PANJAB UNIVERSITY, CHANDIGARH

FACULTY OF BUSINESS MANAGEMENT
& COMMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES OF READING

FOR

Add-on-Courses for B.A./B.Sc./B.Com.

DIPLOMA COURSE

For the Examinations of 2014-2015
SYLLABUS

1. Tourism and Travel
2. Insurance Business
3. Foreign Trade Practices & Procedures
4. Advertising and Sales Management
5. Computer Based Accounting
6. Event Management
7. Entrepreneurship Development
8. Bank Management
9. Computer Based Business Statistics
10. Portfolio Management and Security Analysis
11. Retail Sales Management
12. E-Banking
13. E-Commerce
Add-on course
Syllabus for Tourism and Travel

Second year
Paper I : Tourism and Environment
Our Environment
Linkages in Nature , Biomes of the World,
Environmental conservation through Ages,
Environmental parameters and Tourism,
Environment and Development.
Responsible Tourism Benefits-Environment, Community and Tourism,
Infrastructure and Land use-Basic issues,
Community and regional Assets, Benefits and Consequences.
Tourism as a tool for conservation.
Site and Locational Planning,
Uneven regional/national planning.
Environmental degradation and tourism;
Acts and laws;
Host/local population, Visitor Behaviors,
Environmental impacts-vegetation and Wild Life,
Mountains, Wetlands, Islands and Beaches;
Sports-Adventure, water.
Hotels and Resorts; Hill stations, National park.

Suggested Readings:-
R.Marsh The Rights of Nature
A.V., Seaton Tourism: the state of the art
Vidya N.Mishra Creativity and Environment
Wernes Wolfgang Aspect of ecological Problems and
Environmental Awareness in South Asia
Tourism and Development in the Third
World
John Lea

A world Tourism National and regional Tourism Planning,
Organisation Publication WTO, London 1994
Ministry of civil aviation
And tourism
Ratandeep Singh National Action Plan for tourism May
Vandana Shiva 1992 GOI
Laeeq Futehally Tourism Today, Structure Marketing
Sunita Chopra and Profile
Virender Kaul Tourism Development in India
Travel
Tourism And Economy
Paper-II: Tourism and Management

Management Concepts;
Function and Skills in view of their Applicability in Tourism.
Management. Concepts and Function
Entrepreneurship: Concepts and Function
Corporate Forums in Tourism;
Management issues in Tourism;
Understanding Organization, Planning and Decision Making, Monitoring and Controlling
Organizational Behavior
Human Resource Management.
Financial Management, Operation Management, Marketing management, Information Technology Management
Computers in Tourism, Internet Services
Conventions and Tourism.

Suggested Readings:

David H. Howell: Principles and Methods of scheduling reservations
Agarwal, Surinder: Travel agency management
(Communication India, 1983)
Geo, Chack: Professional Travel Agency management
Bhatin, A.K.: Tourism development-Principles and policies
William Cordve: Travel in India.
National publishers: The world of Travel, National publishers Delhi.
H.A. Rogers & J.A. Slinn: Tourism: Management of Facilities
Andrew J Dubrin: Fundamentals of Organizational Behavior
Mahmood A Khan: VNR’S Encyclopedias Hospitality and Tourism Management
James M Poynter: Travel Agency Accounting Procedures
J Christopher Hollway: The Business of Tourism
Add-on course

IIInd Part Insurance Business

PAPER-I

FIRE AND MARINE INSURANCE

Origin of fire Insurance: its nature, risks, hazards an indemnity legal basis; stipulation and conditions; contracts- Elements of fire insurance General contract ;full disclosure of material facts; Inspecting and termination of Coverage; Principle of Uberrima-fides,

Issue and renewal of policies, different kinds; risk covered; recovery of claims insurer’s option; Ex-gratia payment and subrogation-policy condition-before and after liberalization: Hazards not covered: Contribution and Average; Reinsurance, double Insurance and excess insurance and excess insurance. Types of fire protection policies issued by the general insurance corporation of India.


