

Prescribed Readings: (With amendments)

1. Guest A.G. Anson's Law of Contract, (Clarendon Press, Oxford).
2. Pollock and Mulla. Indian Contract Act.
3. M.Krishnana Nair. The Law of Contracts. (Orient Longman, Ltd)
4. Subba Rao, Law of Contracts
5. Dr. Avtar Singh. Law of Contracts
6. V.D. Kulshreshta. Indian Contract Act.
7. Halsbury's Law of England (IV Edn. Reissue) Vol. 31 p. 611-690, Vol.32p.1-45
8. Leake M.S. Principles of the Law of Contract
9. Pollock and Mulla – Indian Contract Act and Specific Relief Act

**Third Semester
PAPER – I**

MARKETING MANAGEMENT

Objective: -The aim of this course is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

1. **Definition of marketing management** - scope of marketing, marketing concepts and tools - core marketing concepts, marketing environment -macro and micro environmental factors. Marketing Mix - role of marketing in modern management. Marketing information system. Marketing intelligence system.

2. **Analyzing consumer markets and Buyer behaviour** - determinants of consumer buying behaviour. Buying Decision process - buying roles. Stages of **the** Buying decision process - Analysing business markets and business buying - behaviour-buying behaviour models (simple models) - buying motives. Market segmentation- need and requirements of effective segmentation-basis for segmentation. Selecting Target markets. Positioning the market offering- How to differentiate differentiation tools - developing and communication a positing strategy.

3. **Product Planning:** Meaning of product - Types of product-product line **and** product mix'decisions - New product Development - product life cycle concept - Branding and Packaging.

Price Planning: Meaning - Break-even Analysis - importance and Relationship to other marketing variables - Price and Non-price Competition - Pricing objectives- factors affecting pricing Decisions - pricing strategies.

4. **Distribution Planning:** Structure and Types marketing channels - channel functions and Role of Intermediaries - selection of distribution channels - channel Dynamics- channel co-operation and conflict - wholesaling - Retailing - Physical distribution - channel Management in India.

Promotion Planning: Meaning-Importance- steps in Developing Effective communication- Advertising and Public relations - personal selling and sales promotion - Direct marketing

5. **Managing the Total marketing Effort:** Developing customer value and satisfaction - Developing Strategy- Customer Relationship marketing - TQM in Marketing - Ethics in Marketing.

Books Recommended

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| 1. Marketing management: Text and cases | KS Chandrasekar Philip |
| 2. Principles of Marketing | Kotler, Gary Armstrong |
| 3. Marketing Management | V.S. Ramaswamy etal |
| 4. Marketing | Rajan Nair |

Paper - II

FINANCIAL ACCOUNTING

Objective: The objective of this course is to provide knowledge about Accounting Principles and their application in different Business situations.

1. **Introduction:** Accounting - a financial information system- inputs and outputs of accounting system- generally accepted accounting principles, concepts and conventions 2nd postulates.
2. **Financial Accounts of Sole Trading Concern:** Construction of manufacturing, trading and profit and loss account and balance sheet with adjustments for prepaid and outstanding expenses, unearned and accrued incomes, bad debts, provision for bad an[^] doubtful debts and provision for discount on debtors and creditors.
3. **Study of Partnership Accounts:** Accounting - problems related to admission, retirement and death of a partner.
4. **Study of Company Account:** Share capital of a company - Types of shares - Accounting entries on issue of shares for cash — forfeiture of shares — Re issue of forfeited shares.
5. **Final Accounts, of Join Stock Companies:** Form of balance sheet, as per Schedule VI Part 1 of Companies Act (Preliminary study only)

Books Recommended

- 1 .Advanced Accounting Shukla and Grewal
- 2 Advanced Accountancy Jain and Narang
- 3 Advanced Accountancy R. L. Gupta
- 4 Advanced Accountancy S.N. Maheswari

Paper - III

OPERATIONS RESEARCH

Objective: The objective of the subject is to make the students- familiar with the statistical and linear programming techniques. The main focus is however in their application in business.

