

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE
PH.D COURSE WORK

CODE	COURSE TITLE	L	T	P	C
PCM801	MARKETING MANAGEMENT	4	0	0	4
PCM802	STRESS MANAGEMENT	4	0	0	4
PCM803	RETAIL MARKETING MANAGEMENT	4	0	0	4
PCM806	E COMMERCE	4	0	0	4
PCM807	CONSUMER BEHAVIOUR	4	0	0	4
PCM808	ORGANISATIONAL BEHAVIOUR	4	0	0	4
PCM809	SERVICE MARKETING	4	0	0	4
PCM810	CUSTOMER RELATIONSHIP MANAGEMENT	4	0	0	4
PCM811	PERSONAL FINANCE MANAGEMENT	4	0	0	4
PCM812	INVESTMENT BEHAVIOUR	4	0	0	4
PCM813	HUMAN RESOURCE MANAGEMENT	4	0	0	4
PCM814	ENTREPRENEURSHIP DEVELOPMENT	4	0	0	4
PCM815	WOMEN EMPOWERMENT AND SOCIAL RESPONSIBILITY	4	0	0	4
PCM818	GOODS AND SERVICES TAX	4	0	0	4
PCM819	DIGITAL MARKETING	4	0	0	4
PCM820	INVESTING MUTUAL FUNDS	4	0	0	4
PCM821	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	4	0	0	4

CODE	COURSE TITLE	L	T	P	C
PCM801	MARKETING MANAGEMENT	4	0	0	4

Course Objectives

- To recognize the vital role that marketing play in the economy and its future
- To familiarize with various key issues in marketing management

Unit I - Marketing management tasks - functions of marketing management - marketing management process- business opportunities - marketing environment: macro and micro marketing environment - scanning the environment - market planning - market planning process - marketing control - need and importance - types of marketing control.

Unit II - Market segmentation - focus that shape market needs - demographic influence - lifestyle influence - usage behavior - segment identification - segment attractiveness - segment positioning - segment profitability.

Unit III - Factors affecting consumer behavior - stages in consumer behavior - consumer behaviour and perception - social influence on consumer - industrial buying behavior – consumer modelling: the economic model, learning model, psychoanalytic model, the sociological model, the howardsheth model of buying behaviour, the nicosia model, the engel - kollat - blackwell model. Marketing strategy- product related strategies - Differentiation strategy -focus strategies - growth strategy - penetration, product/market expansion and vertical integration - diversification strategies - entry strategies - strategies in declining and hostile - global strategies - standardization, customization and strategic alliance - market strategies for competitors-marketing strategies for marketing leaders-strategies for market followers-market strategies for market nichers - technology exploitation - internal and external company evaluation - technology watching.

Unit IV - Product management - product development process - new product launches - concept and importance of branding - brand awareness, brand personality, brand image, brand identity, brand loyalty, brand equity- major branding decisions -brand positioning and re-launch - brand building and communication - brand equity - role of IMC in marketing - reasons for growing importance of IMC - personal selling; evaluating the ethical aspects of IMC. Challenges and opportunities in international marketing - global marketing environment - need for environmental analysis - country risk analysis –

Unit V - Global marketing research and information system (GMRIS), research process of international marketing – approaches of marketing research - research design - research analysis - regression analysis - cluster analysis - discriminant function analysis- conjoint analysis - presentation of report – monitoring - evaluation and research in marketing – SWOT-PEST.

References

- PatiDebashis, 'Marketing Research' Universities Press (India) Pvt. Ltd.,
- Beri, G.C, 'Marketing Research' Tata Mcgraw Hill Publishing Company, Ltd.,
- Cooper Schindler, 'Marketing Research, Concept & Cases', Tata Magraw-Hill
- RakeshKhurana And Ravichandran A.N. 'Strategic Marketing Management', Global Business Press, Delhi.
- Loudon & Loudon, 'Consumer Behavior', Tmh; New Delhi
- Lehman, Donald R. And Winer, Russel S., 'Product Management', Tata Mcgraw Hill
- DrR.B.Rudani, 'Basics Of Marketing Management', Sultanchand Publishers.
- Rajagopa L, 'Marketing Management Text And Cases' Vikas Publishers.
- Roger J, 'Marketing Based Management', Best Pearson Education Publishers.
- Cateora, 'International Marketing'.
- Warren Keegan, 'Global Marketing Management'
- Philip Kotler, Kevin Lane Keller, 'A framework for marketing management',

CODE	COURSE TITLE	L	T	P	C
PCM802	STRESS MANAGEMENT	4	0	0	4

Course objectives

- To provide an in depth study of the various aspects of stress
- To provide a broad physical, social and psychological understanding of human stress.

Unit I - Traditional, ancient concepts of stress - History of stress field - Framework for studying stress phenomena - Stress and its potential sources - Types of work stressors - Effects of stress - Stress and burnout - Symptoms of burnouts - Consequence of stress burnout - Model of stress - Strategies for decreasing stressful behavior - Manifestations of stress - Stages of stress - Variables involved in stress process - Role of stress in health and illness - Stress psychophysiology

Unit II - Organizational culture and climate - Organizational effectiveness - Organizational counseling and guidance - Work stress and its management - Individual and organizational approaches - Signs of stress at work - Occupational stress cycle - Current stress management style - Stress management principles - Awareness about managing stress

Unit III - Importance of time management -Manifestations of poor time management - Barriers to efficient time management - Approaches to time management - Importance of implementing the plan - Stress management and reduction techniques - Commandments for effective stress management - Balancing work and life - Stress in changing world - Implications - Internal issues - Decision making and negotiation skills –

Unit IV - Role of group cohesion and team spirit - Team work, development of leadership qualities - Employee health and welfare Programs - Self management and emotional intelligence - Crisis management - Controlling crisis - People issues - Environmental issues - Psychological fall outs - Preventing interruptions - Improving personality.

