PANJAB UNIVERSITY, CHANDIGARH

FACULTY OF BUSINESS MANAGEMENT
& COMMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES OF READING

FOR

Add on courses Advance Diploma for the examination 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
8. Bank Management
10. Portfolio Management and Security Analysis
11. Retail Sales Management
1. Tourism and Travel

Paper-I : Tourism and culture

Indian Culture and perspective for Tourism, Indian Culture Heritage; Historical Context; Conservation of Culture, Tourism and Culture: Socio Historical Perspective-Customs, Rituals and Cults in India, Fairs and Festivals in India; Fine Arts-Dance, Music, Painting. Popular Culture-Indian Theatre, Indian Cinema; Archaeology and Antiquity-Archaeological Sites, Museums Handicrafts-Continuity and Change-Clay, stone, wood, Metal crafts, Ivory, Coral, gems and Jewellery Textiles and Costumes; Tribal Cultures and Societies; Policies issues in Culture-Government Trade and Media.

**Suggested Readings:**

- SAA Rizvi- The Wonder that was India, Vol II
- KS Singh- People of India: An introduction
- KM Panekar- Festivals of India
- Kapila Vatsyayana- A Survey of Indian history
- Pandit Amarnath- Indian Classical Dancers
- Percy Brown- Living Idioms in Hindustani Music
- SS Parnjpe- Indian Pantings
- Ashish Rajadhyaksha and Sangeet Bodh
- Paul Willman- Encyclopedia of Indian Cinema
- GT Deshpandey- Indian stage
- HN Deshpandey- Indian Dance
- Rustam Bharuchi- Indian Theatre
- Dilip K Chakrabarty- Archeology of Ancient Indian Cities
- Bridget And Raymond Allchin- The Rise of civilization in India And Pakistan

- Gary Addson And Davin Dean- The Hand Book of Museums
- Gaynor Kavanagh- The Museums Profession
- Shovita Punja- The Museums of India
- GCM Bird wood- The Arts of India
- Vasanti Majumdar- Indian Heritage
- Ghosh GK- Tribes and their Culture
The Concept marketing:
Nature, Classification and Characteristics of Services and their Marketing Implication;
Developing Marketing Strategies for Services Firms.
Linkage in Tourism and other Sectors;
Tourism Markets. International and Domestic Market research and Analysis.
Role of Technology in Tourism Marketing.
Role of Public Organizations, Local bodies, NGO's.
Social Marketing;
Marketing Mix-Product Designing, Pricing strategies, Promotion and distribution strategies Familiarization Tours,
Tourism Fairs and travel Markets;
Distribution Marketing-Region, Cities, Leisure Sports;
Accommodation Marketing-Region, Cities, Hotels etc.
Transport and Travel Services Marketing-Airlines, Tourist Transport, Travel Agency, Tour operators;
Tour Packaging.

Suggested Readings:

Kolter, Philip : Marketing management; Universal publications, New Delhi.
Douglas Forster : Travel and Tourism Management
Negi, M.S. : Tourism and Hoteling

Stephan F. witt & Luiz Moutinich : Tourism Marketing and Management Handbook
Renal, A. Nykiel : Marketing in Hospitality Industry; Van Nestrand Reinhold,
Maclean, Hunter : Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd. 1984
2. Insurance Business

PAPER-I

PROPERTY AND LIABILITY INSURANCE
(ADD ON COURSE) CIB 105

Risk and Insurance: Insurable and non-measurable risks; Nature of property and liability insurance, crop and cattle insurance and jewelry insurance.

(a) Basic Concepts: Specific and all risk insurance; valuation of risk-objective and subjective risk; indemnity contracts and specific value contracts; average and contribution; excess and short insurance carriers.

(b) Liability Insurance: Procedure for obtaining liability insurance. Legal position of Insurance agent; construction and issue of policy; records of liability insurance; policy conditions.

Compulsory public liability Insurance dwelling property losses; Business interruption and related losses. The insurance contracts, budgetary cover. Auto insurance, medical benefit insurance; dishonesty, disappearance and destruction insurance; employer’s liability aviation insurance: personal and residential insurance: boiler machinery insurance; commercial enterprises and industrial property insurance.

