Ways – Reaction – Benefits – Obstacles – Privatisation in India.

### UNIT - III

Industrial policy – Resolutions – Industries (Development and Regulation) Act 1951. Monetary and Fiscal policies. Government policy towards Small Scale Industry - Industrial sickness – Cause and Prevention. Industrial pollution – Causes and control.

### UNIT – IV

Business combination – Competition policy and law – Competition Act 2002- regulation of combination – FEMA and SEBI

### UNIT – V

Government policy regarding Foreign exchange and Exchange control – Foreign Investment and collaboration – Multinational companies – Government policy towards MNC's – Globalisation of Indian business.

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### **Reference Books:**

1. Business Environment - Francis Cherunilam.
2. Business and Government - Maheswari & Gupta.
3. Business Environment - Aswathappa.

<b>Semester-I</b>	<b>Subject code-</b>	<b>w.e.f 2015-2016 batch</b>	<b>Soft skill</b>
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## **MANAGEMENT INFORMATION SYSTEM**

### **UNIT – I**

Management Information System –Features. Computer Based Information Systems. Information Systems – Types, Architecture, Need and Challenges. Constraints in MIS Operation. Pre-requisites for Effective MIS.

### **UNIT – II**

Data and Information- Types of Information. System – Features, Elements, Environment and Subsystem. Information Requirements at Different Management Levels. Decision Making Process. Concept of Communication Technology. Application of Office Automation.

### **UNIT – III**

Information System – Planning and Techniques. System Development Life Cycle – Prototyping – End User Development. Activities Involved in System Analysis – System Design – System Testing –System Implementation – System Maintenance.

### **UNIT – IV**

Transaction Processing Systems – Features and Components. Decision Support System – Features, Types and Components. DSS Vs MIS. Executive Information System – Features and Components. Artificial Intelligence - Features and Application in Business. Expert System - Features and Components.

### **UNIT – V**

Control of Information Systems – Objectives and Types. Information Security – Elements, Approaches and Implementation. Activities and Measures against Computer Frauds.

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### ***Reference Books:***

1. Management Information System – LM Prasad, Usha Prasad.
2. Management Information System – P. Mohan.
3. Management Information System – A.K. Gupta.
4. Management Information System – Aman Jindal.

Semester-II	Subject code-	w.e.f 2015-2016 batch	Core paper -IV
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## ADVANCED ACCOUNTS

### UNIT – I

Amalgamation, Absorption (including inter company holdings and owing), - External Reconstruction – Internal Reconstruction (including scheme of reconstruction)

### UNIT – II

Holding Company Accounts including Inter Company Holdings (two or more subsidiaries)

### UNIT – III

Accounts of Banking Companies

### UNIT – IV

Accounts of Insurance Companies

### UNIT – V (Only theory)

Inflation Accounting - Human Resource Accounting

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**Note:** 60% Problems and 40% Theory

### **Reference Books:**

- |                          |   |
|--------------------------|---|
| 1. Corporate Accounting  | – T.S Reddy and A. Murthy.              |
| 2. Advanced Accounting   | - Dr.S.M Shukla.                        |
| 3. Advanced Accountancy. | - R.L .Gupta & M. Radhaswamy.           |
| 4. Advanced Accounting   | - Rup Ram Gupta, Vidya Saran Gupta.     |
| 5. Advanced Accounts     | - Grewal,T.S., Shukla, M.C., S.C.Gupta. |

Semester-II	Subject code-	w.e.f 2015-2016 batch	Core paper -V
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## BUSINESS RESEARCH METHODS

### UNIT – I

Business Research – Meaning, Scope, Utilities of business research – Qualities of a good Research – Types of research – Research process.

### UNIT – II

Identification, Selection and formulation of research problem – Hypotheses – Research Design – Sampling methods and Techniques – Sampling errors and connected problems.

### UNIT – III

Data collection – Tools – Interview, Schedule and Questionnaire – Pilot study and Final Collection of data – Scaling techniques – Processing of Data – Editing and coding – Transcription and Tabulation.