Unit V - Leading with integrity - Enhancing creativity - Effective decision making - Importance of good communication - Sensible communication - Managing Self - Intrapersonal and interpersonal life - Acute manifestations of stress - Relaxation techniques - Yoga and meditations - Progressive relaxation training - Managing anger and stress - Case studies.

References

- Lazarus, R. S. & Folkman, S, *Stress, Appraisal and Coping*, Springer Publishing Company, New York.
- Pestonjee, D.M, *Stress and Coping*, Sage Publication, New Delhi.
- Cartwright, S and Cooper, C. L, *Managing workplace stress*, Sage Publication, New Delhi.
- Cooper, *Managing Stress*, Sage Publication, New Delhi.
- Jeff Davidson, *Managing Stress*, Prentice Hall of India, New Delhi.
- Juan R. Alascal, Brucata, Laurel Brucata and Daisy Chauhan, *Stress Mastery*, Pearson.
- Bartlet, *Stress – Perspectives & Process*, Tata McGraw Hill Education Private Limited.
- Dean Bartlett, *Stress perspectives and processes*, Tata McGraw Hill Education Private Limited
- Brian Luke Seaward, *Managing Stress*, Jones and Barlett Publishers, 2009
- Bahtia R.L, *The executive track : An action Plan for self development*, Wheeler Publishing, New Delhi.
- Chakaravathy S.K, *Human values for Manager*, Wheeler publishing, New Delhi.
- France A. Clark, *Total career Management*, McGraw Hill.

CODE	COURSE TITLE	L	T	P	C
PCM803	RETAIL MARKETING MANAGEMENT	4	0	0	4

Course objectives

- To provide an in depth study of the various concepts of retail marketing.
- To provide a broad understanding of retail management.

Unit I - Definition - Functions of a retailer - Retail Equation - Scope of retailing - Drives of retail change in India - Wheel of retailing - Role of retailing - Emerging area of retailing - Issues and opportunities, problems - Relevance and Trends - Retail organizations - Retail in India - Factors affecting retailing in India - Drives of retail change in India - Life cycle in retail - Employment in retail sector - Retail industry structure and trends - Diversity of retailing

Unit II - Retail organizations and formats - Evolution of retailing - Retailing and the competitive environment - Strategic groups - Formulating retail strategy - Steps in strategic planning process - Specifics for gaining sustainable competitive advantage - Retail consumer - Retail location strategies - Factors affecting the location of retail outlet – Merchandising - Product merchandise - Management Merchandise planning process - Merchandise sourcing - Retail space management

Unit III - Retail store design - Designing principles of time, value, resources, synthesis, change, competence and services - Store loyalty- factors essential for building store loyalty - Retail franchising - Retail logistics - Retail design and visual merchandising - Retail brands - Retail pricing - Pricing policies - Retail promotion - Retail promotion strategies - Retail services - Assortment planning Concept of retail price - Retail promotion - The emergence of supply chain management - Historical development - levels of analysis - Time compression and responsiveness of manufacturing supply chains - Recent concerns with ethical retail trading and environmental issues Retail positioning - Service provisions and store environment strategy - Customer communication and store image congruency - Relationship Marketing

Unit IV - International retailing - Nature and scope of international retailing - Global retail market : Issues & Challenges - Motivation for international expansion - Methods of market entry - Strategies for managing foreign operation - Conceptualizing the future of retailer internationalization.

Unit V - Needs of technology in retail - Importance - Factors affecting the use of technology - Internet retailing - Concept of customer service - Importance of service in retail - Customer service & Retail strategy - Case studies.

References

- Suja Nair, *Retail Management*, Himalaya Publishing House, Mumbai.
- Barry Berma and Joel R. Evans, *Retail Management - A Strategic Approach*, Prentice Hall of India, New Delhi.
- S.K. Baral and S.C. Bihari, *Retail Management Text and cases*, A.I.T.B.S Publishers, India.
- Arif Sheikh, Kaneez Fatima, *Retail Management*, Himalaya Publishing House, Mumbai.
- Berman B and Evans J R, *Retail Management*, Pearson Education.
- Michael Levy M and Weitz B W, *Retailing Management*, Tata McGraw-Hill.
- Newman A J and Cullen P, *Retailing: Environment and Operations*, Vikas Publication.
- Varley R and Rafiq M, *Principles of Retail Management*, Palgrave.
- Margaret Bruce, Christopher Moore and Grete Birtwistle, *International retail marketing*, Elsevier.
- David Gilbert, *Retail marketing management*, Pearson education private Ltd.
- Dr. L.Natarajan, *Retail marketing*, Margham publications.
- Rosemary Varley and Mohammed Rafiq, *Principles of retail management*, Palgrave Macmillan.