SUGGESTED BOOKS:

Rodder: Marine Insurance
Winder, W.d: Marine Insurance
Godwen: Fire Insurance
Cabell H : The fire Insurance contract Indian Policy.
IC: 67
Law of Probaility: Forecast of future events; construction of mortality; mortality tables for annuities.

**Basic Factors:** Use of mortality tables in premium determinations interest, compound interest function, Net and gross premium; mode and periodicity and premium payment; mode of claim payment; benefits to be provided; mode of loading for expenses. Gross premium-general considerations, insurer’s expenses margin adjusting; premium for term insurance; Temporary insurance; Endowment insurance; level and natural premium plan; premium calculation for study of actuarial valuation.

Nature, origin and importance of reserves and funds and life and property insurance. Retrospective and prospective reserve computation. Statutory regulation of reserves. Nature of surrender values; reduced paid up values; settlement options; Automatic premium loan. Nature and sources of insurance surplus; special form of surplus distribution of surpluses-extra dividend. Residuary dividend; Investment of surplus and reserves-basic principles. Investment policy of LIC and GIC in India.

Export credit and guarantee corporation Act.

General insurance corporation of India Act 1976,


**SUGGESTED BOOKS:**


2. Govt. of India. LIC Act, 1956

3. Govt. of India: GIC Act, 1976

COURSE III

Foreign Trade Practices & Procedure
2nd Year
Paper I

Elements of Export Marketing
- Introduction to Export Marketing.
- Differences between domestic and export Marketing.
- International Market Entry Strategy.
- Segmentation and Positioning.
- Product Planning for exports.
- Packing & Labelling.
- Pricing Strategies and exports.
- International Organization & Control
- Export marketing Plan.

Books
1) Onkysist Sale & Show International Marketing.
2) Subhash C. Jain-International Marketing.
3) Varsheny & Bhattacharjee-International Marketing Management.

Paper II

Foreign Trade Financing & Procedure

- Methods of Payment.
- Pre-shipment Credit-Meaning and Rates.
- Post shipment Credit.
- Export Credit Insurance.
- Role of ECGC.
- Foreign Exchange Management Act (FEMA)
- Export Incentives.
- Role of EXIM bank
- Forfeiting.

Books
2) Paras Ram-Export What, Where and How.
3) Annual Reports of ECGC/EXIM Bank.
Advertising & Sales Management
Second Year
SYLLABUS

Paper –I Advertising in India.
- Advertising Media
  Types of Media
  print Media (New paper and pamphlets, posters and broachers),
  electronic Media (Radio, Television, Audio Visuals Cassettes),
  other Media (Direct mail, outdoor media),
  Their characteristics, merits and limitations.
  Media scene in India
  problems of reaching rural audience and markets.
  Expebition and mela.
Press Conference.
- Media planning
  Selection of Media category. Their reach frequency and impact cost
  and other factors influencing the choice of Media.
- Media Scheduling
- Evaluation of advertising effectiveness.
  Importance and difficulties.
  Methods of measuring advertising effectiveness.
  Pre-testing and post-testing.
  Communication effect. Sales affect.
- Regulation of advertising in India.
  Misleading and deceptive advertising and false claims.
- Advertising agencies.
  Their role and importance in advertising.
  Their organization patterns, Functions, selections of advertising agency
  commission and fee.
- Advertising Department.
  Its functions and organization.

Suggested Readings:

Same as for paper–2 (relevant chapters) of First Year

Paper–II Personal selling and Salesmanship

- Nature and importance of personal selling.
  Door to door selling situations
  where personal selling is more effective than advertising.
  Cost of advertising Vs cost personal selling.
- Aida model of selling.
  Types of selling situations.
  Types of sales person, buying motives.
  Types of markets.
  Consumer and industrial markets,
  their characteristic and implications for the selling function.
- Process of affective selling
  prospecting pre–approach approach,
  presentation and demonstrations handling objectives closing and sale
  post–sale activities.
- Qualities of the successful sales person with particular reference to consumer services.
- Selling as a career advantages and difficulties
  causers for making selling on attractive career.
- Distribution network relationship
- Reports and documents; Sale Manual order book, Cash memo tour daily and periodical reports.

