

ST. JOSEPH'S EVENING COLLEGE
B.COM (CBCS) SEMESTER SCHEME –2020-2021
COURSE MATRIX

V SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
SKILPart 2	Principles and Practices of Auditing	5.1	3	2.5 Hrs	30	70	100	3
	Cost Accounting I	5.2	4	2.5 Hrs	30	70	100	3
	Income Tax – I	5.3	4	2.5 Hrs	30	70	100	3
	Business Regulations	5.4	3	2.5 Hrs	30	70	100	3
	Elective – I	5.5	4	2.5 Hrs	30	70	100	3
	Elective – II	5.6	4	2.5 Hrs	30	70	100	3
Part 3	SDC-/ Social Media Marketing		2	2.5 Hrs	30	70	100	2
Total Credits								20

ELECTIVE GROUPS

1. Accounting and Finance

Semester No.	Paper No.	Title of the Paper
V	AF. 5.5	Advanced Accounting
	AF.5.6	IFRS

2. Human Resource Management

Semester No.	Paper No.	Title of the Paper
V	HR 5.5	HRM
	HR 5.6	Compensation Management

3. Marketing

Semester No.	Paper No.	Title of the Paper
V	MK 5.5	Consumer Behavior
	MK 5.6	Brand Management

OBJECTIVES	
This subject aims at imparting knowledge about the principles and methods of auditing and their applications.	
UNIT 1: INTRODUCTION TO AUDITING	10HOURS
Introduction- meaning- definition- objectives – differences between accountancy and auditing – types of audit- advantages of auditing- preparation before commencement of new audit- audit notebook- audit working papers- audit program, RECENT TRENDS IN AUDITING: nature and significance of tax audit- cost audit - Management audit- Auditing Standards.	
UNIT 2: INTERNAL CONTROL	10 HOURS
Internal control: meaning and objectives. Internal check: meaning, objectives and fundamental principles. Internal check as regards: wage payments, cash sales, cash purchases. Internal audit: meaning- advantages and disadvantages of internal audit- differences between internal check and internal audit.	
UNIT 3: VOUCHING	8 HOURS
Meaning- definition- importance- routine checking and vouching- voucher- types of vouchers- vouching of receipts: cash sales, receipts from debtors, proceeds of the sale of investments. Vouching of payments: cash purchases, payment to creditors, deferred revenue expenditure.	
UNIT 4: VERIFICATION AND VALUATION OF ASSETS AND LIABILITIES	7 HOURS
Meaning and objectives of verification and valuation- position of an auditor as regards the valuation of assets- verification and valuation of different items: land and building, plant and machinery, goodwill- investments – stock in trade. Liabilities: bills payable- sundry creditors- contingent liabilities.	
UNIT 5: AUDIT OF LIMITED COMPANIES AND OTHERS	10 HOURS
Company auditor- appointment – qualification- powers- duties and liabilities- professional ethics of an auditor. Audit of educational institutions- Audit of insurance companies- Audit of co-operative societies.	

SKILL DEVELOPMENT

- Collect the information about types of audit conducted in any one organization
- Visit an audit firm, write about the procedure followed by them in auditing the books of accounts of a firm.
- Draft an investigation report on behalf of a public limited company
- Record the verification procedure with respect to any one fixed asset.
- Draft an audit program

BOOKS FOR REFERENCE

- TR. Sharma, auditing
- BN. Tendon, practical auditing.
- MS. Ramaswamy, principles and practice of auditing.
- Dnakarpagare, Practice of auditing.
- Kamal gupta, practical auditing.
- PN reddy and appannaiah, auditing.
- R.G Sexena- principles and practice for auditing

OBJECTIVE

The objective of this subject is to familiarize students with the various concepts and elements of cost.