### UNIT – IV

Data Analysis – Time Series – Correlation Analysis – Partial and Multiple Correlation – Regression Analysis – Partial and Multiple Regression.

### UNIT – V

Test of Hypothesis – ‘z’ test, ‘t’ test, ‘f’ test, ANOVA and Chi-square test – Interpretation and Report writing.

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**Note:** Units 1 to 3 Theory, Units 4 and 5 problems.  
Marks distribution: 60% Theory and 40% Problems.

### **Reference Books:**

- |  |                       |
|--|-----------------------|
| 1. Research Methodology Methods and Techniques           | - C.R. Kothari.       |
| 2. Research Methodology in Social Science                | - C.R. Reddy.         |
| 3. Statistical Methods                                   | - S.P. Gupta.         |
| 4. An Introduction to Research Methods in Social Science | - C.C. Pattan Shetti. |



Semester-II	Subject code-	w.e.f 2015-2016 batch	Core paper -VI
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## FINANCIAL MANAGEMENT

### UNIT – I

Financial Management – Meaning, Objective, Scope and Methods –Relationship between risk and return – Time value of money.

### UNIT – II

Cost of capital – Meaning and importance –Computation - Cost of Debt, Preference, Equity and Retained Earnings – Weighted Average cost of capital – Capital budgeting – Techniques – ROI, payback period and discounted cash flow.

### UNIT – III

Capitalisation – Over and Under Capitalisation – Causes, Evils and Remedies. Theories of Capital Structure – Net income approach - Net operating income approach - MM Hypothesis – Factors determining capital structure. Leverages – Financial and Operating leverages – EBIT and EPS analyses.

### UNIT – IV

Dividend Theories: Walter model, Gordon and MM's models – Dividend policy – Forms of Dividend – Factors affecting dividend policy.

### UNIT - V

Working capital management – Concepts – Objectives – Sources of Working Capital Determinants and computation of working capital.

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**Note:** 60% Theory and 40% Problems

### **Reference Books:**

- |   |                                   |
|---|-----------------------------------|
| 1. Financial Management - Principles and Practice | – S.N.Maheswari                   |
| 2. Financial Management                           | – Presanna Chandra                |
| 3. Financial Management                           | – I.M.Pondey                      |
| 4. Financial Management                           | – Shashi K. Gupta and R.K. Sharma |

<b>Semester-II</b>	<b>Subject code-</b>	<b>w.e.f 2015-2016 batch</b>	<b>Major elective -VII</b>
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## **SERVICES MARKETING**

### **UNIT – I**

Meaning and definition of Services – Reasons for growth in service sector – types of services – Difference between service and goods – characteristics of services – services Marketing and goods marketing.

### **UNIT –II**

Services marketing mix – Product, Pricing, Promotion, Place, People, Physical evidence and Process.

### **UNIT – III**

Managing demand and supply – Forecasting demand – understanding demand patterns - Capacity constraints, capacity planning both short term & long term – Strategies for managing capacity and demand.

### **UNIT – IV**

Service quality – Dimensions – Measurement – Expected and Perceived service quality- GAP analysis. Service Marketing application – Bank, Tourism , Hospital and Airline

### **UNIT – V**

CRM – Introduction to CRM –Evolution, key principles, benefits –CRM cycle – Electronic point of sale – Customer service help desk – call center – System integration.

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### ***Reference Books:***

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| 1. Services Marketing                | - Vasanti venugopal & V.N. Raghu. |
| 2. Services Marketing                | - Dr.P.N.Reddy & H.R. Appanaiah.  |
| 3. Services Marketing and Management | - Dr.Balaji.                      |
| 4. Customer Relationship Management  | - K. Balasubramaniam.             |
| 5. Customer Relationship Management  | - Peer Mohamed.                   |

Semester-III	Subject code-	w.e.f 2015-2016 batch	Core paper -VIII
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## INVESTMENT MANAGEMENT

### UNIT-I

Nature and meaning of investment management– Objectives of investment–factors influencing investment–Investment management and Portfolio management. Features of investment programme – Investment process - Security market indicators –RBI index.