1. **Introductions to Operations Research** - Definition and nature of Operations Research - Scope of Operations Research Matrix - Definition - Types of matrices - Operations on Matrices- Rank of Matrix - Solution of system of homogeneous and non homogeneous equations. Determinants - Minor and co-factors of a determinant - evaluation - Properties of determinants - Solution of simultaneous equations in 2 or 3 variables using Cramer's rule. Condition for consistency of 3 equations in 2 variables. Consistency of 3 simultaneous equations each of the form $ax+by+cz=0$ where at most one of the coefficients a, b and c is zero. Ad joint and inverse of a matrix - General linear programming problem - Mathematical formulation of linear programming problem - Solution to linear programming problem by graphical method - simplex method simple problems.
2. **Transportation problems** - Attaining initial basic feasible solution using North/West Corner rule Least Cost Method and Vogel's approximation method - final solution - Optimal solution - unbalanced problems - Simple balanced problems and Unbalanced problems on the above method without degeneracy - Assignment problems - Hungarian method - Salesman routing problem.
3. **Sequencing problem** - Johnson's rule for n jobs - 2 machines. N job 3 machines problems - Replacement problems - Simple method - items that deteriorate with time and money value is fixed - group replacement policy.
4. **Game theory** - concept of pure and mixed strategies - minimum and maximum value of games - solving 2 person zero sum games with saddle point - solving.
2X2 games without saddle point - simple problem - dominance principle - simple problem.
5. **Net work analysis:** Concepts of PERT & CPM - simple problems.
(Note: Proof of theorem and derivations are excluded.)

Books Recommended

1. Operations Research - Dharani Venkatakrishnan
2. Operations Research - Kantiswarup, P K Gupta & Manmohan
3. Operations Research - Nair N G
4. Operations Research (Theory and Applications) - S K Jain, D M Mehta
5. Operations Research (Methods and Practical) - G K Mustafi

Paper - IV

JURISPRUDENCE

Outcome:- This paper creates a fundamental understanding of law in a systematic manner and also give an insight into the basic concepts.

1. Nature and value of jurisprudence, various Schools of jurisprudence and their methodology – Positivistic schools – Austin, Salmond, Kelsen, Hart. Hart–Fuller Conflict – Comparative Jurisprudence – Marxist theory – Historical Schools – Savigny and Henry Maine – Modern status of Natural Law – Sociological Jurisprudence – Legal realism. Feminist Jurisprudence – Critical Legal Studies.
2. International Law, Constitutional Law, Authority and Territorial Nature of Law, Law and Fact, Functions and purpose of Law.
3. Law and Justice – Different Theories of Law and Justice – Rawls Theory – Distributive Justice – Corrective Justice – Natural Justice – Civil and Criminal Justice – Merits and defects of Administration of justice – Essentials of Criminal and Civil Justice – Theories of Punishment and their comparative evaluation.
4. Sources of Law – Meaning of the term sources – Legislation – Codification of statutes – Interpretation of enacted law – Custom – Reasons for the reception of custom and prescription – Legal custom and conventional custom – General custom and local custom. Precedent – authority of precedent – over-ruling – prospective and retrospective – *Ratio decidendi* and *obiter dicta* and *stare decisis*.
5. Elements of law – The juristic concepts of Rights and Duties; possession and ownership – Titles – Liability and Obligations; persons, property and procedure.

Prescribed Readings:

1. Friedman, Legal Theory. (5th Edn. Chapter 1,3,5,7 to 14,19,20, Columbia University Press)
2. Salmond, Jurisprudence (Sweet and Maxwell, 1966)
3. Paton, Jurisprudence.
4. Dias, Jurisprudence. (Aditya Books, 1985)
5. Lloyd, Introduction to jurisprudence, (Sweet and Maxwell, 1994)

6. Prof.P.S.Achuthan Pillai, Jurisprudence.
7. L.S.Carzon, Jurisprudence (1996)
8. J.W.Harris, Legal Philosophies. (Butterworths, 1993)
9. Dr. N.K. Jayakumar, Lectures on Jurisprudence, (Third Edition., Lexis Nexis, 2015)
10. V.D. Mahajan, Jurisprudence and Legal Theory
11. Dr.N.V.Paranjpe – Jurisprudence and Legal Theory.