UNIT 1: INTRODUCTION TO COST ACCOUNTING	10 HOURS
Introduction – Meaning & Definition of Cost, Costing and Cost Accounting – Objectives of Costing - Comparison between Financial Accounting and Cost Accounting – Designing and Installing a Cost Accounting System – Cost Concepts - Classification of Costs – Cost Unit – Cost Center – Elements of Cost – Preparation of Cost Sheet – Tenders and Quotations.	
UNIT 2: MATERIAL COST CONTROL	10 HOURS
Meaning – Types: Direct Material, Indirect Material. Material Control – Purchasing Procedure – Store Keeping – Techniques of Inventory Control – Levels settings– EOQ – ABC Analysis – VED Analysis – Just In-Time – Perpetual Inventory System – Documents used in Material Accounting - Methods of Pricing Material Issues: FIFO, LIFO, Weighted Average Price Method and Simple Average Price Method - Problems.	
UNIT 3 :LABOUR COST CONTROL	10 HOURS
Meaning – Types: Direct Labour, Indirect Labour - Timekeeping – Time booking – Idle Time – Overtime – Labour Turn Over. Methods of Labour Remuneration: Time Rate System, Piece Rate System, Incentive Systems (Halsey plan, Rowan Plan & Taylor’s differential Piece Rate System) – Problems	
UNIT 4: OVERHEAD COST CONTROL	15 HOURS
Meaning and Definition – Classification of Overheads – Procedure for Accounting and Control of Overheads – Allocation of Overheads – Apportionment of Overheads – Primary Overhead Distribution Summary – Secondary Overhead Distribution Summary – Repeated Distribution Method and Simultaneous Equations Method – Absorption of Factory Overheads – Methods of Absorption (Theory Only) – Machine Hour Rate – Problems on Machine Hour Rate.	
UNIT 5: RECONCILIATION OF COST AND FINANCIAL ACCOUNTS	15 HOURS
Need for Reconciliation – Reasons for differences in Profit or Loss shown by Cost Accounts and Profit or Loss shown by Financial Accounts – Preparation of Reconciliation Statement and Memorandum Reconciliation Account.	

SKILL DEVELOPMENT

- Identification of elements of cost in services sector by Visiting any service sector.
- Cost estimation for the making of a proposed product.
- Draft the specimen of any two documents used in material account.

- Collection and Classification of overheads in an organization on the basis of functions.
- Prepare a reconciliation statement with imaginary figures

BOOKS FOR REFERENCE

1. J. Made Gowda – Cost and Management Accounting , HPH
2. M.V. Skukla – Cost and Management Accounting
3. N.K. Prasad: Cost Accounting, Books Syndicate Pvt. Ltd.
4. Nigam & Sharma: Cost Accounting , HPH
5. KhannaPandey&Ahuja – Practical Costing, S Chand
6. Soundarajan A & K. Venkataramana, Cost Accounting, SHBP.
7. P. K Sinha – Accounting & Costing for Managers.
8. M.L. Agarwal: Cost Accounting
9. Dr. Alice Mani: Cost Accounting, SBH.
10. S.P Jain &Narang: Cost Accounting , Kalyani
11. Palaniappan and Hariharan : Cost Accounting I.K. International Publishers
12. S.P. Iyengar: Cost Accounting, Sultan Chand ans Sons
13. S.N. Maheshwari: Cost Accounting, Vikas
14. M. N. Arora: Cost Accounting, HPH
15. Dutta: Cost Accounting
16. V. Rajesh Kumar & R.K. Sreekantha, Cost Accounting – I, Vittam Publications.