CODE	COURSE TITLE	L	T	P	C
PCM806	E COMMERCE	4	0	0	4

Course Objectives

- To familiarize with various key components in e commerce
- To become competent to understand the mechanism used in e commerce

Unit I - Electronic Commerce Framework - History, Goals of E Commerce - Technical Components of E Commerce - Need and Role of E Commerce - Functions - Advantages and disadvantages of E-Commerce - Scope of E Commerce - Basics and Tools of E Commerce. Electronic Commerce Applications - Comparison of Web-based with Traditional Business - Growth of E Commerce - Present and potential.

Unit II - Business models of E Commerce - Business to Business - Business to Customers - Customers to Customers - Business to Government - Business to Employee - Present Status of E Commerce in India - Regulatory Aspects of E Commerce. E Commerce Strategy - Influencing factors of successful E Commerce

Unit III - E Business Infrastructure - Website - Components of Website - Concept & Designing website for E Commerce - Corporate Website - Portal - Search Engine - Internet Advertising - Emergence of the Internet as a Competitive Advertising Media - Models of internet advertising - Weakness in Internet advertising - Mobile Commerce. Web sites as Market Place - E Commerce as Pure Online vs. Brick and Click business - Assessing requirement for an Online Business Designing –

Unit IV - Developing and Deploying the System. Electronic Data - Interchange - Digital Signatures - Cryptography - Interoperability and Intercompatibility - Intranets and Extranets - World Wide Web - Voice over IP (VoIP) - The Internet Standards - The HTTP Protocol - Audio and Video Standards - Managing E Business Infrastructure - Web Services and Service-Oriented Architecture (SOA) - New access devices - Future of the Internet Infrastructure Marketing Strategies & E Commerce.

Unit V - Electronic Payment system - Online Payment Systems - Prepaid and Postpaid Payment Systems - e-Cash, e- Cheque, Smart Card, Credit Card, Debit Card, Electronic Purse - Security issues on Electronic Payment System - Solutions to Security Issues - Biometrics -Types of Biometrics. Legal and Ethical Issues in E Commerce - Security issues in E Commerce - Regulatory Frame Work of E Commerce.

References

- Ravi Kalakota, *Electronic Commerce*, Pearson Education
- Manlyn Greenstein and Miklos, *Electronic commerce*, McGraw-Hill.
- Brenda Kienew, *E commerce Business*, Prentice Hall, 2001.
- Bajaj, Deobyani Nag, *E-Commerce*, Tata McGraw Hill Company, New Delhi.
- Diwan, Prag and Sunil Sharma, *Electronic Commerce - A Manager's Guide to E-Business*, Vanity
- Whiteley, David, *E-commerce*, McGraw Hill, New York.
- Willam Stallings, *Business Data Communications*, Pearson Education, New Delhi.

CODE	COURSE TITLE	L	T	P	C
PCM807	CONSUMER BEHAVIOUR	4	0	0	4

Course Objectives

- To develop knowledge of consumer behaviour and to understanding its applications in marketing.
- To provide an in depth view of various aspects of consumer behaviour.

Unit I - Introduction to Consumer Behaviour - Consumer Behaviour and Marketing Strategy, Methods of Consumer Research - Applications of Consumer Behaviour Knowledge in Marketing - Relevance of Market Research with Consumer Behavior - Approaches to Consumer Behavior Research - Quantitative Research - Qualitative Research.

Unit II - Market Segmentation - Basis for Segmentation - Alternatives - Positioning - Buying Motives. Buying Roles - Consumer Decision Making Process - Levels of Consumer Decision Making - Perspectives to Consumer Decision Making - The Economic Model - Learning model - Psychoanalytic Model - The sociological Model - The Howard Sheth Model of Buying Behaviour - The Nicosia model - The Engel - Kollat - Blackwell Model. Engel, Blackwell and Miniard (EBM) Model.

Unit III - Consumer Perception - Sensation (Exposure to Stimuli), Perceptual Selection - Perceptual Organisation - Factors that Distort Individual Perception - Price Perceptions - Perceived Product and Service Quality - Consumer Risk Perceptions. Consumer Learning - Components of Learning - Behavioral Theory - Cognitive Learning Theory - Memory System - Memory Process. Concept of Involvement - Dimensions of Involvement - Involvement and Types of Consumer Behaviour - Cognitive Response Model - Elaboration Likelihood Model - Social Judgment Theory –

Unit IV - Brand Loyalty and Brand Equity. Consumer Attitudes - Functions of Attitude - Attitude Models - Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour - Learning Attitudes - Changing Attitudes - Attitude Change Strategies.

Unit V - Consumer Behaviour and Marketing Communications - Marketing Communication Flow - Communications Process - Interpersonal Communication - Persuasive Communications - Source - Message - Message Appeals - Communication Feedback. Cultural Influences on Consumer Behaviour - Characteristics of Culture, Values, Sub-cultures, Cross-cultural Influences, Cultural Differences in Non-verbal Communications.

References

- Hawkins, D I etc. *Consumer Behaviour Implications for Marketing Strategy*. Texas, Business.
- Mowen, John C. *Consumer Behaviour*, New York, MacMillan.
- Schiffman, L G and Kanuk, L L *Consumer Behaviour* New Delhi, Prentice Hall of India.
- Leon G.Schiffman and Leslie Lasar Kanuk, *Consumer Behavior*, Pearson Education, India.
- Paul Peter et al., *Consumer Behavior and Marketing Strategy*, Tata McGraw Hill.
- Sheth Mittal, *Consumer Behavior- A Managerial Perspective*, Thomson Asia (P) Ltd.,
- Abbael, *Consumer behavior: A strategic approach*, Wiley.
- Srabanti Mukherjee, *Consumer behavior*, Cengage Learnin

CODE	COURSE TITLE	L	T	P	C
PCM808	ORGANISATIONAL BEHAVIOUR	4	0	0	4

Course Objectives

- To understand and enhances the knowledge about the concepts and applicability of organizational behaviour.
- To enrich the understanding of specific theories related to perception, motivation, leadership, job design, organizational change and its development.