Insurance problems of educational and religious institutions; hospitals clubs and associations; professional package contracts; errors and omissions insurance; accountants liability insurance; accountants liability insurance; limits on amount of insurance, marketing and underwriting of liability insurance; finance of liability insurance.

SUGGESTED BOOKS

1. Long and Gregg: Property and liability insurance.
2. Hudda: Property and liability insurance.
3. IC-74


SUGGESTED BOOKS:

1. Cohn carydon-An Introduction to liability claims adjusting cinonational.
2. IC-74
3. Foreign Trade Practices & Procedures

3rd year

Paper I

Shipping and Insurance Practices CFT-105

- shipping and transportation.
- Transportation & Logistics.
- General Structure of Shipping-type of ships, composition of ships, Shipping world tonnage.
- Liner & tramp Operations.
- Freight Structure and Practice.
- Chartering Principles.
- Technological developments in ocean transportation.
- Role of intermediaries in including booking agents C&F agents.
- Shipping & ports facilities.
- Containerization & Shipping
- Marine Insurance.

Books:-
1) Kapoor & Kansal ‘Logistics A supply Chain approach.
2) Indian Shipping-Journal.
3) Yearbook of Indian Ports Association.
4) Annual reports of CONCOR.

Paper II

Foreign Trade Documentation & Procedure CFT-106

- Export Import Regulations
- Customs Act 1962.
- International Commercial Practices.

- Elements of Export Contract.
- FOB/CIF Contracts.
- Export Agency Contract.
- Laws Relating to Products
  - Trade marks Product Liability, Packaging and Promotion.
- Methods of Dispute Settlement.
- Processing of Export Order.
- Export Documents.

**Books:-**

1) Paras Ram-Exports, what where & How.
2) Varshney & Bhattacharyya-International Marketing.
4. Advertising and Sales Management

Paper-I Management of the Sales Force CAS 105
- Importance of the sales force and its management
- Functions of sales manager
- Requirement and selection
- Training and direction
- Motivation and compensation
- Appraisal of performance
- Salesforce size, organization of the sales department: Geography, product wise, market based.
- Sales planning and Central Market analysis and sales departments Geographic, product wise, market based.
- Sales quota objectives, principles of selling sales quota.

Suggested Reading:
1. Stanton and Buskirk Management of the sales force (Richard D.Itwin)

Paper-II. Sales promotion and public relations CAS: 106
- Nature and importance of sales promotion. Its role in marketing.
- Forms of sales promotion consumer oriented sales promotion, trade oriented sales promotion and Sales force oriented sales promotion.
- Major tools of sales promotion samples point of purchase displays and demonstrations. Exhibitions and Fashion shows sales contests and games of chance and skill, lotteries gifts offers, premium and free goods. Prince packs, rebates, patronage, rewards.
- Conventions, conference and tradeshows, specialties and novelties.
- Developing and sales promotion programmes, Pre-testing implementing, evaluating the results and making necessary modifications.
- Public relations meaning features, growing importance, role in marketing similarities of publicity and public relations.
- Major tools of public relations news, speeches, special events, handouts and leaflets, audiovisual, public service activities miscellaneous tools
- Ethical and local aspects of sales promotion and public relations.

Suggested Reading:
1. Phillip Kotler Marketing management 7th Ed. (Prentice Hall of India) chap. 23
3. J & K. Patel Salesmanship and publicity (Sultan Chand & Sons, New Delhi.)
5. Computer Based Accounting

Paper- I  3rd Year

Oracle Based Accounting    CCA  105

Course Content

Section A : Introduction to Oracle

SQL Operation:- Insertion, viewing, deletion, updation, renaming of Tables, Oracle functions and constraints, SQL performance tuning-indexes, views sequences.

Section B: Stored Procedures and functions, triggers, cursors, Oracle developer forms.

