

II. GENERIC/DISCIPLINE CENTRIC ELECTIVE [ECCOM402A]:

(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).

A. SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**Theory: 60 Lectures; Tutorial: 15 Hrs****Objective:**

To equip the students with advanced analytical tools, models and financial theory necessary for making sound investment decisions and optimum portfolio choice as well as understanding the paradigms by which financial securities are valued.

Contents:**Unit I- Introduction:**

Investment environment, various asset classes and financial instruments. Investment process. Return-risk analysis and impact of taxes and inflation. Types and sources of risks. Contemporary issues in investment management

Unit II- Analysis of Fixed Income Securities and Equity Analysis:

Bond fundamentals; Types of bonds; valuation of bonds; Measurement of return and risk of equity shares. Approaches to equity analysis. Fundamental Analysis- Economy, Industry, Company Analysis; Technical Analysis –Efficient market hypothesis. Tests of market efficiency and empirical evidence.

Unit III- Portfolio Analysis, Selection and Management:

Optimal risky portfolio- Markowitz portfolio selection model. Sharpe's single Index Model and optimal portfolio construction. Capital Asset Pricing Model (CAPM) and Market Anomalies (Size effect, Value effect, Seasonality effect, Overreaction effect etc). Arbitrage Pricing Theory and Multifactor Asset Pricing Models. Active and Passive portfolio management. Investment strategies- value investing, momentum and contrarian strategies etc. Portfolio performance evaluation (Sharpe index, Treynor Index)

Unit V- Financial Derivatives:

Futures-types and payoffs. Pricing of financial futures and commodity futures (Cost of carry model). Options- types and valuation using Black and Scholes Model. Put call parity. Options trading strategies. Portfolios of futures and options synthetics.

Suggested Readings:

- ☐ Bodie, Zvi., Kane Alex and Alan J. Marcus, *Investments*, McGraw Hill.
- ☐ Reilly, Frank K, and Brown, Keith C., *Investment Analysis and Portfolio Management*, Cengage Learning.
- ☐ Chandra, P., *Security Analysis and Portfolio Management*, Tata McGraw Hill.
- ☐ Vishwanath, R and Krishna Murthi C., *Investment Management*, Springer
- ☐ Fischer, Donald E. and Ronald J. Jordan, *Security Analysis and Portfolio Management*, PHI Learning.
- ☐ Elton, E. and Gruber, M, *Modern Portfolio Theory and Investment Analysis*, John Wiley and Sons.
- ☐ Damodaran, A., *Investment Valuation*, John Wiley & Sons.
- ☐ Sharpe William F, and Bailey Jeffery V, Alexander Gordon J, *Investments*, PHI Learning.
- ☐ Hull, J.C., *Options, Futures and Other Derivatives*, Prentice Hall.
- ☐ Bhalla, V. K., *Investment Management*, S. Chand & Company Ltd.

Note: Latest edition of the readings may be used.

OR**GENERIC/DISCIPLINE CENTRIC ELECTIVE****[ECCOM402B]:**

(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. INTERNATIONAL MARKETING**Theory: 60 Lectures; Tutorial: 15 Hrs****Objective:**

To familiarize the students with the concept and issues of international marketing and enable them to be able to analyze the foreign market environment and develop international marketing strategies for a business firm.

Contents:**Unit I-Introduction:**

Nature, importance, and scope of international marketing; International marketing management process- an overview, International marketing information system. International Marketing Environment: Global trading environment and developments. International Market Segmentation, Selection and Positioning; Screening and selection of markets.

Unit II-International Product Planning and Pricing decisions:

Major Product decisions-product design, labeling, packaging, branding and product support services; Product standardization vs. adaptation; Managing product line; International trade product life cycle; New product development.

Unit III-International Distribution Decisions:

Distribution channel strategy- International distribution channels; their roles and functions; selection and management of overseas agents; International distribution logistics- inventory management, transportation.

Unit IV-International Promotion Strategies:

International promotion tools and planning; Advertising, publicity, and sales promotion; International public relations, Planning for direct mail, sales literature, trade fairs, and exhibitions.

Unit V-Emerging trends in International Marketing:

International Marketing through Internet.

