

## **Business Economics II**

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#### **Introduction to Macroeconomic Data and Theory**

- Macroeconomics: Meaning, Scope and Importance.
- Circular flow of aggregate income and expenditure: closed and open economy models
- The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare.
- Short run economic fluctuations : Features and Phases of Trade Cycles
- The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment Multiplier on Changes in Income and Output

#### **Money, Inflation and Monetary Policy**

- Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money
- Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest
- Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach
- Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy.
- Monetary policy : Meaning, objectives and instruments, inflation

targeting

## **Constituents of Fiscal Policy**

- Role of a Government to provide Public goods- Principles of Sound and Functional Finance
- Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy
- Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance
- Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.

## **Open Economy : Theory and Issues of International Trade**

- The basis of international trade :Ricardo's Theory of comparative cost advantage - The Heckscher - Ohlin theory of factor endowments- terms of trade - meaning and types Factors determining terms of trade - Gains from trade - Free trade versus protection
- Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows- Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations
- Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP.
- Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility

## **Information Technology in Business Management-II**

## **UNIT 1 Management Information System**

- Overview of MIS

Definition, Characteristics

- Subsystems of MIS (Activity and Functional subsystems)
- Structure of MIS
- Reasons for failure of MIS.
- Understanding Major Functional Systems

Marketing & Sales Systems

Finance & Accounting Systems

Manufacturing & Production Systems

Human Resource Systems

Inventory Systems

- Sub systems, description and organizational levels
- Decision support system

Definition

Relationship with MIS

- Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS

## **UNIT 2 ERP/E-SCM/E-CRM**

- Concepts of ERP
- Architecture of ERP

Generic modules of ERP

- Applications of ERP
- ERP Implementation concepts

ERP lifecycle

- Concept of XRP (extended ERP)
- Features of commercial ERP software

Study of SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft

- Concept of e-CRM

E-CRM Solutions and its advantages, How technology helps?

- CRM Capabilities and customer Life cycle

Privacy Issues and CRM

- Data Mining and CRM

CRM and workflow Automation

- Concept of E-SCM

Strategic advantages, benefits

E-SCM Components and Chain Architecture

- Major Trends in e-SCM
- Case studies ERP/SCM/CRM

## **UNIT 3 Introduction to Data base and Data warehouse**

- Introduction to DBMS

Meaning of DBMS, Need for using DBMS. Concepts of tables,

records, attributes, keys, integrity constraints, schema architecture, data independence.

- Data Warehousing and Data Mining

Concepts of Data warehousing,

Importance of data warehouse for an organization

Characteristics of Data warehouse

Functions of Data warehouse

Data warehouse architecture

Business use of data warehouse

Standard Reports and queries

- Data Mining

The scope and the techniques used

- Business Applications of Data warehousing and Data mining

## **UNIT 4 Outsourcing**

- Introduction to Outsourcing

Meaning of Outsourcing, Need for outsourcing

Scope of Outsourcing.

Outsourcing : IT and Business Processes

- Business Process Outsourcing (BPO)

Introduction

- BPO Vendors

How does BPO Work?

BPO Service scope

Benefits of BPO

BPO and IT Services

Project Management approach in BPO

BPO and IT-enabled services

- BPO Business Model

Strategy for Business Process Outsourcing

Process of BPO

ITO Vs BPO

- BPO to KPO

Meaning of KPO

KPO vs BPO

KPO : Opportunity and Scope

KPO challenges

KPO Indian Scenario

- Outsourcing in Cloud Environment

Cloud computing offerings

- Traditional Outsourcing Vs. Cloud Computing

## **Business Research Methods**

## **UNIT-1 Introduction to business research methods**

- Meaning and objectives of the research
- Types of research- a) Pure, Basic and Fundamental b) Applied, c) Empirical d) Scientific & Social e) Historical f) Exploratory g) Descriptive h) Causal
- Concepts in Research: Variables, Qualitative and Quantitative Research
- Stages in the research process.
- Characteristics of Good Research
- Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources.
- Research design- Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal.
- Sampling-
  - a) meaning of sample and sampling,
  - b) methods of sampling-i) Non Probability Sampling- Convenient, Judgment, Quota, Snow ball ii) Probability- Simple Random, Stratified, Cluster, Multi Stage.

