

ST. JOSEPH'S COLLEGE OF COMMERCE
(AUTONOMOUS)

NO. 163, BRIGADE ROAD, BANGALORE – 560 025

POST GRADUATE DEPARTMENT

SYLLABUS FOR THE ACADEMIC YEAR 2019-20

M.Com– III SEMESTER

(2018-20 BATCH)

MARKETING & ANALYTICS

SEMESTER SCHEME

Subject Code	Title of the Paper	Hours per week	Marks			Credits
			CIA	ESE	Total Marks	
P115 MC 301	Project Appraisal and Finance	4	30	70	100	4
P115 MC 302	Company Legislation & Compliance	4	30	70	100	4
P115 MA 301	Advertising and Sales Promotion	4	30	70	100	4
P115 MA 302	International Marketing	4	30	70	100	4
P115 MA 303	Business Marketing	4	30	70	100	4
P115 AR 301	Bank Management	3	30	70	100	3
P115 TP 301	Teaching Practice	-	Grade Points			1
P115 CI 301	Corporate Internship					
P118 ST 301	Statistical Tools For Data Analysis	2				1
P115 MCE 301	Managerial Communication - II	2				1
TOTAL		27				26

P115 MC 301: PROJECT APPRAISAL & FINANCE

Objectives:

- 1. To provide students with an analytical and conceptual framework to evaluate capital investment proposals.*
- 2. To familiarize students with the various management techniques in implementing the project to its completion.*

Module 1:

Overview - Capital Investments, Phases of Capital Budgeting, Levels of Decision Making, Facets of Project Analysis, Feasibility Study Capital Allocation, Strategic Planning and Capital Budgeting, Generation of Ideas, Porter Model, Scouting for Project Ideas, Preliminary Screening, Project Rating Index, Sources of Positive Net Present Value.

Module 2:

Analysis - Situational Analysis, Collection of Secondary Information, Market Survey, Demand Forecasting, Market Planning, Technical Analysis, Manufacturing Process / Technology, Product Mix, Plant Capacity, Location and Site, Machineries and Equipment, Structures and Civil works, Environmental Aspects, Project Charts and Layouts, Schedule of Project Implementation, Need for Considering Alternatives, Financial Estimates and Projections.

Module 3:

Project Selection - Survey of Time Value of Money, Survey of Investment Criteria, Project Cash Flows, Cash Flow Estimations, Survey of Cost of Capital & Capital Budgeting Techniques, Risk Analysis of Single Investments, Advanced Techniques, Risk Analysis, Firm Risk & Market Risk, Portfolio Related Risk Measures, Portfolio Theory and Capital Budgeting, CAPM and capital Budgeting, Choice Between Mutually Exclusive Projects of Unequal Life, Inflation and Capital Budgeting, Social Cost Benefit Analysis (SCBA – Basics) Judgmental, Behavioral, Strategic and Organizational Considerations.

Module 4:

Financing of Projects - Capital Structure, Different Forms of Financing, Raising Venture Capital, Raising Capital in International Markets, Financing Infrastructure Projects, Private Equity Funding, Venture Capital, Venture Capital Investors, The Venture Capital Investment appraisal Process and Management, The Indian Venture Capital Industry, Regulation of Venture Capital Industry in India, Current Concerns of the Indian Venture Capital Industry.

Hybrid instruments – convertible debentures, series A, B,C funding.

Module 5:

Project Implementation and Management: Project Planning, Project Control and Implementation, Network Techniques for Project Management, Development of Project

Network, Time Estimation, Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model, Network Cost System, Project Review and Administrative aspects, Control of in-progress projects, Post-completion Audits.

BOOKS FOR REFERENCE:

1. *Prasanna Chandra, Dr: Projects Planning, Analysis, Financing, Implementation & Review, Tata McGraw Hill.*
2. *Narendra Singh: Project Management.*
3. *Jach R. & Meredith Samuel J: Project Management.*
4. *Vasanth Desai: Project Management, Himalaya Publishing House.*

Case studies OLA, UBER etc.

