

IFS 4310: INDIAN FINANCIAL SYSTEM

- MODULE-I** **10 hrs**
Financial System
The Structure of the Financial System – Functions of the Financial System – Financial System and Economic Development – Reforms in Financial Sector in India.
- MODULE-II** **16 hrs**
Financial Institutions:
The Reserve Bank of India – Functions of Reserve Bank of India – Monetary Policy and Credit Control – Commercial Banking – Non – Banking Financial Intermediaries – Development Banks Insurance Business in India – The Insurance Regulatory and Development Authority(IRDA)
- MODULE-III** **16 hrs**
Financial Markets and Financial Instruments:
Money Market Role and Structure of the Money Market – New Issue Market - Call Money Market – Bills Money Market – Foreign Exchange Markets.
Financial Instruments
- MODULE-IV** **14 hrs**
Capital Market
Government and Industrial Securities Markets:
Integration of Money and Capital Markets – Equity and Loan Capital – Role and Functions of Stock Exchanges – The National Stock Exchange of India – Over the Counter Exchange of India – Discount and Finance House of India – Securities and Exchange Board of India – Stock Holding Corporation of India –Market for Derivatives
- MODULE – V** **10 Hrs**
Financial Services
Merchant Banking, Mutual Fund, Lease financing Factoring Credit Rating and Venture Capital Finance
- MODULE-VI** **5 hrs**
International Finance Markets:
Nature, Organization and Participants – offshore Financing Instruments – Role and Functions of the Asian Development Bank IMF and World Bank.

BOOKS FOR REFERENCE:

1. Gordon And Natarajan Financial Services And Markets
2. V.A Awadhani Financial Services And Markets
3. Vasant Desai The Indian Financial System And Development
4. G. Ramesh Babu Indian Financial System

MKTG 2500: MARKETING MANAGEMENT

Objectives:

To familiarize students with the various concepts and practices of marketing.

MODULE –I

8 hours

Understanding markets & marketing process-what is marketing, scope of marketing, core marketing concepts ;marketing management philosophies, changes in business & marketing, company responses & marketers & marketers responses

MODULE –II

12 hours

Marketing mix: Developing marketing opportunities, value delivery process, market research and information system, consumer markets and consumer buyer behavior segmentation, targeting and positioning for competitive advantage, branding and packaging, rural marketing.

MODULE –III

10 hours

DEVELOPMENT OF NEW PRODUCT

New product development stages, categories of new product, reasons for launching new products and its failure. Product life cycle strategies and its extension.

MODULE –IV

10 hours

Distribution decisions-marketing channels, structure, types and criteria of selecting a channel, wholesaling, retailing, and physical distribution.

MODULE-V

8 hours

Pricing-types of pricing, consideration and approaches, competitive strategies, attracting, attacking, retailing and growing customer.

MODULE-VI

12 hours

Promotion decisions-an overview, advertising, sales promotion, personal selling and sales management, public relations, direct and online marketing, multilevel marketing-the new marketing model.

MODULE –VII

10 hours

Marketing and society: Social responsibility and ethical issues in marketing. Deciding on global marketing program.

BOOKS FOR REFERENCE:

1. Philip Kotler and Gary Armstrong “Principles of marketing, Pearson education 2002”.
2. Joel R. Evans and Barry Berman “Marketing in 21st century”, Biztantra 2003.
3. William Pride and O.C. Ferrel “Marketing concepts and strategies, Boston, Houghton Mifflin 1993”.
4. David W. Cravens, Gerald Hills, and Robert B. Woodruff “Marketing management, AITBS publishers 1996.
5. Zikmond “Marketing management”, Thompson publishers 2004.
6. CGS Krishnamacharayalu and Lalitha Ramakrishna, “Rural marketing” Text and cases, Pearson education 2002.
7. William Stanton, Fundamentals of Marketing, Tata Mcgrawhill.

PSCI 2500: INTERNATIONAL RELATIONS

Objective: The goal of this course is for you to gain the ability to analyze, understand, and objectively evaluate the complex mixture of phenomena that comprise international relations.

