

Course code: 22BBAA1		ALLIED - I A	T/P	C	H/W
		BUSINESS ENVIRONMENT	T	5	5
Objectives	To make the students: <ul style="list-style-type: none"> ➤ To understand the concept of Business. ➤ To understand the impact of social, Religious and cultural activities in Business. ➤ To gain knowledge about impact of Technology in business. ➤ To comprehend the laws relating to business. ➤ To know about the foreign direct investments and globalization in Indian economy 				
Unit-I	Concept of Business Environment – Significance and need for the study – Internal and External factors – Impact of social, Economic, Political and Technological environments on business decisions.				
Unit-II	Social Attitudes – Religious, caste and lingual groups – Joint family system – Social Responsibilities of Business – Nature of Culture – Cultural Heritage – Impact of Foreign Culture.				
Unit- III	Role of Government policies in business development in India – Concept and Types of Technology – Import of technology: Merits and Demerits – Impact of technology on Business, Economy and Society.				
Unit -IV	Economic Systems and their impact on Business – Population – Per capita income – Standard of living – Role of Public sector units in Indian economy – Foreign Direct Investment – Globalization.				
Unit -V	Industries (Development and Regulations) Act, 1951 – Consumer Protection Act, 1986 – Patents Act, 1970 – Trade Marks Act, 1999 – Right to Information Act 2005.				
SUGGESSTED READING:					
Chidambaram K. & V.Alagappan, <i>Business Environment</i>					
Francis Cherunilam, <i>Business Environment</i>					
Government of India Guidelines & Industries Annual.					
Gupta C.B. <i>Business Environment</i>					
RuddarDutt & K.P.M.Sundaram, <i>Indian Economy</i>					
Outcomes	The students will be able to understand the business environment and the impact of social, religious, cultural and technological impact on the business. In addition to this they will come to know the effect of FDI in Indian economy and the impact globalization.				

Course code: 22BBAA2	ALLIED - I B	T/P	C	H/W
	BANKING PRACTICES	T	5	5
Objectives	Make the students: <ul style="list-style-type: none"> ➤ To understand the Modern Banking System and Practices. ➤ To develop an in-depth knowledge of the operational processes of modern banking system. ➤ To familiarize with the vital banking functions and various banking operations required for smooth functioning of a bank. 			
Unit-I	Banking – An overview -Nature and functions of commercial banks and RBI – credit creation – nationalization of banks – scheduled and non-scheduled banks - village adoption scheme – unit banking – branch banking– deposit banking – investment banking – correspondent banking.			
Unit-II	Banker, customer –meaning, definition-relationship between banker and customer – duties and rights of banker and customer –Negotiable instruments-cheque -Legal characteristics of a Cheque – endorsement, material alteration, crossing of cheques – collection and payment of Cheque.			
Unit- III	Types of Customers and Account holders: Procedure and practice in opening and operating the accounts of customers -individuals including minors - joint account holders -Partnership firms - joint stock companies - executors and trustees-clubs and associations- Pass book -its features.			
Unit- IV	Paying banker- his duties-collecting banker and statutory protection to the collecting banker Innovations in Banking-ATMs, E-Banking, mobile alerts-Credit cards, Online & Offshore Banking.			
Unit- V	Loans and advances -Secured and unsecured loans and advances – principles of lending – kinds of lending-modes of securing loans and advances-lien, pledge, mortgage and hypothecation.			
SUGGESTED READING:				
Cordan and Natarajan, <i>Banking theory, law & practice</i> , Himalaya Publishers				
Sultan Chand Sekar, <i>Banking theory & practice</i> , Vikas Publishing House				
Varshney and Sundaram, <i>Banking and financial system of India</i>				
Outcomes	<ul style="list-style-type: none"> ➤ This course will familiarize the students with all aspects of bank operations including savings, loans, operations and audit functions. ➤ The program would encapsulate all the key aspects of modern banking system among the students. 			