P115 MC 302: COMPANY LEGISLATION & COMPLIANCE

Objectives:

Basic understanding of the provisions of the company law and its procedures

Module 1:

Preliminary- Accounting Standards, Articles, Authorized Capital, Board of Directors, Called up Capital, Charge, Debenture, Deposit, Director, Dividend, Financial Statements, Financial Year, Issued Capital, Member, Memorandum, Private Company, Public Company, Related Party, Share, Small Company, Sweat Equity Shares, Associate, Joint Venture, Auditing Standards, Body Corporate, Books & Paper, Chartered Accountant, Company, Company Limited by guarantee, Company Limited by Shares, Employee Stock Option Plan, Foreign Company, Free Reserves, Holding Company, Key Managerial Personnel, Net worth, One Person Company, Paid up share capital, Promoter, Prospectus, Relatives, Subsidiary Company, Turnover, Independent Director.

Incorporation Of Company And Matters Incidental Thereto –Incorporation – Public and Private Company, Incorporation Requirements, Pre and Post Incorporation Contracts, Memorandum and articles of Association, Commencement of Business, Alteration of MOA and AOA, Registered office.

Module 2:

Prospectus and Allotment of Securities – Public offer and private placement

Share Capital and Debentures – Kinds of securities – Equity shares, Preference shares – Debentures- steps involved in the issue, reduction and transfer of securities, Right shares, Issue of bonus shares, Reduction of Share Capital, Buy back of shares, Issue of Sweat equity shares, Transfer and transmission of securities, Debenture – Introduction, issue and redemption.

Module 3:

Acceptance of deposits by companies – Acceptance of deposits from public for private companies.

Registration of charges – Duty to register charges, etc., Application for registration of charge, Satisfaction of charge, Company's register of charges.

Module 4:

Meetings – Types of General Meeting – Annual General Meeting and Extraordinary General Meeting – transaction of business, Notice of meeting, Calling of extraordinary general meeting,

Statement, Statement to be annexed to notice, Quorum for meetings, Chairman of meetings, Proxy, Voting.

Resolutions - Ordinary and special resolutions, Resolutions requiring special notice, Resolutions passed at adjourned meeting Resolutions and agreements to be filed.

Meetings Of Board And Its Powers - Meetings of Board, Quorum for meetings of Board, Place of holding meeting, Powers of Board, Loan to directors, etc., Loan and investment by company, Related party transaction.

Module 5:

Declaration And Payment Of Dividend - Declaration of dividend, Unpaid Dividend Account, Investor Education and Protection Fund.

Accounts Of Companies- Books of account, etc., to be kept by company, Financial statement, Financial Statement, Board's report, etc., Corporate Social Responsibility.

Audit And Auditors- Appointment of auditors, Removal, resignation of auditor and giving of special notice, Eligibility, qualifications and disqualifications of auditors, Remuneration of auditors, Powers and duties of auditors and auditing standards, Auditor not to render certain services, Auditors to sign audit reports, etc., Auditors to attend general meeting.

Module 6:

Appointment And Qualifications Of Directors - Company to have Board of Directors, Appointment of directors, Application for allotment of Director Identification Number, Allotment of Director Identification Number, Prohibition to obtain more than one Director Identification Number, Director to intimate Director Identification Number, Company to inform Director Identification Number to Registrar, Obligation to indicate Director Identification Number, Punishment for contravention, Appointment of additional director, alternate director and nominee director, Appointment of directors to be voted individually, Disqualifications for appointment of director, Number of directorships, Duties of directors, Vacation of office of director, Resignation of director, Removal of director.

BOOKS FOR REFERENCE:

1. *Bare Act pocket edition – Taxmann*
2. *Company Law - Avtar Singh*
3. *Company Law - Nabhi Publication*
4. *Company Law - Gourish Kumar*