- Other problems in selling.

- A tentative suggested readings:
  
  1. Russel, Boach and Brskirk Selling (McGraw-Hill)
  2. Still, Cundiff and Covil Sales Management (Practice Hall of India.)

  3. J.S.K.Patel Salesmanship and publicity (Sultan Chand & Sons, New Delhi)

  4. C.A.Kirpatrik Salesmanship (South Western publicashing);Indian Reprtit by J.Taraporewal Bombay

  5. Jonhson, Kiran and Sohucing Sales Management (McGraw Hill)
COMPUTER BASED ACCOUNTING
2nd Year

Paper I

Wings Trade

Financial Accounting, Receivable and Payables, Invoicing and Voucher designing

And Printing, Inventory, MIS, Multiple Business, Companies and Principals, Reporting security, Network Accounting, Flexible Classification Winds Accounting SB, Wings Accounting –IL Wings Accounting Xtra, wings Accounting Plus, Wings Accounting Inv, wings Accounting Pro, wings Accounting Net, Wings Enterprise, wings Retail.

Paper II

Busy VL.3.0 (windows-based)


Busy Lite 1.0 (Dos-Based)

Diploma
In
EVENT MANAGEMENT
(Second Year)

Paper-I: **Events Marketing and Finance Management**

- Event marketing and event promotions.
- Event marketing strategies. Event proposal invitations.
- Brand management. Publicity.
- Client servicing.
- Sponsorship, advertising for events.
- Sales promotion and decision making studies.
- Financing for events-funds planning
- Identification of sources of funds, funds raising.
- Budgeting for an events-revenue and expenditure report.
- Cost accounting and cost control, event analysis.
- Charitable events. Special business events, retail events.
- Concept of pricing in events, risk rating.

**Paper-II: Managing event Business**

- Event organizers. Tips to better Management and Organization.
- Event team leadership. Time management
- Creative thinking-case studies, development of themes and projects.
- Presentations and event communication.
- Computer Operational skills, Internet Operational skills.
- Managing Logistics (sound, lights, catering, law, sponsorship etc.)
- Hospitality management. Product and Services, consumer care skills.
- Managing event decorations. Importance of Decorations.
- Special events and promotion of Tourism
- Market attractiveness and business strength.
- Event Management scenario in India. A developing market.
- Modern event management scenario assignments and case studies.
Entrepreneurship

DIPMOMA: SECOND YEAR

Paper-I: Entrepreneurial Culture

Entrepreneurial Culture

Developing Entrepreneurial Competencies
Meaning, Methods to develop competencies through self-analysis, through competitions and environment etc. Devising own means to improve competencies. Identifying competitors.

Competitive Analysis
Meaning, the threat of entry, the power of buyers. Suppliers and substitutes. Competitive Rivalry, Implications of competitive analysis.

Perceiving a Business Opportunity
Identification and selecting of business, potential opportunities at the selected area/state, Environmental Scanning, sources of information, Identifying opportunities, Converting problems into opportunities.

Understanding Business Environment


Assessing Project Feasibility


Institutional Assistance

Availability of various Institutional finances and finances from Commercial Banks, Institutional support regarding Technological Development. Setting up of Laboratories, marketing etc.

Business Communication (Oral and Written)

Art of Public Speaking. Influencing the Personnel Importance of Communication, Problem solving through Communication and Discussion.
Paper II: Managing Small Enterprise (S)

Small Scale Industry

General Management
Introduction to Management, Principles of Management, Principles in Operation, key Aspects of managing a Small Enterprise(s).

Risk Analysis

Market Survey
Concept & Practice. Assessment of Demand & Supply, Preparation of Survey Questionnaire.