### UNIT-II

Investment alternatives – Equity and preference shares, Bonds, Life policies, UTI - Provident funds –mutual funds National savings schemes –portfolio evaluation –Sharpe measure Treyners index Jenson’s index.

### UNIT-III

Risk and Return –Security valuation–New issue market–Stock exchange in India–Role of stock brokers.

### UNIT-IV

Fundamental and Technical analysis –Economic analysis, Industry analysis, Company analysis and Efficient market theory.

### UNIT-V

Portfolio theories: Markowitz portfolio selection model–Sharpe’s and single index model –Capital asset pricing model–Arbitrage pricing theory.

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### ***Reference Books:***

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| 1. Portfolio management               | : KEVIN.S                            |
| 2. Investment Management              | : Dr.PreetiSingh                     |
| 3. Investment Management              | : Dr.R.P.Rustagi                     |
| 4. Investment analysis and Management | : Clark, James Fransis               |
| 5. How the stock markets works        | : Dalton John M, Prentice Hall Delhi |

Semester-III	Subject code-	w.e.f 2015-2016 batch	Core paper -IX
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## INTERNATIONAL BUSINESS

### UNIT – I

International trade – Meaning -Nature and Scope – gains from international trade – barriers to international trade. Foreign trade and economic growth –Terms of Trade - Forms of International Business.

### UNIT – II

Foreign exchange rate – Determination of foreign exchange rate – Factors influencing foreign exchange rate – different type of exchange rate – Dealers in foreign exchange – Foreign Exchange Management Act.

### UNIT – III

Balance of Payment - Disequilibrium in balance of payment – Causes and effects of Disequilibrium – Measures to correct disequilibrium – Recent trends in balance of payment in India.

### UNIT – IV

Export Trade – Import Trade - Procedures & Documentations - Processing of Export Order .

### UNIT – V

India’s Trade Policy – Institutional Infrastructure for Export Promotion in India – SEZ – Role of SEZ in International Business - International Economics Institutions – Regional Economic grouping – GATT, WTO.

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### ***Reference Books:***

- |                                       |                               |
|---------------------------------------|-------------------------------|
| 1. International Business             | - C.Jeevanandam .             |
| 2. Export Management                  | - T.A.S Bala Gopal            |
| 3. International Economics            | - K.R. Gupta                  |
| 4. International Trade                | - Mithani                     |
| 5. International Marketing Management | -L.R.Varshney & Bhattacharyya |

Semester-III	Subject code-	w.e.f 2015-2016 batch	Core paper -X
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## HUMAN RESOURCE MANAGEMENT

### UNIT – I

Human Resource Management – Meaning, Importance , Objectives – Traditional and Modern Functions of HRM – Human Resource Policies – Principle and Need for Human Resource Policies – Human Resource Planning – Need for and Process of HRP

### UNIT – II

Recruitment – Sources of Recruitment – Selection Process – Promotions and Transfers – Employee and Executive Training – Performance Appraisal – Job Analysis – Job Evaluation .

### UNIT – III

Human Relations – Scope in Human Resources Management – Introducing Changes – Resistance to Change – Types and Causes – Managing Resistance to Change – Grievance in Industry – Causes – Need for an Effective Grievance Redressal Procedure – Discipline – Reasons for Indiscipline – Disciplinary Policy and Procedure

### UNIT – IV

Job Satisfaction – Significance – Techniques in Evaluating Job Satisfaction – Improving Job Satisfaction – Motivation – Theories of Motivation – Maslow, McClelland, Herzberg, Vroom, McGregor, Porter and Lawler – Employee Morale – Effects on the Individual and on the Organisation – Determinants of Morale – Motivation by issue of shares.

