Objective: This paper is intended to familiarize the students with the Concepts of Marketing.

Unit-I: Introduction

Unit-II: Marketing and Its Environment
Micro Environment (Company-Suppliers-Marketing Intermediaries- Customers- Connectors-Publics) Macro Environment (Demographic-Economic-Natural- Technological-Political-Legal and Regulatory Cultural-Social) -International Marketing (Global Markets-GA AT and WTO).

Unit-III: Marketing Strategy And Planning

Unit-IV: Market Segmentation
Concept of Target Market - Diffused Market - Concentrated Market - Clustered Market - Market Segmentation (Concept-Types-Patterns-Bases-Benefits-Requirements for Effective Segmentation) –Market Segmentation Analysis for given Products - Product Positioning (Types of Positioning).

Suggested Readings:
1. Philip Kotler: Marketing Management 12e, PHI
2. Lamb: Introduction to Marketing, 8e, Thomson, 2007
4. Jain: Marketing Planning and Strategy, 7e,
5. Czinkota & Kotabe: Marketing Management, 2005
6. Ramaswamy &. Namakumari: Marketing Management
Semester V

Course No. 5.2

PRINCIPLES OF FINANCIAL MANAGEMENT

The objective of this course is to impart the basic knowledge of Principles of Financial Management.

Unit – I: Introduction to Finance

Unit – II: Basic Financial Concepts

Unit – III: Basics of Project Management

Unit – IV: Long Term Sources of Finance and Capital Structure Planning

Suggested Readings:

2. I.M.Pandey : Financial Management (VikasPublishers, New Delhi)
5. S.N.Maheshwari: Financial management: Principles and Practice , Sultan Chand
9. Westpm & Brigham – Managerial Finance – PHI
Semester V

Course No. 5.3

PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

The objective of this course is to impart the knowledge of Responsibilities and Objectives of HRM, Recruitment of selection, Need for Man power Training, Methods of compensation, Managing careers and Basic Principles and guidelines for effective handling of Industrial disputes and Industrial relations to the students.

Unit-I: Human Resource Management in Action

Unit – II: Human Resource Planning

Unit-III: Recruitment and Selection

Unit - IV: Training and Compensation

Suggested Readings:

a) P.Subba Rao – personnel and Human Resource Management - HPH
b) Deepak Kumar Bhattacharya – Human resource Management zled- Excel
c) Richrl. Henderson – Compensation management in knowledge based world – loled Pearson
Semester V

Course No. 5.4

CORPORATE LAW AND GOVERNANCE

The objective of this course is to impart the knowledge of company management, legal provisions of company meetings, borrowings and investment of companies, winding up formalities and Corporate Governance importance.

Unit - I : Company Management

Unit – II: Company Meetings
Meaning and Definition – Need for meetings – Types of meetings – Statutory meeting – Annual General meeting – Typical issues in respect of AGM – Extraordinary meeting – class meetings – Matters relating to General meetings.

Unit – III: Borrowing and Investments of the company

Unit – IV: Corporate Governance
Meaning – Reasons for growing demand for corporate governance – importance of corporate governance – pre-requisities regulatory and voluntary actions – recommendations of Birla committee.

Suggested Readings:

1. Business Law and Regulation : SS.Gulshan, Ravi Akula
6. Company Law – Garg & Chawla
7. Company Law – ND Kapoor
Semester V

Course No. 5.5

BANKING AND INSURANCE MANAGEMENT

The objective of this course is to make the students to learn the concepts of banking and insurance and to gain an insight on Financial services.

Unit–I: Banking System

Unit–II: Negotiable Instruments

Unit–III: Loans and Advances
Types of loans and advances – Principles of sound lending – credit appraisal – Modes of creating charges – Types of charges.

Unit–IV: Insurance

Suggested Books:
- Financial services – Banking and Insurance – Prof. R. Saibaba & Prof AV Ranganadha chary, Kalyani Publishers
- Principles & practice of Insurance – GS Panda, Kalyani Publishers
- Banking Law & Practice – SN Maheswari, SK Maheshwari, Kalyani Publishers
- Banking Theory Law And Practice – Mithani & Gordon, Himalaya Publications.
- Banking and Financial System – Aryasri, TataMcgraw Hill
Semester V

Course No. 5.6

DECISION SUPPORT SYSTEM

Unit – I Introduction

Unit – II Decision Making Systems, Modeling and support

Unit – III – Decision Support System: An Overview

Unit – IV Constructing a Decision Support System & Development Tools

Suggested Readings

2. Managerial Information Systems – Jermino Canter PHI.