OBJECTIVES	
The objective of this subject is to expose the students to the various provision of Income tax Act relating to computation of income of individual assesses.	
UNIT1: INTRODUCTION TO INCOME TAX	10 HOURS
Brief History of Indian Income Tax- Legal Frame Work- Types of Taxes – Cannons of taxation- Important Definitions; Assessment year, previous year (including exceptions), Assesse, person, Income, Casual Income, Gross Total Income, Agricultural Income (including Scheme of partial integration) – scheme of taxation. Meaning and classification of capital and revenue. Income tax authorities: Powers and functions of CBDT, CIT and A.O. (theory only).	
UNIT 2: EXEMPTED INCOMES	10 HOURS
Introduction- Exempted incomes U/S 10- Restricted to individual Assessee.	
UNIT 3: RESIDENTIAL STATUS	10 HOURS
Residential status of individual- Determination of Residential status- Incidence of Tax- problems	
UNIT 4: INCOME FROM SALARY	15 HOURS
Meaning- Definition- Basis of charge – Advance salary- Arrears of salary- Allowances- perquisites- provident fund – profits in lieu of salary- gratuity- commutation of pension- Encashment of Earned leave- compensation for voluntary retirement- Deductions from salary U/S 16- problems on income from salary.	
UNIT 5: INCOME FROM HOUSE PROPERTY	15 HOURS
Basis of charge- deemed owners- exempted incomes form house property- composite rent- annual value- determination of annual value- treatment of unrealized rent- loss due to vacancy- Deductions from Annual value- Problems on Income from House property.	

SKILL DEVELOPMENT

- Form No.49A(PAN) and 49B
- Filling of Income Tax returns, reading and interpretation of BARE ACT.
- List of enclosures to be made along with IT returns (with reference to salary and H.P)
- Preparation of form 16
- Computation of income tax and the slab rates
- Computation of gratuity.
- List of enclosures to be made along with IT returns(with reference to salary and house property incomes)

BOOKS FOR REFERENCE

1. Dr. Vinod k. singhania: Direct taxes- Law and practice, Taxmann publication.
2. B.B lal:Direct taxes, konark publisher(p)ltd.
3. BhagwathiPrasad:Direct taxes- Law and practice, WishwaPrakashana.
4. Dr. methrotra and dr. goyal:direct taxes- Law and practice, SathiyaBhavan publication.
5. Dinkarpagare: law and practice of income tax, sultan chand and sons.
6. Guar and narang: income tax.

OBJECTIVES	
To introduce the students to various topics in law important to business people and to familiarize the students with common problems.	
UNIT 1: INTRODUCTION TO BUSINESS LAWS	05 HOURS
Introduction, nature of law, meaning and definition of business laws, scope and sources of business laws.	
UNIT 2: CONTRACT LAWS	10 HOURS
Indian contract act, 1872 Definition of contract of sale, essential of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.	
UNIT 3: INFORMATION TECHNOLOGY ACT:	10 HOURS
Introduction to cyber law in india, salient features of IT act, 2000, importance of cyber law, digital signature, cyber crimes.	
UNIT 4: COMPETITION AND CONSUMER LAWS:	10 HOURS
The competition act,2002: objectives of competition act, the features of competition act, CAT, offences and penalties under the act, competition commission of India. Consumer protection act, 2019 : Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Rights of the consumer under the act, consumer Redressal agencies- district forum, state commission, National commission.	
UNIT 5: ECONOMIC AND ENVIRONMENTAL LAWS	10 HOURS
Indian patent laws and WTO patent rules: meaning of IPR, invention and non-invention, procedure to get patent, restoration and surrender of lapsed patent, infringement of patent, FEMA 1999: objects of FEMA , salient features of FEMA, definition of important terms: authorized person, currency, foreign currency, foreign exchange, foreign security, offences and penalties. environment protection act, 1986: objects of the act, definitions of important terms: environment, environment pollutant, environment pollution , hazardous substance and occupier, types of pollution, rules and powers of central government to protect environment in India	

SKILL DEVELOPMENT

- Prepare a chart showing sources of business law and Indian constitution articles having economic significance.
- Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essential of a valid contract.
- Draft an application to the chief information officer of any government office seeking information about government spending.
- Draft digital signature certificate.
- Draft a complaint to district consumer forum on the deficiency of service in a reputed corporate hospital for medical negligence.
- Collect leading cyber crimes cases and form groups in the class room and conduct group discussion.
- Draft a constructive and innovative suggestions note on global warming reduction.

