

Paper III : Business Organisation Management

Unit I : Financial Management : (35%)

- A. **Financial Management :**
Meaning, Importance, Finance Function - Traditional and Modern Concept - Interrelationship between Financial Function and other Functional Areas of Management Role of Financial Manager.
- B. **Capitalisation :**
Meaning, Causes, Effects of Under capitalisation and Over capitalisation - Watered Stock
Capital Structure :
Meaning, Determination of Capital Structure - Meaning and Computation of Trading on Equity.
- C. **Cost of Capital :**
Meaning and Importance - Computation of cost of capital for debentures or bonds, equity and preference capital and Retained earnings.
- D. **Working Capital :**
Concept and Types of Working Capital - Factors determining working capital requirement -principles of working Capital Management - Source of working Capital.
- E. **Dividend Policies :**
Determinants Stability - Forms - Restrictions

Unit II : Marketing Management (35%)

- A. **Branding** - Types of Branding and Important decision in branding.
- B. **Pricing** - Objectives - Cost Oriented, Demand oriented and Competition - oriented pricing.
- C. **Advertising** Meanings, Importance , advantages and disadvantages - Difference between publicity and Advertisement. (General awareness of Various types of advertising media)
- D. **Sales Promotion** - Types, Tools and Objectives of Sales Promotion.
- E. **Personal Selling** by Travelling Salesman and at the sales counter, qualities of an effective salesman and public Relations
- F. **Physical Distribution** - Retailing and Whole Selling -Their nature importance Marketing decisions for it.
- G. **Marketing Research** - Meaning - Importance - Limitations.

Unit III : Production Management (10%)

Meaning - Types of manufacturing Process -Production Planning and Control - Routing, Scheduling, Despatching, Follow-up.

Unit IV :

- A. Disaster Management :
Meaning, Nature and Classification and Resolution.
- B. Crisis Management :
Meaning - Types - Causes and Resolution.

Unit V :

- A. E- Marketing :
Meaning, Uses, Types, Importance and Limitations.
- B. Internet :
Its uses - Search Engines - General Features of search Engines -
Approaches to website Selection - Major Search Engines -
Guidelines For Effective Surfing - A general approach to searching

Reference Books

1. Khan M.Y.and Jain P.K. : Financial Management - Tata McGraw Hill, New Delhi.
2. Pandey I.M. : Financial Management - Vikas Publishing House, New Delhi.
3. Bringham Gapenski and Erhardt : Financial Management - Theory and Practice - Harcourt College Publishers Singapore.
4. Van Horne J.C. : Financial Management and Policy - Prentice Hall of India , New Delhi.
5. Prasanna Chandra : Fundaments of Financial Management - Tata McGraw Hill, New Delhi.
6. Philip Kotler : Marketing Management : Eaglewood Cliffs, Prentice Hall, New York.
7. Stanton, Michael and Walker : Fundamentals of Marketing McGraw Hill, New York
8. R.S. Davar : Modern Marketing Management
9. Ramaswamy and Namakumari : Marketing Management.
10. Minoli Daniel, Minoli Emma - Web Commerce Techology Handbook - Tata McGraw Hill, New Delhi.
11. Judy Strauss Adel El- Ansary and Ramond Trust - E- Marketing - Prentice Hall of India, New Delhi.
12. Personnel Management - Edward Flippo
13. Personnel Management - C.B. Memoria.