Relevant e-forms to be filed Chapter wise under Companies Act, 2013

S.No.	Chapter	e-Form	Purpose of Form
1	II	INC-2	Form for Incorporation and nomination (One Person Company)
2	II	INC-3	Form for consent of nominee of One Person Company
3	II	INC-7	Application for Incorporation of Company (Other than One Person Company)
4	II	INC-21	Declaration prior to the commencement of business
5	II	NC-22	Notice of situation or change of situation of registered office and verification
6	II	INC-27	Conversion of public company into private company or private company into public company
7	III	PAS-3	Return of allotment
8	III	PAS-4	Private Placement Offer Letter
9	IV	SH-7	Notice to Registrar for alteration of share capital
10	V	DPT-3	Return of Deposits
11	VI	CHG-4	Particulars for satisfaction of charge
12	VI	CHG-1	Application for registration of creation, modification of charge (other than those related to debentures) including particulars of modification of charge by Asset Reconstruction Company in terms of Securitization and Reconstruction of Financial Assets and Enforcement of Securities Interest Act, 2002 (SARFAESI)
13	VII	MGT-14	Filing of Resolutions and agreements to the Registrar under section 117
14	VII	MGT-7	Form for filing annual return by a company.
15	IX	AOC-4	Form for filing financial statement and other documents with the Registrar
16	X	ADT-1	Information to the Registrar by Company for appointment of Auditor
17	X	ADT-3	Notice of Resignation by the Auditor
18	XI	DIR-3	Application for allotment of Director Identification Number
19	XI	DIR-6	Intimation of change in particulars of Director to be given to the Central Government
20	XI	DIR-11	Notice of resignation of a director to the Registrar
21	XI	DIR-12	Particulars of appointment of directors and the key managerial personnel and the changes amongst them
22	XXIV	GNL-1	Form for filing an application with Registrar of Companies
23	XXIV	GNL-2	Form for submission of documents with Registrar of Companies

P115 MA 301: ADVERTISING AND SALES PROMOTION

Objective:

To acquaint students with the nature and practice of advertising and sales promotion, functioning of advertising agencies, strategies, designing, developing and execution of advertisements.

Module 1:

Introduction to advertisement - Concept and definition of advertisement – Social and Economic Implications of advertisements — role of advertising in a developing economy- criticism on advertising- types of advertisement consumer, industrial, institutional, retail, trade and professional, advertisement in marketing mix- setting advertisement objectives

Module 2:

Advertisement Media - Planning and strategy - Advertising department and advertisement manager - objectives and functions - Role of advertisement agencies- functioning of advertisement agencies- selection and remuneration- Advertising agency skills and service-client agency relationship- Advertisement campaigns – DAGMAR Approach – Campaign planning process

Copywriting – Copy testing – Types of appeals

Types of budgets - determining optimal expenditure, decision models, sales response and decay, communication, state, competitive share -

Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - Media strategy and scheduling - Characteristics, media selection, optimizing and non optimizing approaches, media scheduling, media research- Sources of themes: Adapting presentation to medium campaign, USP, brand image, positioning, purchase proposition and creative interpretation, insertions, contract.

Module 3:

Design And Execution Of Advertisements - Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements - Pre-testing, post testing, experimental designs – Case studies.

Module 4:

Sales Promotion – Introduction - Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion – IMC - Coordination within the various promotion techniques.

Process of PR, Publicity, power of publicity, control and dissemination of publicity, advantages and disadvantages.

Module 5

Regulatory Framework and Trends in Advertising - Regulatory framework related to advertising – Advertising Standards Council, Legal implications and controls in India.

Recent trends in advertising – Online advertising – Opportunities of Internet as Media – websites, portals, e-commerce, search engines – formats of Internet ads: banners, content sponsorship, pop-ups, links, paid searches, contextual ads, rich media, interstitials, webcasting and push, behavioral targeting, blogs, etc - Social Media Advertising – types, efficacy, advantages and disadvantages – sales promotion on the Net – measuring online ads audience.

BOOKS FOR REFERENCE

1. *S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.*
2. *George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 1998.*
3. *Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003.*

P115 MA 302: INTERNATIONAL MARKETING

Objectives:

The course aims at making students understand the concept and techniques of international marketing and train them to develop and implement plans and marketing strategies for entering into international markets and managing overseas operations.

Module – 1:

International Marketing - Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G Approach: An overview of the International Marketing Management Process; International Marketing Environment. International Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture M & A, Setting-up of Wholly Owned Subsidiaries Aboard, Strategic Alliances.
International Marketing Research– problems and issues in Primary research, analysis of competitors, market analysis, Organizing Research.

Module – 2:

International consumer behavior and culture – Consumer behavior – meaning, factors affecting consumer behavior, types of buying decision behavior, stages in buyer decision process, buyer decision process for new products, consumer behavior across international borders.
Culture – meaning, characteristics, forms, measurement of culture.

Module – 3:

International Product and Pricing Strategies- Product Designing: Product Standardization Vs. Adaptation; Managing Product Line, International Trade Product Life Cycle, New Product Development; Pricing for International Markets: Factors Affecting International Price Determination; Price Quotations and Terms of Sale.