BOOK REFERENCE

1. N.D.kapoor, business laws, sultan chand publications.
2. Bulchandni, business laws.
3. S.C. Sharma: business law I.K. international publishers
4. K. Aswathappa, business laws, Himalaya publishing house,
5. Tulsion business law
6. S.S gulshan- business law

ELECTIVE: ACCOUNTING, FINANCE AND TAXATION GROUP

5.5 ADVANCED ACCOUNTING

C5- AA

OBJECTIVES:	
To acquaint the students and make them familiar with the process and preparation of accounts of different types of organizations.	
UNIT 1: ACCOUNTS OF BANKING COMPANIES	10 HOURS
Business of banking companies- some important provisions of banking regulation act of 1949 – minimum capital and reserves – restriction on commission – brokerage- discounts-statutory reserves – cash reserves-books of accounts-special features of bank accounting final accounts-balance sheet and profit and loss account – interest on doubtful debts – rebate on bill discounted acceptance – endorsement and other obligations – problems as per new provisions.	
UNIT 2: ACCOUNTS OF LIC COMPANIES	10HOURS
Meaning of life insurance and life insurance – accounting concepts relating to insurance companies – preparation of final accounts of insurance companies – revenue account and balance sheet.	
UNIT 3: ACCOUNTS OF GIC COMPANIES	10 HOURS
Meaning of life insurance and general insurance – accounting concepts relating to insurance companies – preparation of final accounts of insurance companies – revenue account and balance sheet.	
UNIT 4 : INFLATION ACCOUNTING	15 HOURS
Need – meaning - definition – importance and need – role – OBJECTIVES – merits and demerits – problems on current purchasing power method (cpp) and current cost accounting method (CCA).	
UNIT 5: FARM ACCOUNTING	15 HOURS
Meaning – need and purpose – characteristics of farm accounting – nature of transactions – cost and revenue – apportionment of common cost – by product costing – farm accounting – recording of transactions – problems.	

BOOKS FOR REFERENCE:

1. Dr. S. N. Maheswari, advanced accountancy
2. S. P. Jain and K. L. Narang- advanced accountancy
3. R. L. Gupta, Advanced Accountancy
4. Shukla and Grewal, Advanced accountancy
5. B.S.Raman, advanced accountancy .

OBJECTIVE: The objective of the subject is to enable the students to understand the need and method of presentation of financial statements in accordance with International Financial Reporting Standards.	
Unit-I INTERNATIONAL FINANCIAL REPORTING STANDARDS	9 hrs
Meaning of IFRS - relevance of IFRS to India; merits and limitations of IFRS; process of setting IFRS- Practical challenges in implementing IFRS; a brief theoretical study of International financial reporting standards (IFRS) 1 – 15 - List of International accounting standards issued by IASB.	
Unit – 2 ACCOUNTING FOR ASSEST AND LIABILITIES	10 Hrs
25Hrs Recognition criteria's for Investment properties, Government grants, Borrowing costs, Construction contracts, share based payments, Provisions, Contingent liabilities and Contingent assets, Events occurring after the reporting period (Only Theory). Recognition and measurement for property plant and equipment, Intangible assets, Inventories, Leases and Impairment. Accounting for Income tax, Employee benefits. - Simple problems	
Unit-3 PRESENTATION OF FINANCIAL STATEMENTS	10 Hrs
Outline for the preparation of financial statements - Statement of financial position; Comprehensive income statement; Statement of changes in equity (SOCE), IAS 18 – Revenue. Elements of financial statements as per IFRS – Non-current assets; current assets; equity; non-current liability; current liability; revenue; cost of sales; distribution costs; administrative expenses; financial costs – profits attributable to owners of controlling interest and non-controlling interest – Practical problems on each element.	
Unit –4 1 ACCOUNTS OF GROUPS	10Hrs
Concept of group – need for consolidated financial statements - Preparation of consolidated financial statements – Procedure for the preparation of consolidated financial position statement – treatment of pre-acquisition profit; goodwill arising on consolidation; on-controlling interests at fair value – Practical problems.	
Unit – 5 DISCLOSURE STANDARDS	6 Hrs
Disclosure Standards Related party disclosure, Earnings per share, Interim financial reporting, Insurance contracts, Operating segments. (Theory Only).	

