RESEARCH METHODOLOGY

Unit-I: Introduction

Unit-II: Research Designs

Unit-III: Sampling Design & Sources of Data:

Sources of Data: Types of Data Questionnaire : Construction, Design and Guidelines.

Unit-IV Testing of Hypothesis:
Hypothesis: Concept, Features, Significance, Types – Determination of Level of Significance & Degrees of Freedom.

Unit-V: Processing, Analysis of Data and Report Writing:
Data Processing: Editing – Coding – Tabulation and Analysis.

SUGGESTED READINGS:
1) Kothari, C.R.: Research Methodology (Methods and Techniques),
3) O.R. Krishnaswami and Ranganatham : Methodology of Research, HPH,
4) Pouline V Young : Research methods, Thomson,
5) William Zikmund: Business Research Methods, Thomson,
6) Rand R.Wilcox: Fundamentals of Modern Statistical Methods,
7) Robert O.Kuehl Brooke: Design of Experiments: Statistical Principles of Research Design and Analysis,
8) William Emory: Business Research Methods, Richard D.Irwin, Inc, Varanon T. and Belsley H.L: Business Research Methods,
MARKETING MANAGEMENT

Maximum Marks: 100
Exam: 3 Hrs

Unit-I: Introduction:
Core concepts of Marketing, Marketing Environment, Marketing Strategy, marketing core concepts, Marketing information System and Marketing Research, Product decision, Pricing Decisions, Channel Decision, Promotional Decisions, Marketing and Society.

Unit-II: Services Marketing:

Unit-III: Consumer Behaviour:

Unit-IV: Supply Chain Management and CRM:

Unit-V: Global Marketing:
Global Marketing concept, Global Marketing environment, global Marketing strategies, Global Marketing Mix.

SUGGESTED READINGS:
1. Marketing Management: Analysis, Planning and Control: Philip Kotler
2. Fundamentals of Modern Marketing: Cundiff Still and Govoni, PHI
3. Marketing: mandell and Rosenbver, PHI
5. Global Marketing Management: Warner J.Keegan, PHI
BANKING AND INSURANCE

UNIT-I: PERFORMANCE OF COMMERCIAL BANKS:
RISK MANAGEMENT IN COMMERCIAL BANKS.

UNIT-II
OPERATIONAL NORMS: BASEL Accord- I, II and III, Statutory Liquidity Ratio (SLR), Cash Reserve Ration (CRR), Base Rate System (BRS).
ELECTRONIC BANKING: Electronic fund Transfer, Digital Signature, Electronic Cheque Payment System.
MERGERS AND ACQUISITIONS IN BANKS: Value Creation through mergers, motives behind mergers, financial and non-financial considerations in mergers and acquisitions, review of latest mergers and acquisitions in Indian banking sector.

UNIT-III
GROWTH AND DEVELOPMENT OF INSURANCE IN INDIA:
RISK MANAGEMENT IN INSURANCE

UNIT-IV
FUNDS MANAGEMENT IN INSURANCE SECTOR:

UNIT-V
MATHEMATICAL BASICS OF INSURANCE:
PRINCING OF LIFE INSURANCE:
Calculation of Net premium – Calculation of net premium for whole life insurance pure endowment policies; policies involving more than one life- life annuities deferred life annuities.

SUGGESTED READINGS:
1) Khubchandani: Practice and law of Banking;
2) IMBR; Banking Law Regulations;
3) IIBF; Accounting and Finance for Bankers;
4) Indian Institutional Bankers: Electronic Banking and Information Technology,
5) Kenneth Black Harold D, Skipper.JR: Life and health insurance ;
6) G E Redja: Principles of Management and insurance;
7) Scott E: Harrington and Gregory R Nie Insurance and Risk management;
8) O P Agarwal: Banking insurance;
9) Gupta’ Insurance and Risk Management.
UNIT-I ACCOUNTING STANDARDS:
Accounting Principles (Concepts and Conventions) – Accounting Standards in India (an overview) – Standard setting bodies ; International Accounting Standards Board, Financial Accounting Standards Board (USA), Accounting Standards Board in India – Standard setting process in India – Reporting as per IFRS in India (an overview) – Difference between Indian Accounting Standards and International Financial reporting Standards – Convergences with IFRS.