Globalization and liberalization

Social Responsibility of Business
Paper-II
MANAGING SMALL ENTERPRISE (S)

SMALL SCALE INDUSTRY

Meaning, role, risks and failure, external & personal factors of failure, ways-out to succeed, pressing problems of small Industry.

General Management

Introduction to management, Principles of management, Principles in operation, Key aspects of managing a small enterprise.

Production Management in Practice

Installing and utilizing project capacity, selecting appropriate technology and cost, Purchase techniques.

Production Management

Importance of production, planning and control, Tools and techniques.

Marketing Management

Importance of production, planning and control, Tools and techniques.

Market Survey

Concept & practice, Assessment of demand & supply, Preparation of survey questionnaire.

Financial Management-I

Understanding working capital cycle, Assessment of working capital.

Financial Management-II

Financial ratios and its importance Tools and techniques for calculating financial ratios.

Globalization and Liberalization

Meaning, Impact, Its benefits and drawbacks to SSI sector. WTO and its impact of SSI sector.

SSI and Modern Technology.

Social Responsibility of Business
Suggested Readings:

David H. Holt
Philip Kotler
I.M. Pandey
Vakul Sharma
Shiv Khera
Charles Horngren
James Van Horne
Azhar Kazmi
S.S. Khanka
C.B. Gupta and N.P. Srinivasan
Greenstein

Entrepreneurship New Venture Creation
Marketing Management
Management Accounting
Handbook of Cyber Laws
You can win
Cost Accounting
Fundamentals of Financial Management
Business Management
Entrepreneurial development
Entrepreneurial Development
E-Commerce
Second Year

Bank Management

Paper I  MERCHANT BANKING AND FINANCIAL SERVICES

Merchant Banks—nature and scope regulation of merchant banking, specialized services of merchant banks, Issue management, and underwriting and portfolio management. Loan syndication, project preparation and appraisal. Structure of Merchant Banking in India, SEBI Regulations for Merchant Banks.


REFERENCES

1. H.R. Machiraju. Merchant Banking
2. J.C. Verma A Manual of Merchant Banking
3. M.Y. Khan Management of Financial services
4. L.K. Bansal Mercant Banking and Financial Services

Paper-II  Money and Capital Markets

Functions of money and capital markets, their role in an organized society, Organization of money and capital markets, economic forces operating in the money and capital markets, composition of money market and the composition institution and operations of its sub-markets, Composition of capital market and the composition institution and operations of its sub-markets,
Central banks and the money market- as study of Reserve Bank of India, its role in the regulation and control of money market and the monetary policy, the role of state in the money and capital markets, Role of SEBI in the capital market, New Issue market, Management of public issues of securities, Financial instruments and their derivatives. Role and functions of stock exchanges, Mechanism of trading of securities in the stock exchanges.

REFERENCES

1. William Sharpe  Portfolio Theory and Capital Markets
2. R.I. Robinson Money and Capital Markets
Course Inputs:

1. Generation, Types, and classification of computer; Basic anatomy of computer - input unit, C.P.U., auxiliary memories, output unit; classification and characteristics of memories.

2. **Data Representation-Integer and Real**: Number system - binary, octal, decimal and hexadecimal; conversion to another system; Operations on number system.

3. **Computer Programming Language (C Language)**:

   Introduction to structured Programming: Concept of variable and constants, structure of a C program, various operators, expressions and their evaluation using rules of hierarchy. Assignment statements, Control Structures: sequencing, alteration and iteration; arrays, Manipulating vectors and matrices, pointers, String, Function, Structures, User defined functions, Input/Output files, Pre-Processors, Macro.

**Object Oriented Programming Language (C++ Language)**:

Introduction to Object Oriented Programming-Objects, Classes, data abstraction, Data encapsulating, Inheritance (Single, Multiple, Hierarchical, Multilevel, Hybrid) Polymorphism, Dynamic binding, Message Passing, Tokens, expressions, data types, variables, operators, control statements, Arrays, constructor and destructors, classes, objects, functions and methods. File handling, exception handling and templates.
PAPER –II

1. Control structure: Sequencing; Alteration; Interaction (e.g. GOTO, IF-THEN, IN-ON-GOTO-FOR-NEX statements).

2. Arrays: Subscripted variables; One dimensional and two dimensional arrays; DIM statement and manipulation of two dimensional arrays (e.g. Matrix addition, multiplication, transpose, etc.)