Module – 4:

International Distribution Decisions, International Retailing, E-Tailing - Distribution channel strategy- International distribution channels; their roles and functions; selection and management of overseas agents; International distribution logistics- inventory management, transportation, warehousing, and insurance.
International Retailing –definition, Retail formats – variations in different markets, International food retailers – conventional supermarkets, superstores, warehouse clubs, convenience stores, non store retailing, Network marketing, Issues.

E-tailing- meaning, sectors using E-Tailing, types of E-Tailers, barriers, benefits, E-Tailing in India.

Module – 5:

International Promotion Strategies- Communications across countries-complexities and issues; Country-of-origin effect; International promotion tools and planning; Advertising, personal selling, publicity, and sales promotion; International public relations, Developing international promotion campaign; Standardization vs. adaptation issue; Planning for direct mail, sales literature, trade fairs, and exhibitions.

Module – 6:

Global Logistics and Supply Chain Management – meaning, Concept: Global sourcing, Global manufacturing, managing global logistics, components of global logistics management, Global logistics management process. Guidelines for developing a Global logistics Strategy. Supply Chain Management - Meaning, Significance, Objectives, decision phases in a supply chain, process view of a supply chain, Global Supply Chain Management Vs Domestic Supply Chain Management, Problems and challenges facing Global Logistics and Supply Chain Management.

BOOKS FOR REFERENCE:

1. *Cateora, Philip R. and Graham John L. (2005). International Marketing. Tata McGraw-Hill Edition.*
2. *Keegan, Warren J. (7th Edition, 2002). Global Marketing Management. Pearson Education, New Delhi.*
3. *Global Marketing Strategies by Jeannet*
4. *International Marketing Management by Subhash Jain*
5. *Kotabe Masaaki and Helsen Kristiaan (2nd Edition, 2001). Global Marketing Management. John Wiley & Sons (Asia) Pte Ltd.*
6. *Onkvisit, Sak and Shaw, John J. (2004). International Marketing: Analysis and Strategy, Edition, Prentice Hall.*
7. *Varshney, R. L. and Bhattacharya, B. (2001). International Marketing: An Indian Perspectives. Sultan Chand, New Delhi.*
8. *Francis cherunialan, International Marketing, Himalaya Publishers.*

9. *Terpstra, Vern and Sarathy, Ravi (2000). International Marketing. The Dryden Press, Chicago. 43*

P115 MA 303: BUSINESS MARKETING

Objectives:

1. *To equip students, with application tools towards formulating and implementing Business Marketing Strategies.*
2. *To facilitate in-depth understanding of similarities and differences between Business to Business marketing and Consumer Marketing.*

Module 1:

Nature of Business Marketing – What is Industrial/Business Marketing, Differences between Business and Consumer Marketing, environmental analysis in industrial / business marketing.

Nature of Demand in Industrial Markets. Business Markets, Products and Environment – Types of organizational customers, purchasing practices of business customers.

Module 2:

Organizational buying and buying behavior – Organizational buying decision process, buying situations, buy grid frame work, buying center roles, key members of buying center, models of organizational buying behavior-the Webster and Wind Model, the Sheth Model. Buyer – Seller Relationship – Buyer and Sales representative interaction, relationship marketing, sales presentation, negotiation, reciprocity, dealing with customer's customer, customer service, management of major and national accounts. Relationship marketing: managing buyer seller relationship, customer relationship management.

Module 3:

Marketing Research and Marketing Intelligence – Nature and scope of industrial marketing research, marketing research process-Problem definition and approach, Research Design, Exploratory Research Design, Primary data collection methods, Secondary data importance, Data Analysis .

Industrial marketing intelligence system-Meaning, Tools and applications, Importance, Marketing Intelligence Process, Trend Analysis, bases for segmenting consumer and business markets.

Developing industrial marketing plan, implementing and controlling marketing plans, industrial market segmentation, target marketing, and positioning.

Module 4:

Product strategies and new product development – meaning of industrial product, changes in product strategy, product strategies for existing products, product life cycle and strategies. Impact of technology – Hi-Tech marketing, new product classification, development process and strategy.

Pricing Strategies and Policies: Factors that influence pricing decisions, pricing strategies – competitive / tender bidding, pricing new products, pricing across product life-cycle. Pricing policies – application of discounts, geographical pricing, role of leasing.

Defining E commerce, key elements supporting E commerce, internal strategy implementation

Module 5:

Distribution channels and marketing logistics: Alternative structures of industrial channel, types of business intermediaries, channel design, managing channel members. Business logistics system - tasks of physical distribution, total distribution cost and customer service.