Suggested Readings:

- ☐ Keegan, Warran J. and Mark C. Green, *Global Marketing*, Pearson.
- ☐ Cateora, Phillip R.; Grahm, John L. and Prashant Salwan, *International Marketing*, Tata McGraw Hill.
- ☐ Czinkota, Michael R. and Illka A. Ronkainen, *International Marketing*, Cengage Learning.
- ☐ Terpstra, Vern; Foley, James and Ravi Sarathy, *International Marketing*, Naper Press.
- ☐ Jain, Subash C., *International Marketing*, South-Western.
- ☐ Kotabe, Masaaki and Kristiaan Helsen, *Global Marketing Management*, John Wiley & Sons.
- ☐ Onkvist, Sak and John J. Shaw, *International Marketing; Analysis and Strategy*, Psychology Press.
- ☐ Rajagopal, *International Marketing*, Vikas Publishing House.

Note: Latest edition of the readings may be used.

OR**GENERIC/DISCIPLINE CENTRIC ELECTIVE****[ECCOM402C]:**

(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. MANAGEMENT OF INDUSTRIAL RELATIONS**Theory: 60 Lectures; Tutorial: 15 Hrs****Objective:**

The objective of the course is to make student practically equipped to manage the industrial relations in the light of numerous augmentations in the area of Industrial relations. The course will make them understand the importance of industrial relations for an organization and the ways and means to create industrial harmony at different levels of organization.

Contents:**Unit I- Structure and Evolution of Industrial Relations:**

Concept, Nature and models of IR: Industrial relations system in India: Structure and its evolution. Major contemporary developments in global economy and polity and their impact on industrial relations scenario in India.

Unit II- Industrial Conflict and Disputes Resolution:

Industrial Relations Machinery in India, Provisions under the Industrial Disputes Act, 1947; Authorities under the Act, Reference of disputes to boards, courts or Tribunals, Procedures, Powers and duties of Authorities, Strikes, Lockouts, Layoff and retrenchments, unfair labour Practices, Penalties. Disputes resolution methods, Forms of industrial conflicts, Labour turnover, workplace practices and cooperation. Nature, Causes and Types of industrial disputes. Nature, Causes and types of Industrial dispute.

Unit III- Trade Unionism, Negotiations and Collective bargaining:

Provisions of Trade Union Act, 1926, Definitions, Legislations of Trade unions, rights and Liabilities of Registered Trade Union, Regulations, Penalties and procedure. Management of labour, management control strategies, business strategies and industrial relations, Role of market conditions, Structure for management of Industrial relations; Collective bargaining: Nature and functions; Types of bargaining; Collective bargaining in the Indian context; Negotiating a collective bargaining agreement.

Unit IV- Industrial Democracy:

Concept and scope of industrial democracy, Workers' participation: Strategy, practices, behavioural science input/contribution and models. Rationale for participation, Issues in participation, strategies for making participation effective. Emerging trends in Union-Management relations.

Session 2018-20 Onwards

Suggested Readings:

- Venkataratnam, C. S. *Industrial Relations: Text and Cases*. Delhi. Oxford University Press.
- Michael Salamon, *Industrial Relations—Theory & Practice*. London. Prentice Hall.
- Bray, M, Deery.S, Walsh.J, and Waring P, *Industrial Relations: A Contemporary Approach*, Tata Mc Graw Hill.
- Dwivedi, R.S., *Managing Human Resources: Industrial Relations in Indian Enterprises*, New Delhi, Galgotia Publishing Company.
- Edwards, P. *Industrial Relations: Theory and Practice in Britain*. U.K. Blackwell Publishing.
- Kaufman, B. *The global evolution of industrial relations: events idea and the IIRA*. Geneva:
- International Labour Office.
- Singh, P., & Kumar, N. *Employee Relations Management*. New Delhi: Pearson Education India.
- Kameshwar . Pandit , “Audoyogic Samband AWM Shram Sangh” Relations & Trade Unions Novelty & Co. Patna.
- Dr. Kameshwar. Pandit & Preeti Raina “New Dimension & Labour Economics Novelty & Co., Patna.
- Ramaswamy, E.A. *The Rayon Spinners —Strategic Management of Industrial Relations*, New Delhi. Oxford University Press.
- Mamoria C.B. & S. Mamoria: *Dynamics of Industrial Relations in India*. Mumbai. Himalaya Publishing House.
- Niland R. et. al. *The Future of Industrial Relations*, New Delhi. Sage.
- Sen, R. *Industrial relations: text and cases*, New Delhi. Macmillan Publishers.
- Rowley, C., & Warner, M. *Globalizing international human resource management*. New York: Routledge.
- Zeytinoglu, I. U. *Effects flexibility in workplace on workers: Work environment and the unions*. Geneva: International Labour Office.
- www.workersparticipation.eu
- www.ilo.org

Note: Latest edition of the readings may be used.