Paper-II  3rd Year

SAP    CCA 106

1. SAP-Introduction, various modules.

2. SAP vs. Oracle vs. People soft.


4. ERP: Solution for small and midsize business.

5. Customers order fulfillment, supply chain management, financial planning, and asset management.

6. System tool, SAPHTML, SAP HTML NAVIGATION.

7. ES Global online Documentation.


9. User of SAP in India and SAP/ERP service Provides worldwide.
6. Event Management

3rd Year

Paper-I

Event Sponsorship CEM-105

-Conceptualizing & Launching of Unique Events

- Program & Scheduling

-Online promotion

-Venue Sponsorship

- Catering Sponsorship

-Entertainment Sponsorship

-Logistic Sponsorship

Paper-II

Best Practices in Event Management CEM-106

-Planning for Different types of events

- Understanding & Planning Corporate events

- Exhibition & Road Showing

-Sports Event Management

-Event Tourism

-Systems approach to Sponsorship

-Sponsorship for Awards


Books
As in 1st year & 2nd year
7. Entrepreneurship

RECENT TRENDS IN ENTREPRENEURSHIP CEP 105

BUSINESS PLAN

Meaning, Importance, Contents & how to prepare Business plan, Responsibility for Business Plan.

CASE HISTOIRES

Of entrepreneurs-Lakshmi Mittal, Shehnaz Hussain, Ritu Kumar, etc and regional level entrepreneurs.

VENTURE CAPITAL

Meaning, Need, Importance for small business. Institutions and other venture capitalists.

INFORMATION TECHNOLOGY

Meaning, History, Revolution of Information technology.

E-BANKING

Meaning, Need, Tele-Banking, Internet Banking

THE HUMAN SIDE OF ENTERPRISE

Services, Their nature, Types of services, Distributive services, Information services. Success factors in service ventures. Service factors which make the human resources productive.

SELF-MANAGEMENT THROUGH YOGA

Basic techniques of yoga like pranayama, dhayana, simple asana in order to improve employer-employee relationships-Importance and need.

UNDERSTANDING BUSINESS ENVIRONMENT AND RELATED TERMINOLOGY

Concept of business environment, critical elements of the economic environment, Impact of micro and macro environment.

INFORMATION TECHNOLOGY ACT, 2000-Introduction

TALLY SYSTEM OF ACCOUNTING

E-COMMERCE

Meaning, History, Relevance, Types, Internet, World wide web.
Financial management

Importance of financial management, Techniques of managing finance.

Management of working capital

Reinforcement of the concept of working capital. Factors to be controlled in managing working capital. Tools and techniques.

Books of accounts

Importance of accounting assessment, Different books and its relevance, Support stationary and its use, Operating mechanism.

Financial Statements

Importance and interpretation, Profit and loss account, Balance sheet, Cash flow/funds flow.

Marketing Management

Marketing for small business, Strategies for sales promotion, International marketing.

Export Marketing

Understanding international business environment, Procedures and formalities, Do's and don'ts for exports. Green channel.

Sales Promotion

Sales Promotion, Tools and techniques for sales promotion, Pricing policy and its implication on sales.

Material Management

Concept of inventory control, and importance, Tools and techniques for managing the materials.

Inventory Control and Quality management

Defining quality and its concept, Aspects of Quality Management. ISO 9000 Certification, Total Quality Management (TQM)

Enterprise Establishment & Credit Disbursement Facilities.
Financial Support from financial institutions, Procedures for applications, Disbursement procedures, Do's and don'ts.

**Legal implications**

Income tax, sales tax, Excise, Labor laws, factory act, pollution control act, etc.

**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
Bank Management

Third year

Paper-I

Banking and Innovative Bank Products

Nature of banking and innovative bank products, reasons responsible for innovations in banking services, stages in the development of new products, Innovations in the acceptance of deposits and extension of loans, Important innovative banking products-Automated teller Machine, Telephone Banking, Home Banking Services, The impact of internet on banking and Internet banking, Electronic payment technologies-electronic fund transfer, electronic payment mechanism, Internet bill presentation and payment, credit cards and debit cards, Wireless credit cards, smart cards.

Digital signature, Online credit cards processing, impacts and effects of digital money, cyber cash service, Authorize net service, Merchant accounts and payment gateway package, World pay multi-currency payments, online bill payment portal, security issues in Internet banking, legal issues in new product development, Impact of globalization on banking services and products.

