

K. S. Rangasamy College of Arts and Science (Autonomous),
Tiruchengode - 637 215

Department of Commerce-PG

Elective Course

- Retail Marketing
- Export-import Management
- Insurance and Risk Management
- Strategic Management

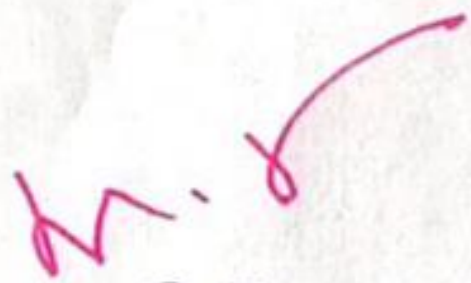
Encls:

1. Copy of Scheme of Examination
2. Syllabus copy of courses highlighting the Elective along with course outcomes
3. Mapping of courses to Elective

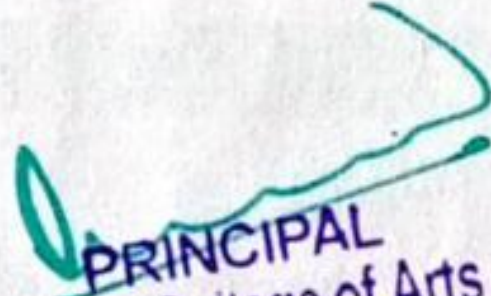

HoD - Commerce-PG
HEAD

DEPARTMENT OF COMMERCE
K. S. Rangasamy College of Arts & Science
TIRUCHENGODE - 637 209.




CoE

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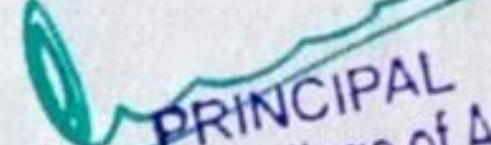
SCHEME OF EXAMINATION

First Semester

| Subject Code | Subject | Hrs of Instruction | Exam Duration (Hrs) | Max Marks | | | Credit Points |
|-------------------|---|--------------------|---------------------|-----------|----------|------------|---------------|
| | | | | CA | CE | Total | |
| Part A | | | | | | | |
| 19PCOM101 | Core I: Advanced Cost Accounting | 6 | 3 | 25 | 75 | 100 | 5 |
| 19PCOM102 | Core II: Marketing Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 19PCOM103 | Core III: Financial Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 19PCOM104 | Core IV: Financial Markets and Institutions | 5 | 3 | 25 | 75 | 100 | 3 |
| 19PCOM105 | Core V: Organizational Behaviour | 4 | 3 | 25 | 75 | 100 | 3 |
| 19PCOM106 | Core VI: Business Environment | 4 | 3 | 25 | 75 | 100 | 3 |
| Non-Credit | | | | | | | |
| 18PLS101 | Career Competency Skills I | 1 | | | | | - |
| | Total | 30 | - | - | - | 600 | 22 |

Second Semester

| | | | | | | | |
|---------------|---|-----------|---|----|----|------------|-----------|
| Part A | | | | | | | |
| 19PCOM201 | Core VII: Advanced Corporate Accounting | 6 | 3 | 25 | 75 | 100 | 5 |
| 19PCOM202 | Core VIII: Human Resource Management | 4 | 3 | 25 | 75 | 100 | 3 |
| 19PCOM203 | Core IX: Investment analysis and Portfolio Management | 5 | 3 | 25 | 75 | 100 | 3 |
| 19PCOM204 | Core X: E-Commerce | 4 | 3 | 25 | 75 | 100 | 3 |
| | Elective : I | 4 | 3 | 25 | 75 | 100 | 4 |
| 19PMACOI201 | IDC I: Advanced Business Statistics | 4 | 3 | 25 | 75 | 100 | 4 |
| Part B | | | | | | | |
| 18PVE201 | Value Education: Human Rights | 2 | 3 | 25 | 75 | 100 | 2 |
| 18PLS201 | Career Competency Skills II | 1 | | - | - | - | - |
| | Total | 30 | | | | 700 | 24 |