Supply chain Management – Concept of supply chain management, strategic role of logistics, business to business logistical management. Creating B2B Channel Strategies

Module 6:

Marketing Communications and Marketing Promotion - Direct selling, applications of needs satisfaction theory in marketing industrial products, Dealer management-Appointment motivation leadership communications and control of dealers.

Promotional of Industrial products: Supporting Salesman, Motivating distributors, stimulating primary demands, sales appeal, publicity and sponsorships, trade shows, exhibits, catalogues, samples, promotional letters, promotional novelties.

BOOKS FOR REFERENCE:

1. *James, C. Anderson & James A. Narus: Business Market Management, Pearson Education, 1999.*
2. *Krishna K Havaladar: Industrial Marketing, Tata McGraw-Hill.*
3. *Michael Dhutt Thomas W Spen: A Strategic View of Industrial and Organizational Markets, Thomson Publications.*
4. *Richard Hill, Alexander Rosph & James S. Cross: Industrial Marketing, AITBS, 2001.*
5. *Robert R. Reeder, Edward G. Brierty & Betty H. Reeder: Industrial Marketing – Analysis, Planning and control, Prentice Hall, India, 1998.*

P116 AR 301: BANK MANAGEMENT

Objectives:

The aim of the subject is to improve an in depth study of the business of banking management and technology used.

Module 1:

Functions Of Banks - Deposit Mobilization- Banker, Customer Relationship-know Your Customer (KYC) and Anti-Money Laundering (AML) guidelines- Different Deposit Products -Opening of Accounts for various Types of Customers. Credit Deployment- principles of lending-Variou credit products-Working Capital and Term Loan, Services Rendered by Banks- - Function under Negotiable Instrument Act- Payment and Collection of Cheques, Ancillary services-, Remittances, Safe Deposit Lockers, forfaiting etc.

Module 2: Operation Management -

Balance Sheet Management – Understanding Bank’s balance sheet- components of assets and liabilities- Asset Liability Management- Asset Classification- Provisioning, NPA Management- Effect of NPA on profitability, Prudential norms- Capital Adequacy- Basel II and Basel III guidelines.

Risk Management - Risk-Definition- Risks in Banks- Risk Management in Banks- Risk identification, measurement, mitigation- Credit Risk- Market Risk- Operational Risk.

Module -3 : Treasury Management and Disaster Management

Treasury Management - Concepts and function- Control and Supervision of Treasury Management- Interest Rate Risk- Debt instruments- Treasury bills, Money Market Instruments- Securitization –Refinance and Rediscounting facilities- Derivatives.

Disaster Management - Disaster Recovery, Business Impact Assessment, RTO, RPO, Testing, Maintenance, IT Act 2000. Legal Issues, Cyber crimes and law

Module 4:

Banking Technology - Electronic Banking-Core Banking-Distribution Channels-Electronic payment Systems-ATM-Internet Banking- Mobile Banking- Electronic Funds Transfer Systems-NEFT-RTGS, ECS- Point of Sales- Plain Messages (Data communication)-Structured Messages (SWIFT)- Information Technology – Banknet, RBINet, Datanet, Nicenet, I-net, Internet, E-mail,- Role and Uses of Technology up gradation- Global Developments in banking Technology- Impact of Technology on Banks- effect on Service Quality and on Customers- Information System Audit- Information System Security.

Module 5:

Issues in Banking Technologies - Contemporary Issues in Banking Techniques – Analysis of Rangarajan Committee Reports – E Banking – Budgeting – Banking Softwares – Case study: Analysis of Recent Core Banking Software.

BOOKS FOR REFERENCE:

- 1) *Khan M.Y., Indian Financial System, McGraw Hill Education (India) Private limited*
- 2) *Indian Institute of Banking and Finance (IIBF), Principles and Practice of Banking, Macmillan, 2014*
- 3) *Indian Institute of Banking and Finance (IIBF), Bank Financial Management, Macmillan, 2014*
- 4) *Neelam C. Gulati, Principles of Banking Management, Excel Books*
- 5) *W.S.Jawadekar, Management Information System s, Tata McGraw Hill Publishing Company Limited, 1997. (Text Book)*
- 6) *Jerome Karnter, Management Information System, III edition, PHI, 1990.*