Unit I - Need and Importance of Organizational Behaviour - Frame Work - Organizational Theories - Concept, Determinants - Models - Challenges and Opportunities - Organization structure - Authority - Power - Status - Formal and Informal structure - Bureaucratic structure - Impact of Environment on Organizational Design - Formation

Unit II - Groups in Organizations - Influences - Group Dynamics - Group norms and Cohesiveness - Role Group. Decision Making and Communication - Individual Versus Group Decision Making - Nominal Group Technique and Delphi Technique - Improving Inter-personal Communication - Transactional Analysis and Johari Window

Unit III - Personality - Types - Factors influencing Personality - Theories - Determinants and Attributes. Organizational Behaviour Modification - Misbehaviour - Management Intervention. Emotional Intelligence - Theories - Attitudes - Characteristics - Components - Formation - Measurement - Values. Perception - Importance - Types - Theories - Problems in Motivation - Effects on Work Behaviour - Emergence of Informal Leaders and Working Norms - Interpersonal relations - Control Leadership styles - Theories - Leaders Vs Managers - Sources of power - Power and Politics. Job satisfaction - Determinants - Measurements - Influence on Behaviour.

Unit IV- Organizational Change - Importance - Stability Vs Change - Proactive Vs Reaction change - The Change Process - Resistance to Change - Managing Change. Stress - Work stressors - Causes and Consequences - Prevention and Management of stress - Stress Coping Strategies - Balancing Work and Life.

Unit V

Organizational Development - Characteristics - Objectives - Organizational effectiveness. Organizational Culture - Elements of Organizational Culture - Organizational Culture and Performance Changing and Strengthening Culture - Organizational Socialization - Organizational Climate - Factors affecting Organizational Climate - Employment relationship and Career Dynamics - Conflict Process, Sources of Conflict - Structural approach to Conflict Management - Resolving Conflict through Negotiation - Organizational Careers - Contingent Workforce - Power and Politics in Organization.

References

- Stephen Robbins, *Organisational Behaviour*, Prentice Hall of India
- Udai Pareek, *Understanding Organisational Behaviour*, Oxford University Press
- L.M.Prasad, *Organisational Behaviour*, Sultan Chand & Sons
- Fred Luthans, *Organisational Behaviour*, McGraw Hill Book Co

CODE	COURSE TITLE	L	T	P	C
PCM809	SERVICE MARKETING	4	0	0	4

Course Objectives

- To understand the concept of service marketing
- To identify with different dimensions of managing service quality

Unit I - Service Marketing- Characteristics of Services- Expanded Service Marketing Mix – Challenges and issues in Service Marketing –Pricing Strategies applied to Services – Communication Strategies for services – Distribution Channels for services – Guidelines for Advertising Services – People in services –Services process – Services delivery Channels – direct distribution, Channel functions, channels selection, impact of information technology-designing communications mix for promoting services - building service customer relationships and service recovery –Role of internal marketing in service delivery

Unit II - Relationship Marketing – Attracting new customers – Retaining existing customer - Assessing service marketing opportunities - Customer expectation and perceptions of services – Customer behaviour specific to usage of services –Service Marketing Strategies – Financial – Logistics – Insurance

Unit III - Service Market Segmentation – Market targeting and selection - Challenges to Service Design – New Service Development – Developing the Service Blue Print – Quality Function Development – Service Innovation

Unit IV - Service Quality – Determinants of Service Quality – Measuring Service Quality – SERVQUAL – Quality Model- GAP Analysis – Key factor leading to the Customer Gap– Kano Model – Importance of Service Quality –Diagnostic Model of Service Quality – Failures –Dimensions of Quality –Managing Service Quality – Service Failure and Recovery

Unit V - Emerging issues in Service Marketing - Strategic approach in Service Marketing – – Innovations in Service Marketing - Service Marketing Research for Rural Market – New Services for the currently served market.

References

- Christopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011.
- Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.
- Kenneth E Clow, et al, Services Marketing Operation Management and Strategy,
- Biztantra, 2 nd Edition, New Delhi, 2004. 2. Halen Woodroffe, Services Marketing, McMillan, 2003. 46
- Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.
- Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, 2001.
- Gronroos, Service Management and Marketing –Wiley India

CODE	COURSE TITLE	L	T	P	C
PCM810	CUSTOMER RELATIONSHIP MANAGEMENT	4	0	0	4

Course Objectives

- To acquire the knowledge and understanding the different models of CRM
- To identify the effectiveness of technological revolution in CRM

Unit I - CRM concepts - Dimensions of CRM – Nature - Goals of CRM -Elements of CRM – CRM Process – Strategies for Customer acquisition – Models of CRM – CRM road map for business applications.

Unit II - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs - CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling

Unit III - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement. Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP) - - Supply Chain Management (SCM)-

Unit IV - CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities – Home grown versus out-sourced approaches

Unit V - Managing customer relationships - Conflict, Complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery – Measurement- e-CRM Solutions - CRM development - Team - Scoping and prioritizing - Development and delivery - Measurement.