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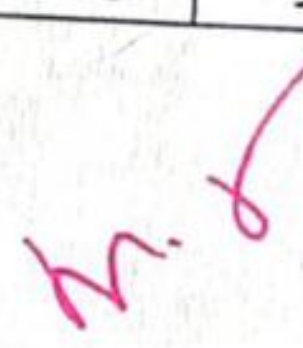

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Third Semester

| Subject Code | Subject | Hrs of Instruction | Exam Duration (Hrs) | Max Marks | | | Credit Points |
|------------------------|--|--------------------|---------------------|-----------|-----|-------------|---------------|
| | | | | CA | CE | Total | |
| Part A | | | | | | | |
| 19PCOM301 | Core XI: Income Tax and Tax Planning | 5 | 3 | 25 | 75 | 100 | 5 |
| 19PCOM302 | Core XII: Research Methodology | 6 | 3 | 25 | 75 | 100 | 3 |
| 19PCOM303 | Core XIII: Company Law | 5 | 3 | 25 | 75 | 100 | 3 |
| 19PCOM304 | Core XIV: Auditing and Assurance | 6 | 3 | 25 | 75 | 100 | 4 |
| | Elective II | 4 | 3 | 25 | 75 | 100 | 4 |
| 19PMACOI301 | IDC II: Resource Management Techniques | 4 | 3 | 25 | 75 | 100 | 4 |
| 19PCOIT301 | Internship Training (100% Internal Evaluation) | - | - | 100 | - | 100 | 1 |
| | Total | 30 | | | | 700 | 24 |
| Fourth Semester | | | | | | | |
| Part A | | | | | | | |
| 19PCOM401 | Core XV: Accounting for Managerial Decision | 6 | 3 | 25 | 75 | 100 | 5 |
| 19PCOM402 | Core XVI: Service Marketing | 6 | 3 | 25 | 75 | 100 | 3 |
| 19PCOM403 | Core XVII: Tax law (GST and Customs) | 6 | 3 | 25 | 75 | 100 | 4 |
| 19PCOM404 | Core XVIII: Modern Banking | 6 | 3 | 25 | 75 | 100 | 4 |
| 19PCOMPR401 | Project & Viva Voce | 6 | - | 50 | 150 | 200 | 4 |
| | Total | 30 | | | | 600 | 20 |
| | Grand Total | | | | | 2600 | 90 |


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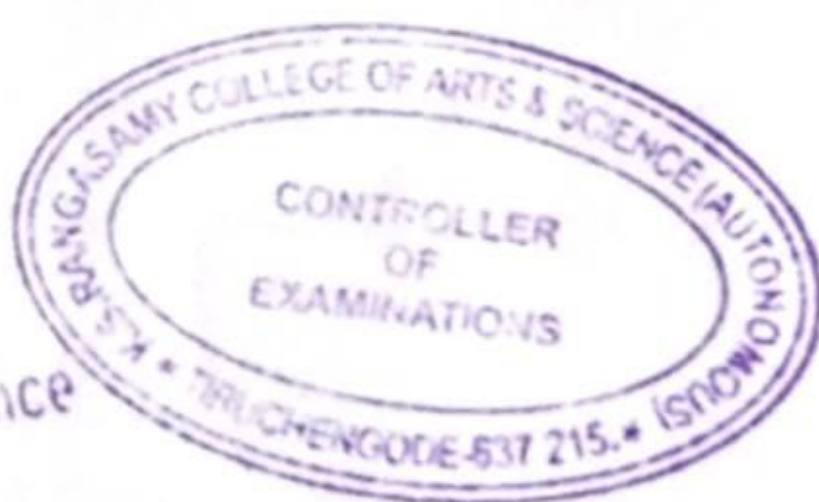

