
SEMESTER IV

4 Papers**Total 100 x 4 = 400 Marks**
I. GENERIC/DISCIPLINE CENTRIC ELECTIVE [ECCOM401A]:
 (Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100	Pass Marks (MSE:17 + ESE:28)=45
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Instruction to Question Setter:Mid Semester Examination (MSE):

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type six** questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Class Attendance Score (CAS) of 5 marks and (c) Class Performance Score (CPS) of 5 marks. "**Best of Two**" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1 mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

A. FINANCIAL INSTITUTIONS & MARKETS**Theory: 60 Lectures; Tutorial: 15 Hrs****Objectives:**

The purpose of this course is to equip the students with an understanding of the financial system, its constituents, the principles on which it operates, inter linkages and regulatory concerns.

Contents:**Unit I - Introduction:**

Overview of financial markets & securities, Role of financial institutions, depository and non-depository institutions, consolidation & competition among financial institutions, financial conglomerates. Overview of the Indian financial system including financial sector reforms. Other contemporary issues in finance.

Unit II- Financial Markets:

Money markets-organization, economic role, instruments & regulation. Capital Markets- Primary & Secondary markets and their organization. Security market regulation and stability. Role of SEBI.

Unit III- Banking:

An overview of the banking industry, Securitization. Bank earnings & bank performance, investment banking. Bank failure & regulation; RBI and its policy evolution.

Unit IV- Financial Services and Non Depository Institutions:

Various fund based and fee based financial services- Leasing, Factoring, Forfaiting, Merchant Banking, Credit rating, Custodial services etc. Mutual Funds: Types of mutual funds schemes, ETFs, hedge funds,

venture capital funds, private equity funds and regulation. An overview of Indian Mutual Funds Industry. An overview of Indian pension fund industry including NPS. Insurance: Incentive problems in insurance-moral hazard & adverse selection, pure premium, premium smoothing etc. Reinsurance, catastrophe insurance. Regulation. An overview of the Indian insurance industry. Role of SEBI.

Unit V- Financial Inclusion:

Extent of exclusion, financial inclusion initiatives including SHG-Bank linkage Model. Micro finance-emerging issues & regulation.

Suggested Readings:

- ☐ Kohn Meir, *Financial Institutions and Markets*, Oxford University Press.
- ☐ Madura Jeff, *Financial Markets and Institutions*, South Western Cengage Learning.
- ☐ Mishkin, Fredrick S. and Stanley G. Eakins, *Financial Markets and Institutions*, Pearson Education India.
- ☐ Kidwell, David S., Backwell, David W., Whidbee, David A. and Sias Richard W., *Financial Institutions, Markets and Money*, Wiley.
- ☐ Reserve Bank of India – Various publications.

Note: Latest edition of the readings may be used.

OR**GENERIC/DISCIPLINE CENTRIC ELECTIVE****[ECCOM401B]:**

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100**Pass Marks (MSE:17 + ESE:28)=45****Instruction to Question Setter:****Mid Semester Examination (MSE):**

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type six** questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Class Attendance Score (CAS) of 5 marks and (c) Class Performance Score (CPS) of 5 marks. “**Best of Two**” shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1 mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

B. ADVERTISING AND SALES MANAGEMENT**Theory: 60 Lectures; Tutorial:15 Hrs****Objective:**

To develop an in -depth understanding of the modern concepts and latest techniques of advertising and personal selling and sales force management which constitute a fast -growing area of marketing.

Contents:**Section A: Advertising****Unit I-Communication Basics:**

Advertising - Its importance and nature; Advertising and publicity; Advertising management process; Advertising objectives; DAGMAR Approach; Determination of Target Audience and positioning; Advertising budget – factors influencing budget decision and methods .

Unit II- Advertising Message and Media Decisions:

Creativity and advertising; Creative process; Creative appeals and execution styles; Developing advertising copy for print ad - headline, body copy, logo, illustration and layout. Media Decisions –Types of media, Advertising through Internet and interactive media; Developing media plan; media selection and scheduling.

Unit III-Organization and Evaluation of Advertising Efforts:

Centralized and decentralized systems; Inhouse agency arrangements; Advertising agencies – selection, IMC services; Reasons for evaluating Advertising Effectiveness; Advertising testing process - Before and after advertising tests and techniques.