References

- G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Prespective, Macmillan 2005.
- Alok Kumar et al, Customer Relationship Management : Concepts and applications, Biztantra, 2008
- H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2005.
- Jim Catheart, The Eight Competencies of Relatioship selling, Macmillan India, 2005.
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- Francis Buttle, Customer Relationship Management : Concepts & Tools, Elsevier, 2004.
- Zikmund. Customer Relationship Management, Wiley 2012 .
- G.Shainesh, J.Jagdish N Seth. Customer Relationship Managemen

CODE	COURSE TITLE	L	T	P	C
PCM811	PERSONAL FINANCE MANAGEMENT	4	0	0	4

Course Objectives

- To understand the individual financial planning process
- To identify with investment attitude and investment risk

Unit I - Money Management - Financial Statements, Tools, and Budgets - Financial Values, Goals, and Strategies - Financial Statements Measure the Financial Health and Progress - Avoid Taxes Through Proper Planning - Make Tax- Sheltered Investments Strategy - Understanding the Financial Planning Process - The Building Blocks to Achieving Personal Financial Success - The Economy Affects of Personal Financial Success – Financial Responsibility and Financial Decisions - The Time Value of Money - Make Smart Money Decisions at Work - Seek Expert Financial Advice - Using Financial Statements & Budgets - Managing Cash & Savings. Financial Security and Credit Management - Tools of Monetary Asset Management - Electronic Money Management - The Psychology of Money Management - Managing Money vs. Financial Decisions.

Unit II - Building and Maintaining Good Credit - Reasons for and against using credit - Ratio of Debt-to-Equity Method and Continuous-Debt Method - Consumer Finance Companies - Dealing with Over indebtedness. Credit Cards and Consumer Loans - Vehicle and Other Major Purchases - Obtaining Affordable Housing - Rent or Buy - Financing a Home - The Mathematics of Mortgage Loans.

Unit III - Resource Management – Investment Fundamentals - Investment Philosophy - Handling Investment Risk - Active or Passive Investing Approach - Making Short, Intermediate and Long-Term Investments - Types of Investment Risks - Understand Market Timing Strategy - The Role of Stocks and Bonds in Investments - Rate of Return - Stock's Potential Rate of Return and Compare with the Required Rate of Return - Use the Internet to Evaluate and Select Stocks Investing Through Mutual Funds - Advantages - Fund Objectives, Types, and Characteristics - Selecting Funds to Invest - Review of Investment Philosophy and Investment Goals - Monitor the Mutual Fund Portfolio.

Unit IV - Real Estate and High-Risk Investments - Current Income and Capital Gains - Pricing and Financing Real Estate Investments - Investing in Precious Metals, and Gems, Gold and Other Metals.

Unit V - Risk Management - Managing Property and Liability Risk - Risk and Risk Management - Homeowner's Insurance Coverages - Automobile Insurance - Protection for Other Property and Liability - Comprehensive Personal Liability Insurance - Professional Liability Insurance Umbrella Scheme - Insurance

Agent - Filing Claim for a Release of Payment. Managing Health Expenses - Addressing the Financial Burdens of Illness or Injury - Life Insurance Planning - Types of Life Insurance - Understanding of Life Insurance Policy - Death Benefit Policy - Integration of Life Insurance into overall Financial Planning.

References

- Personal Financial Planning Paperback – 2015 by Lawrence J. Gitman (Author)
- Financial Management - Theory, Concepts and Problems by R.P. Rustagi - Taxmann's Publication
- Portfolio theory and Financial analyses by Robert Allan Hill - Bookboon.com
- A Comprehensive Guide To Personal Finance And Money Management by Edward J. Brown
- The Importance of Personal Finance Management by Doda Sanie
- Master Your Money Management (Master Your Personal Finances Series) by Jim Ruta
- Budgeting and Debt Management (Personal Finance Series) by Karen Bellenir
- Financial Management by A. Murthy - Margham Publications

CODE	COURSE TITLE	L	T	P	C
PCM812	INVESTMENT BEHAVIOUR	4	0	0	4

Course Objectives

- To understand the factors influencing investment behaviour
- To impart with knowledge of financial system

Unit I - Introduction to Investment - Savings Vs. Investment - Investing Vs. Speculation - Investing Vs. Borrowing – Need and classification of investments - factors affecting investments – Investment objectives (SMART Goals) - The investment decision process – Sources of investment information

Unit II - Investment behaviour – The psychology of investment behaviour – Building blocks of investment behaviour – External factors and investment behaviour - Systematic approach of using behavioural factors in decision-making – Attitude of investors in investment decisions.

Unit III - Risk and Return Analysis - Types of Investment risks - Product Profiling in terms of Risk and Tenure – Risk Profiling of Investor - Understanding Investor’s investment psychology and investment behaviour - Risk Tolerance - classifying investors as per their risk profile and matching products to investors risk profile and tenure of goals - Asset Allocation – Base of Investment Planning - Asset Classes –Expected rate of return - Goal Specific Asset Allocation and need for change of asset allocation - Selection of asset mix as per clients goals - Types of Asset Allocation Strategies -

Unit IV - Wealth Creation – Factors and Principles –Wealth management process - Wealth protection and wealth erosion - Basics of Financial Intermediaries - Need for financial intermediation in the Financial System - Role and functions of Financial - Registration of

Unit V - Financial Intermediaries – Future and challenges in financial intermediaries – Global financial environment - Overview of financial services – Financial sector reforms in India - Importance of financial system – Financial institutions – Structure of financial markets in India - Role of SEBI and stock exchanges in investor protection - Investor grievances and their redressal system, insider trading, investors’ awareness and activism – Portfolio Construction and Management - Objectives of portfolio construction – Diversification – Approaches to portfolio construction – Performance evaluation of existing portfolio - Techniques of portfolio revision - Portfolio management – Process of portfolio management – Factors contributing to portfolio management – General responsibilities of portfolio manager - Portfolio Management and Mutual Fund Industry.