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ELECTIVE SUBJECTS

Every student has to choose one specialization, which consist of two subjects spread over second and third semester. This specialization, once so chosen by the student, will not be changed under any circumstances. The details of the specialization along with prescribed subjects are given here under:

| Elective I | | |
|--------------|----------|-------------------------------|
| Subject Code | Semester | Subject |
| 19PCOEL201 | II | Retail Marketing |
| 19PCOEL202 | II | Export-import Management |
| Elective II | | |
| Subject Code | Semester | Subject |
| 19PCOEL301 | III | Insurance and Risk Management |
| 19PCOEL302 | III | Strategic Management |


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| | | |
|------------|------------------------------|---------------|
| 19PCOEL201 | ELECTIVE I: RETAIL MARKETING | SEMESTER - II |
|------------|------------------------------|---------------|

Course Objectives:
The course aims

- Understanding of retailing and critically analyze the retailing process, the environment within which it operates.
- Gaining knowledge about the retail globalization, and Customer Relationship Management in retail sector.

Credits: 4

| UNIT | CONTENTS | Total Hours: 50 | |
|------|--|-----------------|-----|
| | | Hrs | CO |
| I | Retail marketing - Introduction, definition and significance - Characteristics of retailing - Traditional and Non-traditional retailing - Global trends in retailing - Retailing in Indian scenario - New trends in Indian retailing - Future prospective of retailing in India. | 10 | CO1 |
| II | Retail Environment - Micro and Macro environmental influences - Changing retail environment in India - Retail consumers - retail consumer buying process , factors affecting consumer decision process. | 10 | CO2 |
| III | Retail Formats - different types of retail stores - ownership based, store based, non-store based, web based. Retail location - choice of location, store layout and designs - Positioning of retail shops, retail store image - retail service quality management. | 10 | CO3 |
| IV | Retail Pricing - factors influencing retail pricing - retail pricing policies. Retail Merchandising - phases in developing a merchandise plan - Key areas in merchandise management - Service Retailing vs. Product Retailing - Retail Branding and strategies - Retail Marketing Mix. | 10 | CO4 |
| V | Retail Channel Management - Retail sales promotion techniques - Retail advertising - e-retailing in India - role of information technology in retailing. | 10 | CO5 |

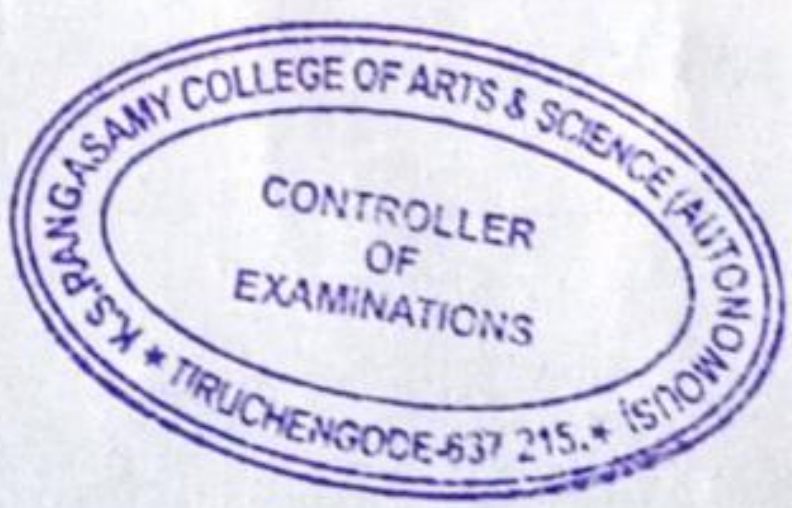
Text Book

| | |
|---|---|
| 1 | David Allbert (2006), Retail Marketing Management. [Second Edition] Pearson India Education Ltd., |
|---|---|

Reference Book

| | |
|---|---|
| 1 | Swapna Pradhan, (2011) Retail Merchandising, Tata McGraw-Hill, New Delhi. |
|---|---|

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COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

| | |
|-----|---|
| CO1 | Develop an idea about retail marketing and its functions. |
| CO2 | Enhance the students on consumer decision process and retail environment. |
| CO3 | Demonstrate an understanding of how retailers develop a service quality to build a sustainable competitive advantage. |
| CO4 | Make them understand pricing policies and retail mixing. |
| CO5 | Summarize different retail channel of management and its application in business situation. |