Course code: 22BBAA3		ALLIED II – A	T/P	C	H/W
		ADVERTISING AND SALES PROMOTION	T	5	5
Objectives	Make the students: <ul style="list-style-type: none"> ➤ To understand the enormous and powerful influence of advertising and sales promotion. ➤ To assist the student in understanding that sales promotion results. ➤ To enable the student to understand the concept of Sales force Management. 				
Unit-I	Advertisement- Meaning, definition, importance, objectives – media, forms of media – press, Newspaper, trade journal, Magazines - outdoor advertising-poster, banners, neon signs, publicity literature booklets, folders, house organs - direct mail advertising - cinema and theatre programme - radio and television advertising – exhibition, trade fair, transportation advertising.				
Unit-II	Advertising agencies - Advertising Budget - Advertising Appeals - Social Effects of Advertising - Advertisement Copy - Objectives-Essentials - Types-Elements of Copy Writing: Headlines, Body Copy - Illustration-Catch Phrases and Slogans-Identification Marks.				
Unit -III	Advertising layout- functions-design of layout-typographic printing: process- lithography- printing Plates and reproduction paper, and cloth - size of advertising-repeat advertising- advertising Campaign- steps in campaign planning.				
Unit -IV	Sales force Management- Importance -sales force decision –sales force size-recruitment & selection-training-methods-motivating salesmen, Controlling - compensation & incentives-fixing sales territories, quota – Evaluation - Personal selling-Objectives - Salesmanship-Process of personal selling-types of salesman.				
Unit -V	Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: techniques of sale promotion-consumer and dealer promotion. After sales service-packing – guarantee.				
SUGGESTED READING:					
Sontakki C.N. <i>Advertising and Sales Management</i> Davar S.K. <i>Salesmanship and advertising</i> Sherslekar, Victor & Nirmala Prasad, <i>Advertising Management</i> Chunawala S.A., <i>Foundations of Advertising – Theory & Practice</i> Chunawalla S.A., <i>Promotion Management</i>					
Outcomes	The students shall be able to: <ul style="list-style-type: none"> ➤ Explain how advertisement is used as a strategic tool to achieve marketing objectives. ➤ Recognize how an understanding of advertising strategies can lead to business success. ➤ Critically evaluate an advertising campaign. ➤ Create advertisements for specific products/institution targeted to specific markets. ➤ Critically evaluate a sales Promotion package. 				

Course code: 22BBAA4		ALLIED II – B	T/P	C	H/W
		CUSTOMER RELATIONSHIP MANGEMENT	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ This course aims to provide students, the knowledge of the fundamental aspects of developing and managing customer relationships. ➤ To equip the students with both a conceptual understanding and the knowledge pertaining to practical application of critical skills necessary for building and managing relationships with customers and suppliers. 				
Unit-I	Introduction: Overview of Relationship Marketing – CRM and Relationship Marketing – Definition of CRM – Elements and History of CRM – Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles – Customer Life Cycle – Using Customer touch points – Deciding who should lead the CRM Functions.				
Unit-II	Strategy and Organization of CRM: CRM processes and systems – Dynamics of Customer Supplier Relationships – CRM strategy – The relationship oriented organization – Customer knowledge – Relationship policy – Importance of Customer Divisibility in CRM.				
Unit-III	Analytical CRM: Relationship data management – Prospect Database – Data analysis, Data Warehouse and data mining – Segmentation and selection – Analysis of Customer Relationship Technologies – Reporting results – setting evaluation criteria for the appropriate CRM package.				
Unit-IV	CRM Subsystems: Contact Management, Campaign Management, Sales Force Automation Value Chain – Concept – Integration Business Process Management – Benchmarks and Metrics – Culture Change – Customer Ecosystem – Vendor Selection – Implementation Strategy.				
Unit-V	Operational CRM: CRM Planning – Infrastructure, Information Process, Technology, People – Managing quality information, Quality systems, Customer privacy – Call centre management, Internet and website, Direct mail – Applications in various industries – in manufacturing, banking hospitality and telecom sectors – Best Practices in Marketing Technology – Indian Scenario.				
<p>SUGGESTED READING:</p> <p>Peelen, Ed. Pearson, <i>Customer Relationship Management</i></p> <p>Jill Pearson D., <i>The CRM Handbook</i></p> <p>Brown, Stanley, <i>CRM, A strategic Imperative in the World of e-Business</i></p> <p>Sheth, Jagdish N. <i>CRM (Emerging Concepts, Tools & Applications)</i></p> <p>Harper Boyd & Ralph Westfall, <i>Marketing Research</i></p> <p>Schifman, <i>Consumer Behaviour</i></p>					
Outcomes	<p>By the end of the course, students will be able to:</p> <ul style="list-style-type: none"> ➤ Evaluate CRM implementation strategies ➤ Formulate and assess strategic, operational and tactical CRM decisions. ➤ Plan and conduct an investigation on an aspect of CRM, and communicate findings in an appropriate format. 				