3. Subroutines, File Processing, and file Handling: Single line functions; Multi-line functions; Different types subroutines; GO SUB, GABL, SULEXIT, SUBEND statements; Handling sequential and random files.


5. Fox Pro: Introduction to Fox-Pro,, Fox-Pro under Windows, Harnessing Fox-Pro, Starting Fox-Pro, Data Types, Creating Databases, Adding records, Viewing database, Positioning database, Saving database. Editing- Browse Deleting- records, Modifying database structure, opening and closing database files, Invoking and Quitting Fox-Pro.

6. References


Second Year

Paper 1: Security Analysis

Objective: To provide the student with knowledge of different aspects of investment and security analysis.

Investment Management

Security Risk and Return

Security Analysis

On-Line trading
Complete knowledge of on-line trading through various on-line portals available. Knowledge of dematerialization of securities.

Paper 2: Portfolio Management

Objective: To provide the student with knowledge of different aspects of portfolio management.

Portfolio management

Portfolio selection

Portfolio performance evaluation
TIME: 3 Hours  
Max. Marks: 150

Instructions for the paper setter/ examiner:

Section A: This section will consist of 15 very short questions covering the whole syllabus. The students are required to attempt 10 questions which will carry two marks each. Total weightage of this section being 20 marks.

Section B: This section will consist of 4 questions covering Part-I of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Section C: This section will consist of 4 questions covering Part-II of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Internal assessment should be based on periodical tests, written assignment and class participation.

PART-I (RETAIL)

Retail Stores Layout and Space Planning: Stores layout and types of layout, setting up retail organization, size and space allocation, location strategy, factors affecting the location of retail, retail location research and techniques, objectives of good store design.

Retail stores management: Meaning, responsibilities of store manager, store security, parking space problem at retail centers, store record and accounting system, coding system.

Retail Planning: Human resource management in Retailing, Human resource planning, Role of HR in retail organization, recruitment, selection and training needs for employees, Motivation and performance appraisal.
PART-II (SALES MANAGEMENT)

**Sales Personnel Planning:** Nature of sales force planning, its importance, quantitative aspects in sales personnel planning, sales job analysis, procedure of sales job analysis, use of job analysis, job description, contents of job description, features of a good job description.

**Management of Physical Distribution:** Meaning of Physical distribution, physical distribution management, areas in the management of physical distribution. Importance of transportation. Function and means of transportation of trade and industry storage, needs of storage, warehousing, advantages of warehousing, kinds of warehousing.


**Suggested References:**

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
4. A.J Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management- A Strategic approach
6. Bette K. Tepper, Mathematics for Retail Buying
Diploma in E-Banking (PAPER-I)

For the examination of 2014-15

WORK LOAD & DISTRIBUTION OF MARKS

1. There will be two papers of 100 marks each.

2. Total marks shall be 100 marks, out of 100 marks, theory paper shall consist of 80 marks and internal assessment based upon practical training, class participation, attendance, case studies, project report shall be 20 marks.

3. There shall be 6 lectures per week.

Instructions for Paper Setters

Note: The question paper of each subject covering the entire course shall be divided into three sections:

Section A (20 marks)

This section will have 6 short, answer questions from the entire syllabus. Students are required to attempt 4 questions from this section. Each question will carry 5 marks; the total weightage being 20 marks.

Section B (30 marks)

This section will consist of essay type/numerical questions from Unit I of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.

Section C (30 marks)

This section will consist of essay type/numerical questions from Unit II of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.
Paper-I

Electronic Payment System & E-Customers Relationship Management

UNIT-I

Changing Dynamics in the banking industry, changing consumer needs, cost reduction, demographic trends, regulatory reform, technology based financial services products.