MAPPING

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|------|------|------|------|------|
| CO1 | H | L | M | M | H |
| CO2 | M | M | H | H | M |
| CO3 | L | H | M | M | H |
| CO4 | H | M | L | H | M |
| CO5 | M | H | M | H | L |

H-High; M-Medium; L-Low

M



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19PCOEL202 ELECTIVE I: EXPORT-IMPORT MANAGEMENT SEMESTER - II

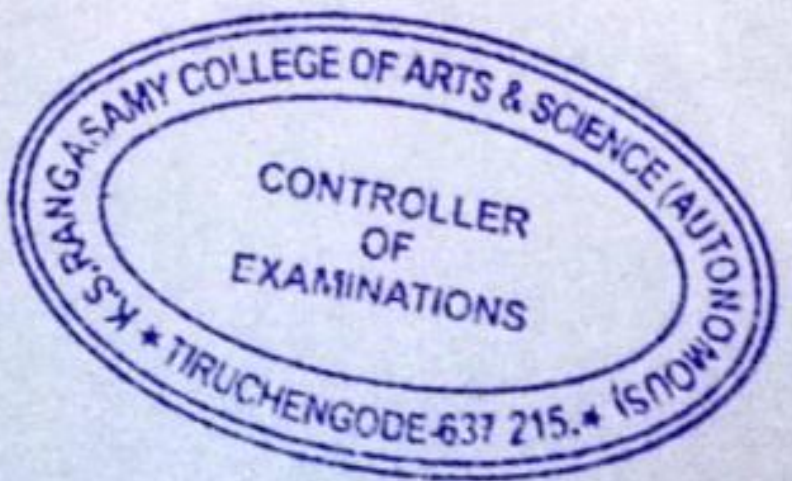
Course Objectives:
 The course aims

- Understanding to prepare export and getting into the international markets practices and practical procedure of exports and imports.
- Gaining knowledge about theoretical and practical capabilities in various aspects of export and import activities.

Credits: 4

| UNIT | CONTENTS | Total Hours: 50 | |
|------|---|-----------------|-----|
| | | Hrs | CO |
| I | Meaning and Definition of Export - Classification - Strategy and preparation of Export marketing - Export Marketing organizations - Registration Formalities - IEC - RCMC - Export Licensing - Selection of Export Product - Identification of Markets - Methods of Exporting - Pricing Quotations - Payment Terms - Letter of Credit. | 10 | CO1 |
| II | Export import Documentation - Aligned Documentation system - Commercial invoice - Shipping Bill - Certificate of origin - consular invoice - Mate's Receipt - Bill of lading - GR form - ISO 9000 - Procedures for obtaining ISO 9000 - BIS 14000 Certification - Types of marine Insurance Policies. Import Documents - Transport Documents - bill to Entry - Certificate of inspection - certificate of Measurements - Freight Declaration. | 10 | CO2 |
| III | Export Procedure - Export contract - forward Cover - Export finance - Institutional framework for Export Finance - Excise Clearance - Pre-shipment inspection - Methods of pre-shipment inspection - Marine insurance - Role of clearing and Forwarding Agents - Shipping and customs formalities - Customs EDI system - Negotiation of Documents - Realization of Exports proceeds. | 10 | CO3 |
| IV | Import procedure - Pre-import procedure - steps in import Procedure - Legal Dimensions of import procedure - customs formalities for imports - Warehousing of imported goods - Exchange control provisions for imports - Retirement of Export Documents. | 10 | CO4 |
| V | Foreign Trade Policy - Highlights - Special Focus Initiatives - Duty Drawback - Deemed Exports - Star Exports Houses - EPCG Scheme - Incentive for Exporters - Export promotion Councils - Commodity boards - ECGC - EXIM Bank. | 10 | CO5 |