Unit IV-Advertising in India:

Social and regulatory aspects of advertising in India. Recent developments and issues in advertising.

Section B: Sales Management**Unit V-Fundamentals of Personal Selling:**

Nature and importance of selling; Types of selling; Personal selling, salesmanship and sales management; Process of effective selling; Sales management process; Environmental factors impacting selling; Managing ethics in selling environment; Role of personnel selling in customer relationship management

Unit VI-Sales Planning and Organization:

Setting personal selling objective; Market analysis and sales forecasting; Sales budget; Sales territory; Sales quota; Role of IT in sales planning.

Unit VII-Sales Force Management:

Recruitment and selection; training and development- Objectives, techniques and Evaluation. Motivating and Supervising sales personnel.

Suggested Readings:

- ☐ Aaker, David A., Rajeev Batra and John G. Mayers, *Advertising Management*, Prentice Hall of India.
- ☐ Belch. George and Michael Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw Hill Education.
- ☐ Still, Richard R., *Sales Management: Decisions, Strategies and Cases*, Pearson Education India
- ☐ Anderson B. Robert, *Professional Selling*, Universe.
- ☐ Johnston, Mark W. and Greg W. Marshall, *Sales Force Management: Leadership, Innovation, Technology*, Routledge.
- ☐ Spiro, Rosann, William J. Stanton and Gregory A. Rich, *Management of a Sales Force*, McGraw Hill Education.
- ☐ Hair, *Sales Management*, Cengage Learning.
- ☐ Johnston, mark W. and Greg W. Marshall, *Contemporary Selling: Building Relationships and Creating Value*, Routledge.
- ☐ Sharma, Kavita, *Advertising: Planning and Decision Making*, Taxmann.

Note: Latest edition of the readings may be used.

OR**GENERIC/DISCIPLINE CENTRIC ELECTIVE****[ECCOM401C]:**

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100**Pass Marks (MSE:17 + ESE:28)=45****Instruction to Question Setter:****Mid Semester Examination (MSE):**

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type six** questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Class Attendance Score (CAS) of 5 marks and (c) Class Performance Score (CPS) of 5 marks. “**Best of Two**” shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1 mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd., 5 marks).

C. HUMAN RESOURCE DEVELOPMENT**Theory: 60 Lectures; Tutorial: 15 Hrs****Objective:**

The objective of the course is to make student aware of the concepts, techniques and practices of human resource development. This course intends to make students understand the applicability of these principles and techniques in an organization.

Contents:**Unit I-Introduction to Human Resource Development:**

Concept and evolution; Relationship between human resource management and human resource development; HRD mechanisms, processes and outcomes.

Unit II-HRD Process:

Assessing HRD needs; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs.

Unit III-HRD Activities and Applications:

HRD for Workers; HRD mechanisms for workers; Role of trade unions; Employee training and development- Process, methods, and types; Coaching, counselling and performance management; Career management and development; Organization development.

Suggested Readings:

- Werner J. M., DeSimone, R.L., *Human resource development*, South Western.
- Nadler, L., *Corporate human resources development*, Van Nostrand Reinhold.
- Blanchard, P.N., Thacker, J.W., Anand Ram, V., *Effective training, systems, strategies, and practices*, Pearson Education.
- Raymond, N. and Kodwani, A.D., *Employee training and development*, McGraw Hill Education India.
- Mankin, D., *Human resource development*, Oxford University Press India.
- Halder, U. K., *Human resource development*, Oxford University Press India.

- ☐ Rao, T.V., *Future of HRD*, Macmillan Publishers India.
- ☐ Rao, T.V., *HRD score card 2500: Based on HRD audit*, Response Books, SAGE Publications.
- ☐ Rao, T.V., *Hurconomics for talent management: Making the HRD missionary business-driven*, Pearson Education.
- ☐ Curtis, B., Hefley, W. E., Miller, S. A., *The people capability maturity model: Guidelines for improving workforce*, Pearson Education.
- ☐ Kaplan, R.S., and Norton, D.P. 1992, The Balanced Scorecard: Measures that drive performance, *Harvard Business Review*.
- ☐ Kameshwar Pandit & Preeti Raina. “Manav Sansadhan Prabandh” Sahitya Bhawan Publication Agra.

Note: Latest edition of the readings may be used.