SKILL DEVELOPMENT

- Conversion of final accounts to IFRS
- Analysis of published financial statements for at-least 2 types of stakeholders
- Comments for recent developments/exposure draft in IFRS
- Preparation of notes to accounts for non-current assets
- Assignment on social reporting
- Preparation of Consolidated Financial Statement of any two existing companies.

- Disclosure of change in equity in the annual reports of any two select companies.

BOOKS FOR REFERENCE:

1. IFRS – Student Study Guide - ISDC
2. IFRS for India, Dr.A.L.Saini, Snow white publications
3. Roadmap to IFRS and Indian Accounting Standards by CA Shibarama Tripathy
4. IFRS explained – a guide to IFRS by BPP learning Media
5. IFRS concepts and applications by Kamal Garg, Bharath law house private limited.
6. IFRS: A quick reference guide by Robert J Kirk, E

ELECTIVE: MARKETING GROUP

5.5 - CONSUMER BEHAVIOR

C5-M-CB

Objectives: To familiarize students with the concept of consumer behavior and prepare marketing skill.

UNIT 1: INTRODUCTION	08 HOURS
Introduction to Consumer Behaviour - A managerial & consumer perspective; why study consumer behaviour? ; Applications of consumer behaviour knowledge; current trends in Consumer Behaviour; Market segmentation & consumer behaviour.	
UNIT 2: INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR	10 HOURS
Consumer needs & motivation; personality and self-concept; consumer perception; learning & memory; nature of consumer attitudes; consumer attitude formation and change.	
UNIT 3: ENVIRONMENTAL DETERMINANTS OF CONSUMER BEHAVIOUR	10HOURS
Family influences; the influence of culture; subculture & cross cultural influences; group dynamics and consumer reference groups; social class & consumer behaviour.	
UNIT 4: CONSUMER'S DECISION MAKING PROCESS	10 HOURS
Problem recognition; Search & Evaluation; Purchase processes; Post-purchase behaviour; personal influence & opinion leadership process; diffusion of innovations; Models of Consumer Behaviour; Researching Consumer behaviour; consumer research process.	
UNIT 5: CONSUMER SATISFACTION & CONSUMERISM	07HOURS
Concept of Consumer Satisfaction; Working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint. Concept of consumerism; consumerism in India; the Indian consumer; Reasons for growth of consumerism in India;	

SKILL DEVELOPMENT:

- Conduct an informal interview of a local retail store owner and determine what demographic and socio economic segments the store appears to satisfy. How did the owner select this segment or segments?
- Conduct formal interview to the managers of three retail-clothing stores. Determine the degree to which they believe consumer's personality and self-image are important to the marketing activities of the stores.
- Visit three local restaurants and assess how each attracts clientele in different stages of the family life cycle.
- You are the owner of two furniture stores, one catering to upper-middle class consumers and the other to lower-middle class consumers. How do social class differences influence each store's

REFERENCE BOOKS:

Leon. G. Schiffman&LeslveLazerkanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.

David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delhi, 1993.

Assael Henry; Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning, 6th Edition; 2001.

Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003.

Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003. Blackwell; Consumer Behaviour, 2nd Edition.

Sontakki; Consumer Behaviour.

Schiffman; Consumer Behaviour.

