

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

Department of Commerce-PG

Elective Course

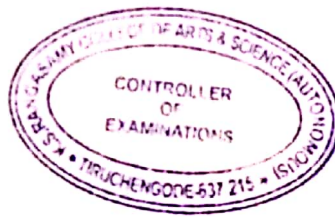
- Retail Marketing
- Export-import Management
- Insurance and Risk Management
- Strategic Management


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. Ranagasamy College of Arts & Science
TIRUCHENGODE - 637 209.




CoE

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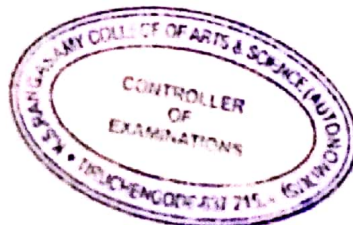
SCHEME OF EXAMINATION


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

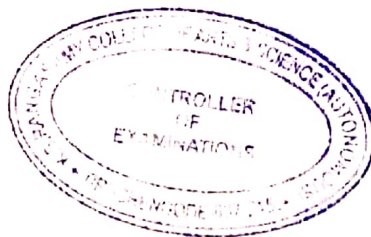
Part A							
19PCOM201	Core VII: Advanced Corporate Accounting	6	3	25	75	100	5
19PCOM202	Core VIII: Human Resource Management	4	3	25	75	100	3
19PCOM203	Core IX: Investment analysis and Portfolio Management	5	3	25	75	100	3
19PCOM204	Core X: E-Commerce	4	3	25	75	100	3
	Elective : I	4	3	25	75	100	4
19PMACOI201	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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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



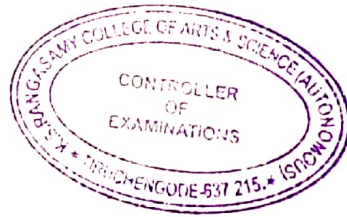
M. S.

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ELECTIVE SUBJECTS

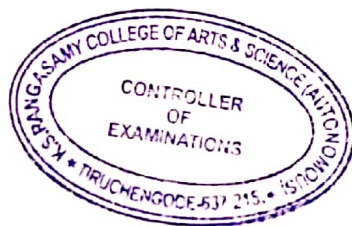
Every student has to choose one specialization, which consist of two subjects spread over second and third semester. This specialization, once so chosen by the student, will not be changed under any circumstances. The details of the specialization along with prescribed subjects are given here under:

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 <ul style="list-style-type: none"> • 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		Total Hours: 50	
UNIT	CONTENTS	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

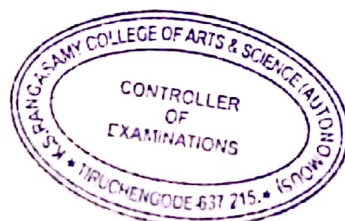
	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	M	H
CO2	M	M	H	H	M
CO3	L	H	M	M	H
CO4	H	M	L	H	M
CO5	M	H	M	H	L

H-High; M-Medium; L-Low



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19PCOEL202	ELECTIVE I: EXPORT-IMPORT MANAGEMENT	SEMESTER - II	
Course Objectives: The course aims <ul style="list-style-type: none"> • 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		Total Hours: 50	
UNIT	CONTENTS	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)

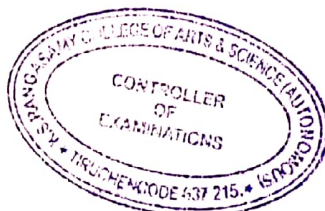
After completion of the course, the students will be able to

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

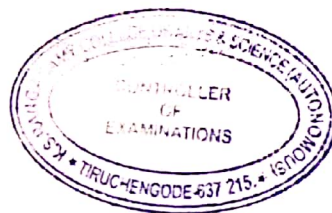
	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	L	H
CO2	H	L	M	L	M
CO3	L	M	M	M	M
CO4	M	L	L	L	L
CO5	H	M	H	M	M

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19PCOEL301	ELECTIVE II: INSURANCE AND RISK MANAGEMENT	SEMESTER - III	
Course Objectives:			
The course aims			
<ul style="list-style-type: none"> The primary objective of this course is to predict the insurance sector and create the awareness to the students and society. To acquire knowledge on IRDA regulations. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Insurance: Role of Insurance – Characteristics of an Insurable Risk – Principles of Insurance – Reinsurance – Double Insurance – IT in Insurance.	10	CO1
II	Indian Insurance Industry – Reforms – Private Players to Indian Insurance Market – IRDA Regulations: For Licensing of Insurance Agents – For Protection of Policy Holders' Interest. Actuary – Meaning – SOA.	10	CO2
III	Introduction to Risk Management – Concept of Risk – Types of Risk – Principles of Risk Management – Risk Management process – Objectives of Risk Management.	10	CO3
IV	Risk Management and control – Methods of Risk Management – Risk Management by individuals and corporations – Tools for Controlling Risk	10	CO4
V	Introduction to Life – Fire – Marine – Insurance – Characteristics, Principles and Types of Life, Fire, Marine Insurance Policy – Risk coverage in life, fire and marine insurance.	10	CO5
Text Book			
1	<i>Periyasamy, P.</i> 2018. Principles and Practice of Insurance. [Second Edition]. Himalaya Publishing House, Mumbai		
Reference Books			
1	<i>Mish, M N.</i> 2009 Insurance. [Second Edition]. Sultan Chand & Sons, New Delhi		
2	<i>Inderjit Singh and Rakesh Katyal.</i> 2009. Fundamentals of Insurance. [First Edition]. Kalyani Publishers, Ludhiana.		
3	<i>Panda Ghanshyam.</i> 2009. Principles and Practice of Insurance. [First Edition]. Kalyani Publishers, Ludhiana		



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COURSE OUTCOMES (CO)

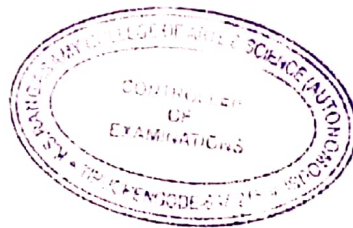
After completion of the course, the students will be able to

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
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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

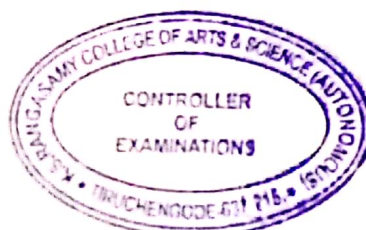
Credits: 4

Total Hours: 50

UNIT	CONTENTS	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	<i>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.</i>
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Reference Books	
1	<i>Fred R.David. 2008. "Strategic Management: Concepts and cases" [Second Edition]. Pearson Education. New Delhi.</i>
2	<i>Mathur.U.C. 2005. "Strategic Management". [Fifth Edition]. Mac Millan India Ltd.Chennai.</i>
3	<i>Charles W.L.Hill & Gareth R.Jones. 1998."Strategic Management Theory: An Integrated approach". [Second Edition]. All India Publisher and Distributors. Chennai</i>

COURSE OUTCOMES (CO)

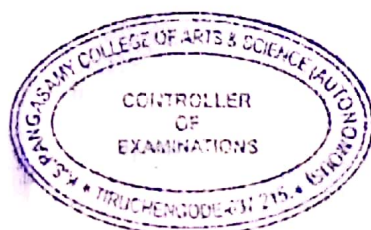
After completion of the course, the students will be able to

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

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