References

- Investor Behavior: The Psychology of Financial Planning and Investing, H. Kent Baker, Victor Ricciardi, Wiley Publications
- Investment: Analysis and Behavior - SIE by Mark Hirschey and John Nofsinger - Special Indian Edition
- Investment Behaviour and Risk Management 2009 by Ch. Krishnu
- Fundamentals of International finance Management by S Kevin - Easters Economy Edition

- Investment – Capital Theory & Investment Behavior V 1 3 June 1996by Dale W Jorgenson
- Investments: Analysis and Behavior (The McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate) December 2006
- Contemporary Financial Management, Moyer - Books.google.com
- Financial Management Practices, Prabhakaran Jain - Books.google.com
- Investment Behaviour , L Natrajan - Margham Publications

CODE	COURSE TITLE	L	T	P	C
PCM813	HUMAN RESOURCE MANAGEMENT	4	0	0	4

Course Objectives

- To understand the role of Human Resource Management in Global scenario
- To study the HR practices in service sectors

Unit I - Human Resource Management- Dynamics of HRM in Multinational Corporations, Cross Cultural HRM - Human Relations Challenges - Human Resource development in the service sector

Unit II - Human Resources Planning- Objectives- Importance- HRP Process- Manpower Estimation-Job analysis- Job Description-Job Specification - Methods & Techniques - Measurement of HR Planning Recruitment - procedures - criteria for an effective recruitment and selection programme - challenges in recruitment in service sector Sources of Recruitment-Selection Process-Placement and Induction-Retention of Employees.

Unit III - Training and Development- Objectives and Needs-Training Process-Methods of Training –Tools and Aids-Evaluation of Training Programs.- Training and Retraining, Measuring Training Effectiveness. Job Involvement, Employee Engagement ,Performance Appraisal and Potential Evaluation

Unit IV - Employee Empowerment - Process of Empowerment - employee empowerment and customer satisfaction – managing the customer-employee interaction - service failure and customer recovery- the role of communication and training - Way to motivate the employees in online service sectors - Empowerment in Indian Scenario, Empowerment in Global Scenario - Employee Involvement and employee attrition - flexible working practices - strategies for managing emotional labour

Unit V - Compensation and reward structures - Incentives - Effective Incentive System, Types of Incentive Scheme - Fringe benefits - Retention Strategies: Counselling& Mentoring, Managing Separations and Rightsizing.

References

- Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning
- Bernadin , Human Resource Management ,Tata Mcgraw Hill
- Wayne Cascio, Managing Human Resource, McGraw Hill
- Ivancevich, Human Resource Management, McGraw Hill
- Uday Kumar Halder, Juthika Sarkar. Human Resource management

CODE	COURSE TITLE	L	T	P	C
PCM814	ENTREPRENEURSHIP DEVELOPMENT	4	0	0	4

Course Objectives

- To enable the students to develop the achievement motivation and to develop entrepreneurial competency.
- To understand various theories of entrepreneurship and to know about social entrepreneurship.
- To study the relationship between entrepreneur and Intrapreneur and based upon this exposure, begin to develop one's own theory about what it means to be an entrepreneurial leader. Through the case method, build skills in developing and delivering persuasive arguments, active listening, critical thinking

UNIT I – Introduction to Entrepreneurship - Entrepreneur - meaning - importance - Qualities, nature types, traits, culture, Similarities and differences between entrepreneur and Intrapreneur. Entrepreneurship and economic development - its importance - Role of entrepreneurship - Entrepreneurial Environment.

UNIT II – Evolution of Entrepreneurs - Evolution of entrepreneurs - entrepreneurial promotion- mobility of entrepreneurs - entrepreneurial change - occupational mobility - factors in mobility - Role of consultancy organizations in promoting entrepreneurs - Forms of business for - entrepreneurs. Generating business ideas - Sources of ideas - Environmental scanning- Opportunity recognition

UNIT III – Small Business and MSMe's - Small Business : Concept & Definition, Role of Small Business in the modern Indian Economy, Steps for starting a small industry, registration as SSI, Advantages and problems of SSIs; Institutional Support mechanism in India - Incentives & Facilities for Entrepreneurs - Setting MSMEs - Problems of entrepreneurs - Sickness in small industries - reasons and remedies - Evaluating entrepreneurial performance

UNIT IV – Women/Rural and Social Entrepreneurship - Rural entrepreneurship – Need and Importance of Rural Entrepreneurship - Women Entrepreneurship – Problems faced by Women Entrepreneurs – Support by the Government and NGO's for Women Entrepreneurs – Social Entrepreneurship - Concept of Social entrepreneurship- meaning and definition- Growth and sustainability of social ventures. Role of social entrepreneurs in nation building

UNIT V – Project Finance - Project finance: Sources of finance – Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, and Commercial Bank - Appraisal of bank for loans. Institutional aids for

entrepreneurship development - Role of DST, DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI,
Entrepreneurial guidance bureau - Approaching Institutions for assistance.