Management issues in Online Banking, differentiating products and services, managing financial supply chains, pricing issues in online banking, marketing issues- attracting customers, keeping customers.

Overview of the electronic payment technology, limitations & traditional payment instruments, electronic or digital cash, properties of electronic cash, digital cash in action, electronic cheques, benefits of electronic cheques, electronic cheques in action, online credit card based systems, types of credit card payments, secure electronic transactions.

UNIT-II

e-CRM solutions, when humans are not enough – how technology can help, e-CRM toolkit, managing customers value orientation and life cycle, the customers retention goal, privacy issues, data mining in CRM.

Role of bankers to create E-CRM awareness in all segments of the economy.

e-bank customers problems in e-age.
e-bank customers perceptions & expectations from e-banks.
e-banks employees perceptions & expectations from e-bank customers.

Suggested Readings:


Henry Chan, E-Commerce, Fundamentals and Applications, Wiley India Pvt. Ltd. New Delhi

**Paper-II**

**E-Security & E-Marketing**

**Unit-I**

Firewalls and network security, types of firewalls, firewall security policies, emerging firewall management issues, transaction security, types of online transactions, requirements for transaction security.

Cyber-Crimes: Tips for choosing a secure password, reporting hacking attempts, cyber terrorism & cyber welfare.

Online Frauds: Scams, fleshing attacks and urban legends

Identity theft: Spoofing, forgery and social engineering

Cyber-Squatting, software privacy & copyright

Password cracking and hostile profiling

**Unit-II**

E-Marketing: Past, Present and Future

E-Marketing: Environment Building inclusive E-Markets

E-Marketing Strategies: Creating an E-Marketing plan

Ethical and legal issues in E-Marketing

Segmentation, targeting, differentiation and positioning strategies in e-marketing

**Suggested Readings:**

Judy Strauss and Ramond Frost, E-Marketing, PHI learning private limited, New Delhi.


Diploma in E-Commerce (PAPER-I)

For the examination of 2014-15

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Instructions for Paper Setters

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Section A (20 marks)

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Section B (30 marks)

This section will consist of essay type/numerical questions from Unit I of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.

Section C (30 marks)

This section will consist of essay type/numerical questions from Unit II of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.
Paper-I

Consumer and Business Oriented E-Commerce

UNIT-I

Introduction to consumer-oriented e-commerce.

Traditional retailing and e-retailing benefits of e-retailing-to the consumer, to the business

Key success factors for traditional retailing, and e-retailing

Models of e-retailing - specialized e-stores, basic features of an e-retailing systems, e-malls, direct selling by the manufactures, supplementary distribution channel, brokers or intermediaries.

Developing a consumer-oriented e-commerce system, the emerging business model as the basis of e-commerce system development, process-oriented e-commerce development approach, steps in the development methodology.

Unit-II

Features of B2B e-commerce

Business models-E-procurement and buyer-oriented e-commerce systems, buy-side e-commerce-intercompany activities of procurement, sell-side e-commerce, virtual markets, collaborative supply chain management.

Integration-intercompany integration, B 2 B e-commerce communication using XML, intra company integration.

Suggested Readings:


Paper-II
E-Services, Web advertising and Web Publishing

Unit-I

Categories of e-services
Web-enabled services-e-banking, e-stock trading and e-investing, e-education
Match marking services-travel services, e-employment and e-jobs, others
Information-selling on the web
E-entertainment
Auctions and other specialized services-C 2 C auction sites, B 2 B auctions

Unit-II

Traditional versus Internet advertising
Internet advertising techniques and strategies
e-mail, banners, targeted advertising techniques
Business models for advertising and their revenue streams
Pricing models and measurement of the effectiveness of advertisements
Web publishing goals and criteria
Web site development methodologies
Logical design of the user interface I- abstract user interface object
Logical design of the user interface II- flow of interaction
Web presence and visibility

Suggested Readings:


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