### UNIT – V

Career Development – Career Planning and Career Management – Succession Planning – Leadership – Theories and Approaches – Traits, Behavioural and Contingency Approaches – Employee Counselling – Need and Functions of Counselling – Kinds of Counselling

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#### ***Text Book:***

Human Resource Management – L.M. Prasad , Sultan Chand & Sons, New Delhi

#### ***Reference Books:***

1. Personnel Management and Industrial Relations - Dr.P.C. Tripathi,
2. Human Resource Management – Dr.C.B. Gupta
3. Personnel Management - Memoria C.B
4. Human Resource Management – Khanna.
5. Human Resource and Personnel Management - K Aswathappa.

Semester-III	Subject code-	w.e.f 2015-2016 batch	Core paper -XI
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## ADVANCED MANAGEMENT ACCOUNTING

### UNIT – I

Financial Statement Analysis – Comparative Statement, Common Size, Trend Analysis – Ratio Analysis

### UNIT – II

Standard Costing and Variance Analysis

### UNIT – III

Marginal Costing and Managerial Decision-Making

### UNIT – IV (Only Theory Portions)

Responsibility accounting – Meaning and Definition - Fundamental Aspects – Steps involved in Responsibility accounting – Types, Advantages of Responsibility Accounting. Total Quality Management- Definition - Elements, Characteristics and Fundamentals of TQM.

### UNIT – V (Only Theory Portions)

Cost Audit – Management Audit – Introduction, Definition, Objectives , Scope , Need, Advantages- Conduct of Management Audit – Contemporary Issues – Activity Based Costing, Target Costing, Life Cycle Costing.

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**Note:** Theory 40% and Problem 60%

### **Reference Books:**

- |  |                                   |
|--|-----------------------------------|
| 1. Management Accounting               | – R.K. Sharma and Shashi K. Gupta |
| 2. Management Accounting               | - R.S.N. Pillai & Bagahvathy      |
| 3. Principles of Management Accounting | – Dr.S.N. Maheswari               |
| 4. Cost and Management Accounting      | – S.P. Iyengar                    |
| 5. Cost and Management Accounting      | - Dr.S.N. Maheswari –             |

Semester-IV	Subject code-	w.e.f 2015-2016 batch	Computer Practical -XII
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## ACCOUNTING AND BUSINESS PACKAGES

### UNIT-I

**Introduction of Accounting and Business Packages:-**MS Office and Tally Packages - Fundamentals of MS Office – MS Word, MS Excel, MS Power Point and MS Access. Features of Tally.

### UNIT-II

**Creating Word Documents:-**MS Word – Preparation of Documents - Business and Employment Purposes – Formatting, Objects, Table and Mail Merge.

**Creating and Running Slides:-**MS Power Point – Presentation of Slide Show – Seminar and Business Promotional Activities – Design, Transition, Animation and Graph.

### UNIT-III

**Creating Work Sheet:-**MS Excel – Building Spread Sheet - Application in the Areas of Education, Accounting, Marketing, Finance and Personnel – Auto Fill, Chart and Functions.

**Creating Tables:-**MS Access – Collection of Data Organised in Field and Record - Managing Database System – Queries, Forms and Reports.

### UNIT-IV

**Entering Computerised Accounting System:-**Tally – Data Entry in the Form of Vouchers and Customization Process - Automatic Transaction Recording and Posting in Relevant Books – New Company, Groups, Ledgers and Vouchers. Inventories – Stock Categories, Groups, Items and Vouchers. Cost Categories and Centres.

### UNIT-V

**Generating and Printing Reports of Final Statements of Accounts:-**Tally - Existence of Control and Preparation of Reports – Show the Balances or the Figures of Various Account Heads or Ledgers - Budget, Day Books, Balance Sheet, Profit and Loss Account, Trial Balance, Ratio Analysis, Fund Flow and Cash Flow Statements, Cost Summary and Inventory Summary.