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| Text Book | |
|----------------|---|
| 1 | Usha Kiran Rai (2015). Export-Import and Logistics management. Prentice - Hall of India Private Limited, New Delhi. |
| Reference Book | |
| 1 | Mumtaz (2015). International Trade Finance. [First Edition]. ARS Publications, Chennai. |

COURSE OUTCOMES (CO)


After completion of the course, the students will be able to

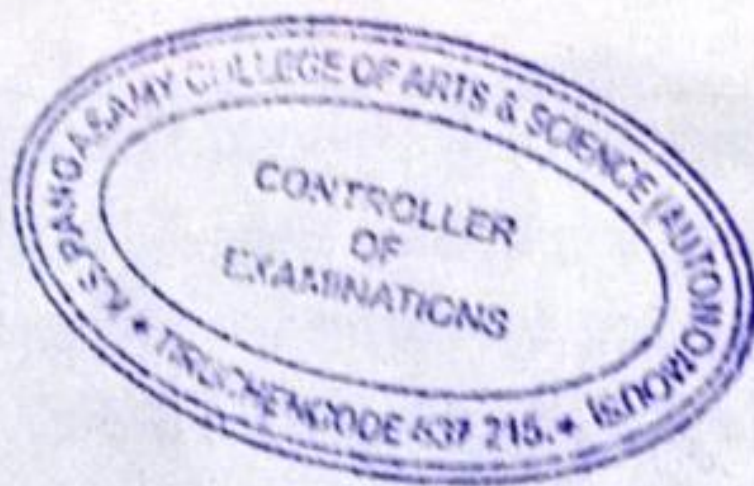
| | |
|-----|--|
| CO1 | Applying payment methods and financing in the areas of exports. |
| CO2 | Understanding concepts of export-import documentation and certificate of origin. |
| CO3 | Developing commercial negotiation of document skills. |
| CO4 | Develop knowledge about Pre-Shipment Vs Post shipment analysis. |
| CO5 | Comprehend the concepts of Foreign trade policy and EXIM bank . |

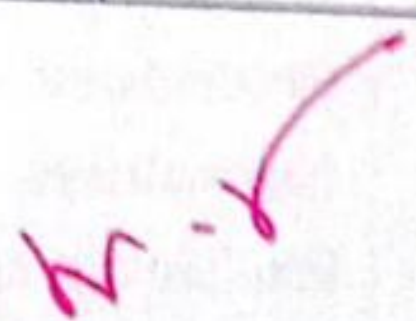
MAPPING

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|------|------|------|------|------|
| CO1 | H | M | L | L | H |
| CO2 | H | L | M | L | M |
| CO3 | L | M | M | M | M |
| CO4 | M | L | L | L | L |
| CO5 | H | M | H | M | M |

H-High; M-Medium; L-Low


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COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

| | |
|-----|--|
| CO1 | Acquire knowledge on principles of insurance, double insurance and IT insurance. |
| CO2 | Learn the legal laws and provision of IRDA norm with respect to regulation and development of insurance industry. |
| CO3 | Obtain knowledge of type of Risk, Risk identification, risk management process and implementation of risk management techniques. |
| CO4 | Learn evolution of methods of risk in individual and corporation. |
| CO5 | Understand the concept and functions of intermediaries. |

MAPPING

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|------|------|------|------|------|
| CO1 | H | L | H | M | H |
| CO2 | M | M | M | H | L |
| CO3 | L | M | H | L | M |
| CO4 | M | L | H | M | H |
| CO5 | M | H | L | M | M |

H-High; M-Medium; L-Low


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| | | |
|------------|-----------------------------------|----------------|
| 19PCOEL302 | ELECTIVE II: STRATEGIC MANAGEMENT | SEMESTER - III |
|------------|-----------------------------------|----------------|

Course Objectives:
The course aims

- To enable the students to understand formulation and execution of strategies at different levels and in different areas.
- To understand the strategy formulation and implementation