UNIT-II FINANCIAL REPORTING:

UNIT-III FAIR VALUE ACCOUNTING:

UNIT-IV CORPORATE GOVERNANCE REPORT:

UNIT-V ANALYSIS OF FINANCIAL STATEMENTS:
UNIT I
Macroeconomic Scene in India:

UNIT II
Economic Policies:

UNIT III
Market Economy & Globalization:

UNIT IV
Economic Environment:

UNIT V
Small Scale Industries & Industrial Sickness:
Small Scale Industries: Meaning of SSI Units, Growth of SSIs, Significance of SSIs, the Case for SSIs, Facilities – Policy Initiatives, Institutional Support, Credit Dispensation, Problems and Remedies, Small Sector Industrial Policy, Recommendations of the Abid Hussain Committee.
Industrial Sickness: Definition of a Sick Unit, Extent of Sickness, Causes for Sickness, Effect of Sickness, Remedies – Preventive Measures, Curative Measures, Omkar Swami Committee on Sickness.

SUGGESTED READINGS:
1. Aswathappa K: Essentials of Business Environment, HPH, Mumbai
2. Wheeler & Hunger: Strategic Management and Business Policy, Addison – Wesley
3. Fahey and Narayanan: Macro Environmental Analysis for Strategic Mgt.
4. Kelkar L Vijay And Rao Bhanoji V V:- Indian Development Policy Imperatives, THM.
5. Beighline R John: Business and Government Policy
6. Bimal Jalan: India’s Economic Crisis: the way Ahead, Oxford University Press,
7. Datt Ruddar and Sundaram K P M: Indian Economy,
9. A.N. Agarwal: The Indian Economy
ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT

Paper-II (MGT)  
Maximum Marks: 100

PPW: 5 Hrs  
Exam: 3 Hrs

Unit-I Organization:
Topology – Organizational Theory: Classical neoclassical and contemporary organizational structure: Determinants and Types – Organizational Effectiveness.

Unit-II Organizational Behaviour:

Unit-III Human Resource Management:

Unit-IV Human Resource Development:

Unit-V Industrial Relations:

SUGGESTED READINGS:
1) Stephen robbins etal: Organizational Behaviour, Pearson;
2) Laurie J.Mullins; Organizational Behaviour, Pearson;
3) Rodney Vandeveer, Michael Menefee: Human Behaviour in Organizations, Pearson;
4) Joyce Osland etal: Organizational Behaviour, Pearson;
5) Fred Luthans: Organizational Behaviour, McGraw hill;
6) Jerald Greenberg (Author), Robert A. Baron: Behaviour in organizations, Prentice Hall;
7) Michael Matteson, John Ivancevich; Management and organizational behaviour classics, Tata Mcgraw Hill;
8) Gareth R.Jones; Organizational Theory, Prentice Hall;
9) Udal Pareek Trzaining instruments in HRD and OD, Tata Mcgraw Hill;
13) Ratna Sen: Industrial Relations, Macmillian Publishers;
15) Michael Salamon: Industrial Relations: Theory and practice, Tata;
16) S. Deery D. Plowman, Janet Walsh, Michelle Brown: Industrial Relations: A contemporary Analysis, Mcgraw Hill;
17) Jones: Organizational Theory;
Paper: II (F) Maximum Marks: 100
PPW: 5 Hrs Exam: 3 Hrs.

**Unit-I: Security Analysis and Portfolio Management (SAPM):**
- d) Portfolio: Markowitz Model – Markowitz efficient frontier.

**Unit-II: Financial Services:**
- a) Mutual Funds: Classification of Funds – NAV – Recent Developments.

**Unit-III: Indian Capital Market:**
- d) SEBI and Regulation of Primary and Secondary Market – Regulation of Public Issues – Protection of Retail Investors.

**Unit-IV: Investor's Protection, Unfair Trade Practices and Insider Trading:**
- c) Insider Trading: Regulatory Regime in India.
- d) Model Code of Conduct for Listed Companies – Arbitration Facility.

**Unit-V: International Financial Management:**
- b) Currency Futures and Options Market – Futures V/s Options – Pricing Options (Black Scholes Option Pricing Model) – Futures Trading Strategies (Hedging, Speculation and arbitrage Strategies).
- c) Export Financing – Pre and Post Shipment Finance.
- d) Import Financing – Methods of Payment – Role of Letter of Credit.
Suggested Readings:
3. Fuller and Farewell: Modern Investments and Security Analysis, Prentice Hall.