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**Note:** Only Computer Practical: 100 Marks (Internal – 40 External – 60)

### Reference Books:

- |  |   |
|--|---|
| 1. Tally 9                               | – Vishnu Priya Singh.                   |
| 2. Implementing Tally 9                  | – Asok K. Nadhani and Kisor K. Nadhani. |
| 3. Computer Applications in Business     | – K. Mohan Kumar and Dr. S. Rajkumar    |
| 4. Computer Applications in Business     | – S.V. SreenivasaVallabhan              |
| 5. The Compact Guide to Microsoft Office | – Mansfield and Ron.                    |

<b>Semester-IV</b>	<b>Subject code-</b>	<b>w.e.f 2015-2016 batch</b>	<b>Core paper-XIII</b>
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**INDUSTRIAL LAW**

**UNIT-I**

Factories Act 1948 – Provisions relating to health, Safety, Welfare – Employment of Child and young men – Adult workers – Women workers - Working hours – Leave with wages.

**UNIT-II**

Trade Unions Act 1926 – Definition – Registration – Rights and Privileges – Cancellation of registration - Political fund – Industrial Disputes Act 1947 – Provisions relating to strike, lockout, retrenchment, Layoff and closure – Machinery to solve disputes.

**UNIT-III**

Payment of Bonus Act 1965 – Meaning of Gross Profit – Computation of available and allocable surplus – Eligibility for bonus – Minimum and Maximum bonus – Exemption – Applicability of the act – Payment of wages Act 1936 – permissible deductions – Time and Mode of payment – Minimum wages Act 1948.

**UNIT-IV**

Social security Legislation – Employees State Insurance Act 1948 – Definition – Medical Board – Purpose for which funds can be spent – Benefits – Employees provident Funds and miscellaneous Provisions Act 1952 – Scope – Object – Application of the Act – Definition – Employees PF Scheme – Employees Family pension scheme and Fund – Workmen’s compensation Act 1923 – Employer’s liability and Non-liability – Ways open to workmen for claiming compensation – Disability – Partial – Permanent – Total disablement – Accusation – Diseases.

**UNIT-V**

The Payment of Gratuity Act 1972 – Gratuity – Scope and coverage – Definition – Payment of Gratuity – Compulsory Insurance – Protection of Gratuity – Environmental Protection Act – The Industrial Employment (Standing order) Act 1946.

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**Reference Books :**

- |   |  |
|---|--|
| 1. Industrial Law                               | – N.D.Kapoor                             |
| 2. Factory Laws applicable to Tamilnadu         | - S.Vaidyanathan.                        |
| 3. Industrial Law                               | - S.M.Shukla and R.N.Saxena              |
| 4. Business and Industrial law                  | - P.P.S.Gogna                            |
| 5. The Child lab our (Protection & Regnalation) | - Madras Book Agency Act 1986            |
| 6. The Tamil Nadu Payment of Subsistence        | - Madras Book Agency Athourance Act 1981 |
| 7. The Environment (Protection) Act 1986        | -Professional Book Publishers            |
| 8. Labour Industrial Laws                       | -P.K. Padhi .                            |



Semester-IV	Subject code-	w.e.f 2015-2016 batch	Core paper-XIV
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## FINANCIAL SERVICE

### UNIT -I

Financial Services: Meaning – Classification – Scope – Modern activities – sources of revenue – Causes for financial Innovation – new financial products and services – Innovative financial Instruments.

### UNIT –II

Merchant Banking: Definition – Merchant bankers – Functions/Services – Merchant bankers’ code of contact – Regulatory Framework – Operational guidelines – Pre-issue obligations – Post-issue obligations.

### UNIT – III

Hire Purchase: Features – Hire Purchase and Instalment sale – Hire purchase and Leasing; Leasing definition: Types of lease – Difference between Financial and Operating lease – Advantages and Disadvantages of leasing; Securitizations: Definition – Features – Special Purpose Vehicle (SPV) – Mechanics of Securitization.

### UNIT – IV

Venture Capital: Meaning – Definition – Features – Stages of Venture Capital Financing – Investment Nurturing – Styles of Venture Financing – Nurturing methods – Exit Mechanism; Discounting; Factoring: Meaning – Definition – Modus Operandi – Terms and Conditions – Functions – Types of Factoring.