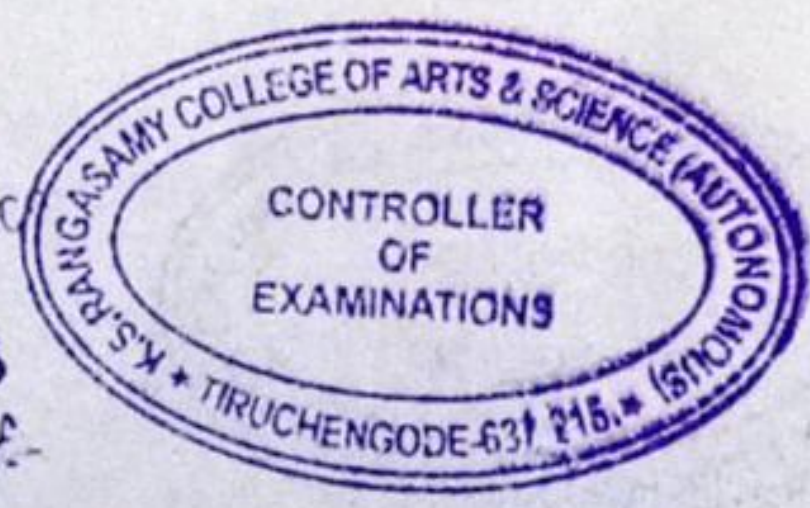
Credits: 4

| UNIT | CONTENTS | Total Hours: 50 | |
|------|---|-----------------|-----|
| | | Hrs | CO |
| I | Strategic Management: Define Strategy - Mission and Purpose - Objective - Goals - Stages - Functional Level Strategies - Environment Analysis - Environmental Scanning and Industry Analysis. | 10 | CO1 |
| II | Strategy Formulation and Choice of Alternatives: Modernization - Diversification - Integration - Merger - Takeover and Joint Venture - Turn Around - Disinvestments and Liquidation Strategies - process of Strategic Choice - Generic Competitive Strategies - Cost Leadership - Differentiation Focus - Value Chain Analysis - Bench Marketing. | 10 | CO2 |
| III | Functional Strategies: Marketing - Production - Research and Development - Financial - Operations - Purchasing - Logistics - Human Resource Management - Information Systems Strategies. | 10 | CO3 |
| IV | Strategy Implementation - Inter Relationship Between strategy Formulation and Implementation - Reengineering and Strategy Implementation - Issues in Strategy Implementation - Resource Allocation. | 10 | CO4 |
| V | Evaluation and Control in Strategic Management - measuring performance - Type of Controls - Primary Measures of Divisional and Functional Performance - Strategic Information System - Guidelines for proper control. | 10 | CO5 |

Text Book

| | |
|---|---|
| 1 | Arthur A. Thompson Jr, A.J. Strickland III, John E. Gamble and Arun K. Jain. 2009. "Crafting and Executing strategy: The quest for competitive advantage, concepts and cases". [Fourteenth Edition]. Tata Mc-Graw hill Publishing Company Ltd, New Delhi. |
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| Reference Books | |
|-----------------|--|
| 1 | Fred R.David. 2008. "Strategic Management: Concepts and cases" [Second Edition]. Pearson Education. New Delhi. |
| 2 | Mathur.U.C. 2005. "Strategic Management". [Fifth Edition]. Mac Millan India Ltd.Chennai. |
| 3 | Charles W.L.Hill & Gareth R.Jones. 1998."Strategic Management Theory: An Integrated approach". [Second Edition]. All India Publisher and Distributors. Chennai |

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

| | |
|-----|--|
| CO1 | Outline the strategy, vision and mission for the organization. |
| CO2 | Evaluate the companies' external and internal environment through SWOT analysis. |
| CO3 | Identify the competitive strategies for the companies/firms operations management. |
| CO4 | Create strategy to fit specific industry and Resource allocation. |
| CO5 | Execute the strategy formulated with ethics and control empower the Society. |

MAPPING

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|------|------|------|------|------|
| CO1 | H | M | M | H | H |
| CO2 | L | H | M | M | M |
| CO3 | M | L | L | L | L |
| CO4 | H | M | M | M | M |
| CO5 | L | H | H | H | H |

H-High; M-Medium; L-Low

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