Rajeev Khumra : Consumer Behaviour

S H HKazmi : Consumer Behaviour& Marketing Communication

ELECTIVE: MARKETING GROUP

5.6 BRAND MANAGEMENT

C5-M-BRM

OBJECTIVES	
To enable the students to understand the basic concepts of Brand Management.	
UNIT 1: INTRODUCTION TO THE CONCEPT OF BRAND MANAGEMENT 10 HOURS	
Brand –Meaning, Definition, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand, Product Vs Brand, Branding- Meaning, Creation of Brands through goods, services, people, Organization, Retail stores, places, online, entertainment, ideas, challenges to Brand builders - Brand Management-Meaning & Definition. Strategic Brand Management Process-Meaning, Steps in Brand Management Process Strong Indian Brands Case study	
UNIT 2: CUSTOMER BASED BRAND EQUITY 10 HOURS	
Customer Based Brand Equity-Meaning, Model of CBBE Brand Equity: Meaning, Sources, Steps in Building Brands, Brand building blocks-Resonance, Judgments, Feelings, performance, imagery, salience- Brand Building Implications, David Aaker’s Brand Equity Model. Brand Identity & Positioning: Meaning of Brand identity, Need for Identity & Positioning, Dimensions of brand identity, Brand identity prism, Brand positioning – Meaning, Point of parity & Point of difference, Positioning guidelines - Brand Value: Definition, Core Brand values, Brand mantras, Internal branding,	
UNIT 3: CHOOSING BRAND ELEMENTS TO BUILD BRAND EQUITY 08 HOURS	
Criteria for choosing brand elements, options & tactics for brand elements- Brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & Symbols & their benefits, Characters & Benefits, Slogans & Benefits, Packaging process	
UNIT 4: BRAND STRATEGIES 10HOURS	
1) Brand Extension- Meaning, Types, Needs, Advantages & Disadvantages of Brand Extension, Brand-Product matrix, Brand Hierarchy-Kapferer’s Branding Systems, Building Brand Equity at different hierarchical levels, Brand hierarchy decision-Consumer’s Evaluation of Brand Extensions & Opportunities	
2) Brand Personality- Meaning & Definition, Types of Brand personalities, Elements of Brand personality	
3) Brand Image- Meaning & Definition, Sources of Brand Image, Brand Image for Established and New Products, Brand Image & Celebrity	
4) Brand Repositioning: Meaning, Types of repositioning strategies in Indian Marketing	
UNIT 5: BRAND FAILURE 07 HOURS	
Meaning of Brand Failure, Reasons, Factors affecting Brand Failure Revitalizing Brands	

RECOMMENDED TEXT BOOKS

- Strategic Brand Management, Building Measuring & Managing Brand Equity – 2nd Ed
Phi / Pearson Education – Kevin Lane Keller

- Brand Management -The Indian Context – Y L R Moorthi – Vikas Publication.
- Strategic Brand Management – Jean, Noel, Kapferer – Kogan Page India
- Brand Imitations – Dr S SKaptan, Dr S Pandey – HPH, 1/e, 2004
- Brand Management, Tapan Panda, 2/e, Excel Publication

REFERENCE BOOKS:

1. Brand Management- Harish V Verma, 2/e, Excel Books
2. Compendium Brand Management – Chunnawalla – HPH, 1/e, 2003
3. Managing Indian Brands – S Ramesh Kumar – Vikas
4. Strategic Brand Management- Richard Elliott & Larry Perclu, Oxford Press,
5. Creating powerful brands – Chernatony, Elsevier Publication,

ELECTIVE: HUMAN RESOURCE GROUP

5.5 – HUMAN RESOURCE MANAGEMENT

C5-HRM- H

Objectives: To familiarize students with the concept and principles of Human Resource Management	
UNIT 1 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	8 Hrs
Meaning of HRM, objectives of HRM, importance of HRM- functions and process of HRM HR manager duties, and responsibilities, Recent trends in HRM.	
UNIT 2 – HUMAN RESOURCE PLANNING RECRUITMENT AND SELECTION	7 Hrs
Meaning of HRP- importance of HRP- Benefits of HRP-Recruitment-Meaning-methods of recruitment-.Selection- meaning –steps involved in selection process- problems involved in placement.	
UNIT3-INDUCTION, TRAINING & ENGAGEMENT	10 Hrs
Meaning - objectives-purpose of induction-training –needs for training-benefits of training-identifications of training and methods of training.	
UNIT 4 – PERFORMANCE APPRAISAL AND COMPENSATION	10 Hrs
Introduction- meaning and definition-objectives –methods of performance appraisal-uses and limitations of performances appraisals. Compensation-meaning-objectives.	
Unit 5 HUMAN RESOURCES DEVELOPMENT	10 Hrs
Promotion and transfer-meaning and definition of promotion-purpose –basis of promotion-meaning of transfer-reason of transfer-types of transfer- right sizing of work-role of training- in HRD	

SKILL DEVELOPMENT

- Mock interview
- Resume writing and preparation for the aptitude round
- Ground discussion

BOOKS FOR REFERENCES

- Ashwathappa, Human Resource Management Tata McGraw Hill.
- Maduraimalai Human Resource Management HPH
- Reddy & Appanaiah Human Resources Management HPH.