### UNIT –V

Credit Rating: Definition and Meaning – Benefits of Credit Rating – Credit Rating Agency in India CRISIL – IICRA – CARE – SEBI guidelines; Derivatives: Meaning – Definition – Kinds – Importance – Eligibility Conditions laid down by SEBI – Investor Protection.

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### **Reference Books:**

- |                                     |   |                   |
|-------------------------------------|---|-------------------|
| 1. Financial Services               | – | Dr. S. Gurusamy   |
| 2. Financial Markets & Services     | – | Gordon, Natarajan |
| 3. Financial Markets & Institutions | – | Dr. S. Gurusamy   |
| 4. Financial Services               | – | B. Santhanam      |
| 5. Financial Services               | – | M. Y. Khan.       |

<b>Semester-IV</b>	<b>Subject code-</b>	<b>w.e.f 2015-2016 batch</b>	<b>Core paper-XV</b>
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## **CONSUMER BEHAVIOUR**

### **UNIT – I**

Consumer Behaviour – Meaning and Definition - Buying behaviour – Types – Stages of buying process. Personal Consumer Vs Industrial Consumer – Consumer Satisfaction.

### **UNIT – II**

Consumer needs and Goals – Consumer Perception, Consumer Learning – Meaning – Basic Principles of Learning – Role of Motivation.

### **UNIT – III**

Consumer Attitudes – Nature, functions and Models of Attitudes – Nature of Personality – Brand Personality and Life Style Concept.

### **UNIT - IV**

Group Dynamics – Meaning, Nature , Characteristics and Types of Groups - Reference Groups – Meaning and Nature, Factors affecting Reference Group Influence – Consumer relevant Groups.

### **UNIT - V**

Social and Economic classes – Meaning and Definition of Social Class – Different Social Classes in India. Family - Definition, Role and functions of family – Life style of Family – Role of family in decision-making.

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### ***Reference Books:***

1. Consumer Behaviour – P.C.Jain & Monika Bhatt
2. Consumer Behaviour –An Indian Perspective
3. Consumer Behaviour in Indian Perspective – Text and Cases – Suja R Nair
4. Consumer Behaviour - Leon.G.Schiffman & Lesslie Lazar Kannak
5. Consumer Behaviour - Reynolds & Wells
6. Consumer Behaviour - James F.Tngel Roger D. & Blackwell

<b>Semester-IV</b>	<b>Subject code-</b>	<b>w.e.f 2015-2016 batch</b>	<b>Core paper-XVI</b>
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## **RETAIL MANAGEMENT**

### **UNIT – I**

Retailing – Definition and Scope of Retailing - Role of the Retailer - Rise of the Retailer – Global Retail Market – Challenges, Transition of Power. Retail as a Career – theories of retail development – Retail formats.

### **UNIT – II**

Retail in India – evaluation, traditional business models and drivers .Perspective of retail strategy – retail value chain managing. Retail infrastructure – in India and future context.

### **UNIT – III**

Retail store location – types, steps in selection, store design – principles and elements. Significance of HRM in retail – concept of retail store operations – ethical issues in retailing – green retailing.

### **UNIT –IV**

Retail marketing mix – STP approach – retail image – retail communication mix – branding in retail – service in retail – importance and strategy – CRM in retail.

### **UNIT – V**

Supply chain management – meaning, definition, need and evaluation – issues in supply chain frame work – supply chain integration. Retail logistics and International logistics: Definition, functions, performance and concepts. E - Tailing

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### ***Reference Books:***

- |  |                                 |
|--|---------------------------------|
| 1. Retailing Management                                  | - Swapna Pradhan.               |
| 2. Integrated Retail Management                          | - James R Ogden , Denise Ogden. |
| 3. Retail Management, Functional Principals and Practice | - Gibson G V Vedamani.          |
| 4. Retail Management                                     | - Hasty and Reardon.            |
| 5. Retail Marketing Management                           | - Gilbert.                      |