Module 1 **20 hrs**

Introduction of International Relations
System level of Analysis
State level of analysis
Individual level of analysis
The evolution of world politics

Module 2 **20 hrs**

National states and the International Environment
Nationalism and Trans-nationalism
National states
International Organizations
National Power and Diplomacy

Module 3 **20 hrs**

Presentations begin
International Conduct
Pursuing peace
Pursuing Security
Pursuing Prosperity
International Economic Cooperation

Recommend Books:

1) Rourke, John T McGraw-Hill, 2002 International Politics on the World stage

SOC 3340: PACIFIC RIM-ASIAN SOCIETIES

Objective:

The student will become aware of and understand: (1) the role of tradition and religion (Confucianism, Buddhism, Islam) in the Pacific rim cultures; (2) the meaning of “the Four Little Dragons” and the reasons for their economic success; (3) the influence of Japan in the Pacific Rim; (4) what are the other countries that make up the Pacific Rim and their influence upon world economic developments.

Module: 1

12 hrs

The Foundation of the Pacific Rim: Tradition and Religion--Confucianism, Buddhism and Islam, Diversity and Interconnections

Module: 2

12 hrs

The Pacific Islands: Opportunities and Limitations

Module: 3

12 hrs

Japan: Driving Force in the Pacific Rim

Module: 4

12 hrs

The Four Little Dragons:
Taiwan, South Korea, Hong Kong & Singapore

Module: 5

12 hrs

Countries of the Pacific Rim:
China, Cambodia, Laos, Myanmar, Thailand, Viet Nam, Macau, North Korea, Brunei, Indonesia, Malaysia, Philippines, Papua New Guinea, Australia, New Zealand

Recommend Books:

- 1) Collinwood D Dushkin Group \ Brown & Benchmark Publishers. Guilford, Connecticut 1999 – Japan and the Pacific Rim
- 2) Harvard University Press. Cambridge Massachusetts, 1991.- The Four Little Dragons

HRM 4350:HUMAN RESOURCE MANAGEMENT

MODUL 1 Introduction

8 hrs

Evolution, Concept, Role and Status of Human Resource Management, Personnel Management and HRM, Organisation and Functions of Personnel Management and HRM, HR Structure and Strategy

MODULE – 2

6 hrs

Manpower Planning- Concept, Organisation and Practice, Process, Techniques. Short-Term and Long-Term Planning.

MODULE- 3

6 hrs

Job Analysis – Concept, Importance, Process. Job Description, Job Specification.

MODULE –4

6 hrs

Recruitment- Concept, Meaning, Sources of Recruitment, Recruitment Process.

MODULE –5

6 hrs

Selection- Definition, Importance, Selection Process- Descriptive and Comprehensive. Methods of Selection. Tests and Interviews.

MODULE –6

3 hrs

Induction – Meaning, Importance and Methods.

MODULE –7

7 hrs

Performance Appraisal- Purpose- Factors affecting Performance Appraisal, Methods and Systems of Performance Appraisal. Coaching and Mentoring

MODULE –8

8 hrs

Training and Development- Meaning and Importance, Assessment of Training Needs. Methods, Design and Evaluation of T & D Programmes.

MODULE –9

6 hrs

Career Planning and Development- Career Counselling- Promotions and Transfers- Retirement and other Separating Process

MODULE –10

7 hrs

Grievance handling and Discipline- Developing Grievance handling Systems- Collective Bargaining- Managing Conflicts

REFERENCE BOOKS:

1. Pramod Verma: Personnel Management the Indian Organisations, Oxford: & IBM Publishing Co. Ltd
2. Arun Monappa & Saiyuddain : Personnel Management, Tata McGraw Hill.
3. Edwin B Flippo: Personnel Management, McGraw Hill.
4. Dr. Ashwataappa: Personnel Management, Himalaya Publications.
5. Venkata Ratnam C S & Srivatsava B K, Personnel Management and Human Resources, Tata McGraw Hill.