## **UNIT-2 Data collection and Processing**

- Types of data and sources-Primary and Secondary data sources
- Methods of collection of primary data
  - a) Observation- i) structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets)
  - b) Experimental i) Field ii) Laboratory
  - c) Interview - i) Personal Interview ii) focused group, iii) in-depth interviews -Method,
  - d) Survey- Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.
  - e) Survey instrument- i) Questionnaire designing.
  - f) Types of questions- i) structured/ close-ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions.
  - f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale

## **UNIT-3 Data analysis and Interpretation**

- Processing of data- i) Editing- field and office editing, ii) coding- meaning and essentials, iii) tabulation - note
- Analysis of data-Meaning, Purpose, types.
- Interpretation of data-Essentials, importance and Significance of processing data
- Multivariate analysis- concept only



- Testing of hypothesis- concept and problems- i)chi square test, ii) Zandt-test (for large and small sample)

## **UNIT-4 Advanced techniques in Report Writing**

- Report writing - i) Meaning, importance, functions of reports, essential of a good report, the content of the report, steps in writing a report, types of reports, Footnotes and Bibliography
- Ethics and research
- Objectivity, Confidentiality and anonymity in Research
- Plagiarism

## **Corporate Restructuring**

### **Unit - 1 Corporate Restructuring - Introduction and Concepts ( Only Theory)**

- Corporate Restructuring - Historical Background, Meaning of Corporate Restructuring, Corporate Restructuring as a Business Strategy, Need and Scope of Corporate Restructuring.
- Planning, Formulation and Execution of Various Restructuring Strategies, Important Aspects to be considered while Planning or Implementing Corporate Restructuring Strategies.
- Forms of Restructuring - Merger, Demerger, Reverse merger , Disinvestment , Takeover/acquisition, Joint Venture (JV), Strategic Alliance, Franchising and Slump sale

### **Unit - 2 Accounting of Internal Reconstruction ( Practical and theory)**

- Need for reconstruction and Company Law provisions, Distinction between internal and external reconstructions
- Methods including alteration of share capital, variation of shareholder rights, sub division, consolidation, surrender and reissue/cancellation, reduction of share capital, with relevant legal provisions and accounting treatments for same.

### **Unit - 3 Accounting of External Reconstruction**

## **(Amalgamation/ Mergers/ Takeovers**

and Absorption)( Practical and theory)

- In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase methods respectively
- Computation and meaning of purchase consideration and Problems based on purchase method of accounting only.

## **Unit - 4 Impact of Reorganization on the Company - An Introduction ( Only Theory)**

- Change in the Internal Aspects on Reorganization - Change of Name and Logo, Revised Organization Chart, Communication, Employee Compensation, Benefits and Welfare Activities, Aligning Company Policies, Aligning Accounting and Internal Database Management Systems, Re-Visiting Internal Processes and Re-Allocation of People
- Change in External Aspects on Reorganization - Engagement with Statutory Authorities, Revised ISO Certification and Similar Other Certifications, Revisiting past Government approvals, decisions and other contracts.
- Impact of Reorganization - Gain or Loss to Stakeholders, Implementation of Objectives, Integration of Businesses and Operations, Post Merger Success and Valuation and Impact on Human and Cultural Aspects.

## **FOUNDATION COURSE -IV**

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#### **Introduction to Ethics and Business Ethics**

To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country

#### **Ethics in Marketing, Finance and HRM**

To learn the applicability of ethics in functional areas like marketing, finance

and human resource management

## **Corporate Governance**

To understand the emerging need and growing importance of good governance and CSR by organisations

## **Corporate Social Responsibility (CSR)**

To study the ethical business practices, CSR and Corporate Governance practiced by various organisations

## **Production and Total Quality Management**

### **UNIT - 1 Production Management**

Production Management

- Objectives, Components–Manufacturing systems: Intermittent and Continuous Production Systems.
- Product Development, Classification and Product Design.
- Plant location & Plant layout– Objectives, Principles of good product layout, types of layout.
- Importance of purchase management.

### **UNIT - 2 Materials Management**

• Materials Management:

Concept, Objectives and importance of materials management

Various types of Material Handling Systems.