P118 ST 301: STATISTICAL TOOLS FOR DATA ANALYSIS

Module 1:

HYPOTHESIS TESTING I - Basics, parametric testing: One sample testing: Tests for mean and variance: **z test, student's test, Chi square test and test for proportions.**

Module 2:

HYPOTHESIS TESTING II - Parametric testing: Two sample testing: Paired – comparison tests: **Test the difference between two means (equal and unequal known variances), Test the difference between two means (equal and unequal unknown variances), Contingency table tests, and F test.**

Module 3:

ONE WAY ANALYSIS OF VARIANCE(ANOVA)

Module 4:

PROBABILITY DISTRIBUTIONS: Binomial, poisson and Normal Distributions.

Module 5:

7 QUALITY CONTROL TOOLS/GRAPHICAL METHODS FOR DATA INTERPRETATION: Histogram, Box and Whisker plots, Scatter plots, Run/time charts, Stem & Leaf diagram, Probability plots, Frequency & Cumulative frequency curves.

Module 6:

Simple Linear Regression: Method of Least Squares, R and R² value interpretation.

Module 7:

Analytical and Descriptive Statistics: Measures of Central Tendency: Calculation of Mean, Median, Mode, Variance, Standard Deviation, Range, Sample mean, Sample Variance, Sample S.D., Coefficient of Variation.

Module 8:

Non Parametric Hypothesis Testing: Mood's Median Test, Levene's test, Wilcoxon Signed Rank Test, Kruskal Wallis one way ANOVA test, Mann Whitney U test, Spearman Rank Correlation coefficient test.

Module 9:

**Data Reading, editing - Data interpretation - Sampling size selection and sampling error -
Use of mini tab**

P115 MCE301: MANAGERIAL COMMUNICATION - II

Objectives:

The proposed course is conceptualized to impart knowledge and skills essential for managers to achieve success in today's business environment. The course is an attempt to equip students with the real business communication concepts and build skills that are necessary for professional leadership.

Module 1:

Cross Cultural Communication In Business - Focus on the importance of culture in our everyday lives, and the ways in which culture interrelates with and effects communication processes. Understanding the concept of culture, Overcoming ethnocentrism, Recognizing cultural signs and improving Intercultural communication skills.

Module 2:

Effective Oral Communication: (Small Group Communication) - Small Group Interaction, Impromptu and Prepared Speeches, Tele conferencing, Video conferencing, Interview Skills, Group Discussions.

Module 3:

Business Writing And Creative Expression: (Work place Messages & Employment Messages) - Email writing (Netiquette), Memos, Minutes of a Meeting, Curriculum Vitae writing, Application Letters, Job-Inquiry Letters.

Module 4:

Business etiquette & protocol - Understand how business etiquette has evolved from its earliest days to today's modern concepts and why actions speak louder than words. Etiquette awareness : Cubicle etiquette, Dress etiquette, Business Etiquette, Handshake Etiquette, Guest Etiquette, Party Etiquette, Business dining Etiquette, Gift giving and International business etiquette.

METHODOLOGY

Role-Plays, Cases, Lectures, Individual & Group Exercises, Films, Presentations by Students and Videos.

EVALUATION

Quiz, Assignments & Presentation - 50%

End Term Exam 50%

BOOKS FOR REFERENCE:

1. *Eats, Shoots & Leaves (The Zero Tolerance Approach to Punctuation)*, Lynne Truss, Profile Books, Indian Edition: Viva Books, 2007.
2. *The Power of Now*, 1st Edition, Eckhart Tolle, Hodder Mobius, 2001
3. *I'm O.K., You're O.K.*, 1st Edition reprint, Dr. Thomas A. Harris, Harper Collins, 2004.
4. *High School English Grammar & Composition*, Revised Edition, Wren & Martin, edited by: Prof. Dr. N.D.V.Prasad Rao, S. Chand & Co. Ltd., 2006.
5. *Advanced English Grammar*, Revised Edition, Martin Hewings, Cambridge University Press, 2006.
6. *Common Errors in English*, 1st Edition, Prof.S.Jagadisan & Dr. N. Murugaian, Neelkamal Publications, 2002.
7. *Concise Oxford Dictionary*, 11th Edition, Edited by Catherine Soanes & Angus Stevenson, Oxford University Press, 2004.
8. *Roget's Pocket Thesaurus*, 10th Edition, Houghton Mifflin Harcourt, 2008