5.6 – COMPENSATION MANAGEMENT

C5-CM- H

Objectives: To familiarize students with the concept and components of compensation management.	
UNIT 1 – INTRODUCTION	5 HOURS
Introduction to Compensation and Rewards – Objectives of Compensation and Rewards – Introduction to frame work of Compensation policy – Labor market characteristics and pay relative	
UNIT 2: WAGE MANAGEMENT	15 HOURS
Introduction to wage determination process and wage administration rules, wage levels and wage structures, introduction to factors influencing wage and salary, structure and principles of wage and salaries administration, introduction to the theory of wages, introduction to minimum, fair and living wage.	
Wage Differential Introduction to minimum wages – introduction to Basic Kinds of wages plans – Introduction to wage differentials and elements of a good wage plans – Introduction to institutional mechanisms for wage Determination.	
UNIT 3: JOB EVALUATION	10 HOURS
Introduction to Nature and objectives of Job Evaluation – Introduction to Principles and Procedure of Job Evaluation Programs – Introduction to Basic Job Evaluation Methods – Introduction to implementation of Evaluated Job – Introduction to Determinants of Incentives – Introduction to Classification of Rewards – Incentives Payment and its Objectives.	
UNIT 4: WAGE INCENTIVES	5 HOURS
Introduction to Wage Incentives in India – Introduction to types of wages incentives plans – Introduction to prevalent systems and guidelines for effectives Incentive Plans- Introduction to Non – Monetary Incentives.	
UNIT 5: PROFIT SHARING	10 HOURS
Introduction to Cafeteria style of compensation – Introduction to problems of equity and bonus, profit sharing and stock options – Introduction to feature of Fringe benefits – Introduction to history and growth factors – Coverage of benefits – Introduction to employees’ services and Fringe benefits in India.	
UNIT 6: BENEFIT PROGRAMS	5 HOURS
Introduction to Benefit Programs for management and administration of Benefits and services – Introduction to compensation survey and methodology – Introduction to planning compensation for executives and knowledge workers.	

SKILL DEVELOPMENT

- Practice on the norms and conditions of compensation management of the top companies.

Books recommended:

1. L. M Prasad, Human Resource Management, Sultan Chand & Sons
2. P. Subba Rao, Personal & Human Resource Management, Himalaya Publishing House.
3. K. Aswathappa, Human Resource Management, Tata McGraw Hill Publishing Company.

PART 3 - CBCS

5.7- SOCIAL MEDIA MARKETING

C6SDSMM

UNIT 1: INTRODUCTION TO SOCIAL MEDIA MARKETING	5 HOURS
– Meaning – definition – features- differences between traditional and social media. Pros and Cons of social media marketing.	
UNIT2: CONSUMER BEHAVIOR AND DIGITAL MEDIA	5 HOURS
Meaning definition –why study consumer behavior? Market segmentation and consumer behavior- current trends in customer behavior – digital marketing	
–meaning- objectives- benefits digital marketing tools – areas of digital media marketing SEO,SMO,SEM, (meaning only)	
UNIT3:SOCIAL MEDIA ANALYTICS and MONITORING	5 Hours
Meaning – definition –key features-tools of social media analytics – how to measure- differences between social monitoring and social media analytics	
UNIT 4: BRANDING on SOCIAL MEDIA	5 hours
Introduction – meaning of brand- strategies of branding on social media- best marketing practices for paid and unpaid social media – B2B on social media	
UNIT 5: SOCIAL MEDIA PLATFORMS	5 hours
Meaning – goals of social media platforms- Two sided markets- basic theory of social networks online and offline.(Graph theory, sociology and information diffusion).	