• Inventory Management:

Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML.

EOQ: Assumptions limitations & advantages of Economic Order Quantity,

Simple numerical on EOQ , Lead Time, Reorder Level, Safety Stock.

### **UNIT - 3 Basics Of Productivity & TQM**

• Basics Of Productivity & TQM:

Concepts of Productivity, modes of calculating productivity.

Importance

Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran , Kaizen , P. Crosby's philosophy.

• Product & Service Quality Dimensions, SERVQUAL

Characteristics of Quality, Quality Assurance, Quality Circle : Objectives



Of Quality Circles, Ishikawa Fish Bone, Applications in Organizations.  
Simple  
numerical on productivity

## **UNIT - 4** Quality Improvement Strategies & Certifications

- Quality Improvement Strategies & Certifications:  
Lean Thinking, Kepner Tregor Methodology of problem solving, Sigma  
features, Enablers, Goals, DMAIC/DMADV.  
TAGUCHI'S QUALITY ENGINEERING, ISO 9000, ISO 1400, QS9000.  
Malcolm  
Baldrige National Quality Award (MBNQA), Deming's Application  
Prize.

## **Auditing**

### **Unit - 1** Introduction to Auditing

- Basics - Financial Statements, Users of Information, Definition of Auditing,  
Objectives of Auditing - Primary and Secondary, Expression of opinion,  
Detection of Frauds and Errors, Inherent limitations of Audit.  
Difference  
between Accounting and Auditing, Investigation and Auditing.
- Errors & Frauds - Definitions, Reasons and Circumstances, Types of Error -  
Commission, Omission, Compensating error. Types of frauds, Risk of fraud and  
Error in Audit, Auditors Duties and Responsibilities in case of fraud
- Principles of Audit - Integrity, Objectivity, Independence, Skills, Competence,  
Work performed by others, Documentation, Planning, Audit Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting
- Types of Audit - Meaning, Advantages, Disadvantages of Balance sheet Audit,  
Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit

### **Unit - 2** Audit Planning, Procedures and Documentation

- Audit Planning - Meaning, Objectives, Factors to be considered, Sources of  
obtaining information, Discussion with Client, Overall Audit Approach.

- Audit Program – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work , Instruction before commencing Work, Overall Audit Approach
- Audit Working Papers - Meaning, importance, Factors determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books
- Audit Notebook – Meaning, structure, Contents, General Information, Current Information, Importance

### **Unit - 3** Auditing Techniques and Internal Audit Introduction

- Test Check - Test Checking Vs Routing Checking, test Check meaning, features, factors to be considered, when Test Checks can be used, advantages disadvantages precautions.
- Audit Sampling - Audit Sampling, meaning, purpose, factors in determining sample size -Sampling Risk, Tolerable Error and expected error, methods of selecting Sample Items Evaluation of Sample Results auditors Liability in conducting audit based on Sample
- Internal Control - Meaning and purpose, review of internal control, advantages, auditors duties, review of internal control, Inherent Limitations of Internal control, internal control samples for sales and debtors, purchases and creditors, wages and salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks
- Internal Audit - Meaning, basic principles of establishing Internal audit, objectives, evaluation of internal Audit by statutory auditor, usefulness of Internal Audit, Internal Audit Vs External Audit,, Internal Checks Vs Internal Audit

## **Unit - 4** Auditing Techniques: Vouching & Verification

- Audit of Income - Cash Sales, Sales on Approval, Consignment Sales, Sales

Returns Recovery of Bad Debts written off, Rental Receipts, Interest and

Dividends Received Royalties Received

- Audit of Expenditure - Purchases, Purchase Returns, Salaries and Wages,

Rent, Insurance Premium, Telephone expense Postage and Courier, Petty Cash

Expenses, Travelling Commission Advertisement, Interest Expense

- Audit of Assets Book Debts / Debtors, Stocks -Auditors General Duties;

Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers Quoted

Investments and Unquoted Investment Trade Marks / Copyrights Patents

Know-How Plant and Machinery Land and Buildings Furniture and Fixtures

- Audit of Liabilities - Outstanding Expenses, Bills Payable Secured loans

Unsecured Loans, Contingent Liabilities