Reference::


REFERENCES

1. Emmanuel N. Roussakls Principles and practices
2. Frances A Less International Banking and Finance.
4. Lan M. Giddy Global Financial Markets
5. Bays and Janson Money Banking and Financial Markets

3RD YEAR COURSE 9: PAPER-I

1. **Simple Correlation between two variables**: Karl Pearson’s coefficient of correlation; Simple regression: Multiple and partial correlation coefficients; Multiple Regression. (Without Derivations).

2. **Index Numbers**: Weighted and Unweighted Index Numbers, Chain based Index Numbers, Deflated Index Numbers and Cost of living Index Numbers.


4. **Time Series Analysis**: Components of time series; Estimation of trend by moving average method, semi average method, and least square method (fitting straight line only)

3RD YEAR COURSE 9: PAPER-II

1. **Theoretical Distributions**: Binomial, Poisson and Normal Distributions, Estimation, Properties of a good estimator Method of maximum likelihood estimation.

2. **Hypothesis Testing**: Introduction; Procedure of testing hypothesis ; Tests of significance for larger and small samples; Z test, t-tests, Chi-square tests F-tests.

3. **Analysis of Variance**: One way and two way analysis of variance.

4. **Quality Control**: Charts for mean, SD, Range and Single Sampling plan and double sampling plan

5. Use of SPSS to solve statistical problems.

References:
3. S.P. Gupta, Mathematical Statistics
10. Portfolio Management and Security Analysis

Paper 1: Derivatives Market-I

Introduction to derivatives
Definition, Products, Participants and functions (Types of members to be included)
Types of derivative, Exchange-trade vs. OTC derivatives markets, Derivatives market at NSE (including turnover.)

Market Index:
Understanding the index number, Index construction, Desirable attributes of an Index, types of indexes, The S&P CNX Nifty (Introduction, components) , Applications of Index.

Introduction to futures and options
Forward contracts, Limitations of forward markets, Introduction to future, Distinction between futures and forwards contracts, Futures terminology, Introduction to options. Option terminology, Distinction between Futures and options. Index derivatives.

Paper 2: Derivatives Market-II

Application of Futures & Options
Payoff for derivatives contracts (futures and options), Difference between trading securities, and trading futures on individual securities, Use of Futures (Only simple strategies of hedging speculation and arbitrage), Index futures, Stock futures, Use of Options (Only simple strategies of hedging, speculation and arbitrage), Index options, Stock options.

Trading

Clearing and settlement
Clearing entities, Clearing members Clearing banks, Clearing mechanism, Settlement mechanism, Settlement of futures contracts, settlement of options contracts, special facility for settlement of institutional deals, Risk Management Systems(Volatility, types of margins & SPAN), Adjustments for corporate actions.

Regulatory framework
ADVANCE DIPLOMA IN RETAIL SALES MANAGEMENT

TIME: 3 Hours
Max. Marks: 150

Theory: 80
Int. Ass.: 20
Project Report: 50

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.

Note: Use of non-programmable calculator is allowed.

PART-I (RETAIL)

International Retailing: Internationalization of retailing and evolution of international retailing, motives of international retailing. International Retail Environment: Socio-cultural, economic, political, legal and technological.

Information Technology in Retailing: Role of IT in business, influencing parameters for use of IT in retailing, IT options available to retail, IT application of retail, Advantage of IT in retailing.

PART II (SALES MANAGEMENT)

The Sales Organization: Meaning, Scope and Importance of sales organization, Sales organization structure: Line Sales Organization, Line and staff sales organization, functional sales organization. Basic issues in developing a sales organization.

Sales Forecasting: Meaning, objectives and importance, Factors affecting and limitations of sales forecasting, various methods of sales forecasting, steps in sales forecasting. Sales forecasting and product life cycle, management of sales forecasting function.

Sales Incentives: Meaning, type of Incentives, sales meetings and conventions. Types of meetings and conventions. Factors to be considered in planning sales meeting. Sales contests, Do sales contest motivate?, Steps in developing sales contests. Objections to sales contest.

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
7. Daly John L, Pricing for profitability: Activity based pricing for competitive advantage