Paper – V

SPECIAL CONTRACTS

Outcome : _ This paper familiarizes the students with principles of law relating to specific contracts like Indemnity, Guarantee, Bailment, Agency, Partnership, Sale of Goods etc.

1. Contract of indemnity and guarantee – Different aspects of surety’s liability. Comparison of guarantee with indemnity – Discharge of surety – Rights of surety against creditor; principal debtor and co-sureties.
2. Bailment – General features – Divisions of bailments – Requirement of consideration – Rights and liabilities of bailor and bailee. Finder of lost goods – Pledge or pawn – Pledge by limited owners.
3. Agency – General Features – Creation of agency and different method of such creation – Different kinds of agent – Delegation of authority – Sub-Agents and substituted agents. Rights and duties of agents and principal inter-se - notice to agent – Fraud of agent – Agent’s liability to third persons – Rights against agent personally, Breach of warranty of authority – Undisclosed principal – Termination of agency – Revocation and renunciation – Termination by operation of law.
4. Sale of goods – sale and agreement to sell – Formalities of sale – The price – Conditions and warranties (implied and express) – Fundamental breach – Transfers of property – Passing of risk – Effecting the performance of sale of goods – C.I.F. contracts – F.O.B. contracts - Right of buyer against seller – Suits for breach of contract – Rights of unpaid seller – Auction sale and hire purchase.
5. Partnership – Essentials partnership compared with ownership Company, Joint Hindu Family business and Society – A creation of status – Mode of determining partnership – Firm and firm name – Different types of partnership – Formation of partnership – Partnership property. Partnership by holding out – illegal partnership – Relations of partners to one another and to third parties – Incoming and outgoing partners – Retirement – Dissolution – Settlement of accounts – Sale of goodwill – Registration of firm.

Prescribed Readings: (With amendments)

1. Sale of Goods Act : Pullock and Mulla
(Orient Longman)
2. The Law of Contracts : M. Krishnan Nair
3. Law of Contracts : Avtar Singh
4. Law of Contracts : Subba Rao
5. Law of Contracts : Anson
6. Laws of England : Halsbury's (IVed.)Reissue Vol. 1
(2) pp 1 – 136. Vol.2. pp 829 – 905.

Fourth Semester**PAPER – I****MANAGERIAL ECONOMICS**

Objective: To acquaint the students with principles of Economics in Managerial decision-making

1. **Introduction:** Definition; nature, scope and structure of Managerial Economics - Decision - making, in Business - Economic Environment of Business.
2. **Profit Decision:** Business firm - the economic unit —Nature of profit —Function of profit - Measurement of profit - Theories of profit - Profit policies.
3. **Demand Analysis:** - Determinant of demand - Demand function - Elasticities of demand -Method for forecasting demand.

Cost Analysis: Cost concept, - Determinants of cost - Theoretical cost Function -Break-even analysis - Cost reduction and control.

4. **Production Decision:** Laws of returns - The production function - Isoquants - Isocost curves - Optional input, combination.

Price Theory and Practice: Forms of market structure - Kinds of competitive situation - Nature of monopoly and oligopoly pricing objectives - pricing methods - Product line pricing, Product differentiation and. pricing.

5. **Business Cycles:** Meaning, Feature and phases of business cycles -Theories of business cycles - Business forecasting.

Books Recommended

1. Managerial Economics Joel Dean
2. Managerial Economics D. C. Hague
3. Managerial Economics W. W. Haynes & W.R.Henry
4. Managerial Economics C.J. Stores