References

- Vasanth Desai “Dynamics of Entrepreneurial Development and Management” Himalaya Publishing.
- N.P.Srinivasan & G.P. Gupta “Entrepreneurial Development” Sultanchand & Sons.
- P.Saravanavelu “Entrepreneurship Development” Eskapee publications.
- S.S.Khanka “Entrepreneurial Development” S.Chand & Company Ltd
- Satish Taneja, Entrepreneur Development ; New Venture Creation.
- Poornima Charantimath, “Entrepreneurship Development – Small Business Enterprises”, Pearson Publication
- Marc. J. Dollinger, “Entrepreneurship - Strategies and Resources”, Pearson Publication

CODE	COURSE TITLE	L	T	P	C
PCM815	WOMEN EMPOWERMENT AND SOCIAL RESPONSIBILITY	4	0	0	4

Course Objectives

- To enable the researcher to understand the importance of gender equality and women empowerment for the sustainability of the family and economy at large.
- Importance of Women Empowerment for Economic Development
- To understand the need for social responsibility

UNIT I: Social and Economic Empowerment - Women in Higher Education; Gender issues in Health, Environment, Family welfare Measures – Economic Empowerment - Introduction-organized sector, unorganized sector; Role of Women in Economic Development – Status of Women farmers and land rights; Women Entrepreneurs - Impact of Globalization on working women - National Policy for the empowerment of women 2001.

UNIT II: Political Empowerment - Political Socialization- Women leaders in politics - Women in Local Governance- Barriers- Reservation policies- Women’s Political Rights - CEDAW. Issues of Girl child, Female, infanticide and foeticide, Sex Ratio child marriage, Dowry & Property Rights, Violence against Women, Domestic violence, Female Headed Households- Women in the Unorganized sector of Employment, Women’s work- Status and problems

UNIT III: Women’s Movement in Tamilnadu - Women Movement against Poverty and Violence (MAPOVT) – Tamilnadu Women’s Forum (TNWF) – Women’s role in Dravidian movement in Tamilnadu – Recent trends in Women’s Movement- Religious fundamentalism - Restrictions on rights of women - Code of conduct and nation of honor and honor killings from religious and caste perspectives - Women in peace movement.

UNIT- IV: Corporate Social Responsibility towards Women Development and Empowerment - The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. Performance in major business and programs. Voluntarism Judicial activism.-Review current trends and opportunities in CSR - CSR as a Strategic Business tool for Sustainable development - Review of successful corporate initiatives & challenges of CSR.

UNIT- V: Social Responsibility towards Business - Social Responsibility towards – Investors – Employees – Customers/Consumers – Government – Local Community – General Public and Environment

References

- Jasbir Jain (Ed). (2005). “Women in Patriarchy: Cross Cultural”. Rawat Publications, Jaipur.
- KumkumSangari and SudeshVaid.“Recasting Women: Eassy in Colonial History”.
- Lerner, Gerda. (1986). “The Creation of Patriarchy”. Oxford University Press, New Delhi. 6. Maithreyi Krishna Raj. (1986). “Women Studies in India: Some Perspectives”. Popular Prakasham, Bombay.
- Mala Khullar, (Ed). (2005). “Writing the Women’s Movement: A Reader”. Zubaan, Kali for Women, New Delhi.
- Mies, Maria. (1980). “Indian Women and Patriarchy”. Concept Publishing Company, New Delhi.
- Gandhi, Nandita&Nandita Shah. (1992). “The Issues at Stake:Theory and Practice in the Contemporary Women’s Movement in India”. Kali, New Delhi.
- Corporate Social Responsibility in India - Sanjay K Agarwal .
- Handbook on Corporate Social Responsibility in India, CII.
- Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, NewDelhi

COURSE CODE	COURSE TITLE	L	T	P	C
PCM818	GOODS AND SERVICES TAX	4	0	0	4

Course Objectives

1. To understand the indirect taxation system in India
2. To understand the GST mechanism and implications for businesses in India

Unit – I - Introduction to Indirect taxes in India – History of Indirect taxes in India – Types of indirect taxes in India – Customs duty – Excise duty – VAT – Advantages - Disadvantages

Unit – II - Introduction to GST in India – GST Meaning and Definition- Features of GST- Need for GST- Advantages and Disadvantages of GST-Types of GST – CGST Act-SGST Act-IGST Act – GST in International Scenario

Unit – III - Registration under GST – Law and Procedures – Scope, Time and Value of Supply – Input tax credit- Accounts and Records under GST – Tax invoice, credit and debit notes

Unit – IV - Inspection, Search, Seizure and Arrest – Payment and Returns under GST – Laws and Procedures – Composition Scheme – E-way bills under GST

Unit – V - Refunds under GST – Offences and Penalties – Practical aspects under GST

References

1. Indirect Taxation – Balachandran V – Sultan Chand and Sons Publishers
2. GST Acts – Taxmann Publications
3. www.gst.gov.in – Government of India GST portal
4. <https://idtc.icai.org/gst.html> - GST and Indirect taxes committee ICAI
5. GST Laws, Rules and Rates - <https://icmai.in/TaxationPortal/GST/index.php>
6. Goods and Services Tax – Dr.H.C Mehrotra and Prof.V.P Agarwal – Sahitya Bhawan Publications.

COURSE CODE	COURSE TITLE	L	T	P	C
PCM819	DIGITAL MARKETING	4	0	0	4

Course Objectives

1. To understand the importance of digital marketing
2. To analyze the various digital marketing strategies and their implications for businesses.

Unit 1 - Introduction- definition- meaning- objectives- benefits- digital marketing tools- 7C's of digital marketing- difference between digital marketing and traditional marketing.

Unit 2 - Website planning- objectives- purpose- significance- components of websites- website planning process – SEO – Merits & Demerits - SEO Tools.

Unit 3 - Social media Marketing – Introduction – Types – Advantages & Disadvantages – Steps for using Social Media sites to promote Business – Role of Social Media Marketing – Email Marketing – Benefits – Challenges of Email Marketing – Types of Email Marketing - Challenges faced in sending Bulk Email – Content Marketing – Objectives – Benefits – Content marketing Strategy.

Unit 4 - App Store Optimization – Introduction – Steps to follow – ASO Tools – Benefits – Affiliate Marketing – Benefits – Tips for Affiliate program - Steps – Blogging – Benefits – Different blogging sites – Blog types – Advantages – Steps to follow in Blog Writing – Free lancing to make money.

Unit 5 - Google Analytics – Benefits – Analytic Reporting Google Ad words – Advantage – Steps for using Google ad words – Google ad words keyword tools – Display advertising – Communication Process – Communication Channels – Benefits – Types.

Text books

1. Digital Marketing; Strategy, Implementation & Practice. – Dave Chaffey, Fiona Ellis Chadwick. – Pearson Publishing.
2. The Art of Digital Marketing. – Ian Dodson. – Wiley Publishing.
3. Understanding Digital Marketing – Damian Ryan. – Kogan Page.

Websites

1. TechWyse.
2. Marketing Land.
3. Hub Spot.
4. ClickZ.
5. Smart Insights.

COURSE CODE	COURSE TITLE	L	T	P	C
PCM820	INVESTING MUTUAL FUNDS	4	0	0	4

Course Objectives

1. To understand the importance of investing in mutual funds.
2. To familiarize with mutual fund mechanism in India

Unit 1: - Origin and evolution of mutual fund industry- current trends- Asset Management Companies (AMC)- Asset Under Management (AUM)- Net Asset Value- NAV with dividend, NAV with growth- mutual fund industry as an enabler of wealth creation.

Unit 2: - Mutual Fund Industry in India before and after liberalisation- Unit Trust of India (not for master shares and master gains)- entry of foreign players- Indian private players and fund managers- Mutual Fund Industry today: the road ahead.

Unit 3: - Mutual fund instruments- meanings- types- open and closed ended funds- equity and debt funds- global opportunity funds.

Unit 4: - Regulation of Mutual Funds- the role of SEBI- control of distribution cost- eliminating entry and exit loads- Recent SEBI regulations.

Unit 5: - Mutual Fund Industry on tech platform- FinTech integration- online and mobile application based mutual fund investments- minimising distribution cost and maximising returns- PayTM and Mutual Fund investments- WhatsApp driven Mutual Fund Investments.

References

1. Lalitha Thamaraipandy; Mutual Funds: The Money Multiplier
2. Vivek K. Negi; Mutual Funds: Ladder to Wealth Creation
3. Glenn Hubbard, Michael F. Koehn, and Stanley I. Ornstein; The Mutual Fund Industry: Competition and Investor Welfare
4. John A. Haslem; Mutual Funds: Risk and Performance Analysis for Decision 5. Making
5. Matthew P. Fink; The Rise of Mutual Funds: An Insider's View
6. John C. Bogle; Common Sense on Mutual Funds
7. Jeffery A. Born, Oliver Schnusenberg, and Seth Anderson; Closed-End Funds, Exchange- Traded Funds, and Hedge Funds: Origins, Functions, and Literature

COURSE CODE	COURSE TITLE	L	T	P	C
PCM821	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	4	0	0	4

Course Objectives

1. To understand the significance of investments and various investment avenues.
2. To understand the theoretical foundation of portfolio management strategies.

Unit 1: Investment - Investment- meaning- introduction- definition -avenues of investment- Asset classes and asset location- financial and non-financial assets- portfolio- meaning- definition- single and multi-asset portfolio.

Unit 2: Risk and Return - Risk and return- meaning- relationship- sources of risk- measurement of risk- standard deviation and coefficient of variation- probability approach to risk- portfolio risk and return.

Unit 3: Market Hypothesis - Efficient market hypothesis- weak form efficiency, strong form efficiency, semi-strong efficient market hypothesis- Markowitz theory- Random Walk model- Modern Portfolio Theory.

Unit 4: Valuation of Securities - Valuation of securities- Valuation of bonds- Modigliani Miller Approach- Gordon's model- CAPM

Unit 5: Portfolio Performance - Evaluation of portfolio performance- measurement of performance- Treynor's and Jensen's Measure- Sharpe's ratio

References

1. Security Analysis and Portfolio Management, VA Avadhani Pearson Publications.
2. Fundamentals of Investment Management, Hirt and Block, Tata McGraw Hill. Ed 2009.
3. Portfolio Management Handbook, Robert A. Strong, Jaico Publishing House, Mumbai.
4. Security Analysis and Portfolio Management, Prasanna Chandra, Tata McGraw Hill.
5. Analysis of Investment and Management of Portfolios; Frank K. Reilly
6. Investments: Analysis and Management; Charles Parker Jones