

## SEMESTER-II

### CORE-4 QUANTITATIVE TECHNIQUES FOR BUSINESS RESEARCH

Instructional Hrs-72	Credit-3
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#### OBJECTIVE

To impart basic knowledge of research

*To enable the students to apply the simple statistical tools in business research*

MODULE-1 Research-Meaning-Definition-Business Research-Types of Research (Pure, Applied, Exploratory, Descriptive, Empirical, Analytical, Qualitative and Quantitative)-Research process- Primary and Secondary Data-Methods of data Collection- Census and Sampling-methods (Probability sampling and non probability sampling) Cross tabulation-Analysis of data. (17Hrs)

MODULE-2 Correlation (*Un grouped data Only*)- Concept-Types of Correlation-methods-Karl Pearson s Co-efficient of correlation-Spearman's Rank correlation co-efficient-probable error-Regression analysis (*Un grouped data Only*)-Concepts-lines of Regression-Regression Equation under Algebraic (15hrs)

MODULE-3 Probability-Meaning-Definition- Basic terms-concepts-Approaches to assigning probability-Permutation and combination-Theorems of Probability-Addition theorem. Theorem-Multiplication (20hrs)

MODULE-4 Testing of Hypotheses-Procedure-Null hypotheses-Alternative Hypotheses-Level of significance-Degrees of freedom-Type 1 Error-Type II Error (*theory only*)-Chi-square test-Condition for validity of Chi-square test-Test for goodness of fit-test for independence (*both theory and problems*) (15 hrs)

MODULE-5 Report writing-Integral part of report-Characteristics of a good report-Contents of a report-Bibliography. (5hrs)

*Practical Work- Collect a published report of a survey conducted by a magazine/ news paper*

#### SUGGESTED READINGS

*Gupta, S.P, Statistical Methods.*

*Gupta, C.B, Introduction to statistics.*

*Desai, S.S, Business Statistics.*

*Gupta, S.C, Fundamentals of Statistics.*

*Elhance.D.N, Fundamentals of Statistics.*

*Kothari, C.R, Research methodology.*

*Sekharan, Uma, Research Methods.*

*Collis, Business Research.*

CORE-5 PRINCIPLES OF INSURANCE

Instructional Hrs-72	Credit-3
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OBJECTIVE.

*To make the students explore with the fundamental principles of insurance*

*To impart knowledge on practice of insurance business.*

MODULE-1 Introduction-Definition-Role and importance-Insurance contract-principles of Insurance-Insurance and assurance-Types of insurance-Life- General-introduction to IRDA Act.

(12hrs)

MODULE-2 Life insurance-features-classification of policies-surrender value-Introduction to Actuarial science-bonus- Policy conditions-application and acceptance-prospectus-proposal forms and other related documents-Age proof-Special reports-assignments-Nomination-loans-surrender-Fore closure-Policy-Maturity claims-survival benefit-Payments-death claims-Waiver of evidence of title-Early claims-Claim concession-Presumption of death-Accident and disability benefits-Settlement options.

(20hrs)

MODULE-3 Marine Insurance-Nature-Insurance policies-Policy conditions-Clauses-marine losses-Payment of claims-

(12hrs)

MODULE-5 Fire Insurance-Nature and use-Contracts-kinds of policies-Policy condition-clauses-Payment of claims-Re-insurance- Miscellaneous Insurance- Health insurance-Motor insurance-Burglary and personal accident Insurance in India-Urban-non traditional Insurance.

(15hrs)

MODULE-5 Accounting and Finance Accounting for insurance business Compliance with IRDA rules Taxation. Investments evaluation of investments Capital structure - Cost of capital Solvency margin and compliance.

(13hrs)

## SUGGESTED READINGS

*Mishra.M.N:Insurance Principles and Practice*

2. *Pande : Insurance Principles and Practice*

*Mathew.M.J:Insurance Principles and Practice*

*Arthur Williams.C, Jr., Michael L.Smith, Peter C Young : Risk Management and Insurance*

*Gupta O.S:Life Insurance*

## CORE-6 CORPORATE REGULATIONS AND GOVERNANCE

Instructional Hrs-72	Credit-3
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OBJECTICE- *To provide an understanding regarding the administration and management of corporate form of business and to give a first hand exposure to corporate laws especially Indian Companies Act 1956.*

MODULE-1 Company-Definition-Characteristics- Advantages and Disadvantages-Illegal position-Incorporation-procedure-Documents to be filed-Certificate of incorporation-Procedure-Effect of registration-Pre-incorporation contract-memorandum of association-Articles of association-Doctrine of ultravires-doctrine of indoor management-Doctrine of constructive notice-Prospectus-registration- Contents-statement in lieu of prospectus-Deemed prospectus-Shelf Prospectus-Red herring-Abridged prospectus-liability for misstatement in prospectus-commencement of business.

(20hrs)

MODULE-2 Management and Administration-Directors-appointment-Qualification and disqualification- Qualification shares-position of directors-powers and duties-Retirement-vacation of office-Liabilities of directors-Removal of directors.

(10hrs)

MODULE-3 Corporate Governance-meaning-Background-importance-CG in India-statutory measures-SEBI regulation-Clause 49 of listing agreement-Constitution of board of directors-Audit committee-Provisions under section 292A of Companies Act-Remuneration of directors-Board procedure-CEO/ CFO certification-Role of management-Information to share holders-CG Report-Non mandatory requirements ie.. Chairman of board-Remuneration committee-Share holders rights-Postal ballot-whistle blower policy-Benefits of Corporate Governance

(15hrs)

MODULE-4 Company meetings-Kinds of companies-essentials of valid meeting-Chairman-agenda-Minutes-Quorum-Motion-Types of motion-Interruption of debate-Proxy-poll-Modes of poll-Resolution-Types of resolution-Motion vs. Resolution.

(17hrs)

MODULE-5 Winding up of companies- Modes-Compulsory winding up-Grounds and procedure-Liquidator-Duties and functions-Contributories-Voluntary winding up- Types-Winding up under the supervision of the court-Effects of winding up-Defunct companies.

(10hrs)

#### SUGGESTED READINGS

*M.P.Tanton, Text book of Company Law*  
*R.R.Gupta, and V.S.Gupta, Indian Company Law*  
*M.C.Kuchaal, Secretarial Practice*  
*Ashok K Bagrial, Company Law*  
*Indian Companies Act with amendments.*  
*Corporate Law and Governance, L.R.Potty.*

#### COMMON -2 BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM

Instructional Hrs-72	Credit-4
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OBJECTIVE. *To familiarise the importance of communication in business and methods of communication relevant to various business situations and to build up communication skill among students.*

MODULE-1 Communication-Need-Process-Types-Oral-written-Verbal-Non verbal-Internal, External-Non-verbal communication-Body language-Kinesics, Proxemics-Para language-Channels- Barriers-Principles of effective communication

(15hrs)

MODULE-2 Job application letters-Resume-CV-Reference and recommendation letters-Employment letters-Online application-Soft skill (15hrs)

MODULE-3 Business letters-Parts and layout of business letters-Business enquiry letters-offers and quotation- Orders and execution-grievances and redressals.  
Sales letters-Follow-up letters-Circular letters-Status enquiry-Collection letters-  
Preparation of partnership deed-power of attorney.

(20hrs)

MODULE-4 Impact of IT on communication-Role of computers-Internet-E-mail-Telephone-voice mail-  
SMS- Video conferencing- Teleconferencing.

(10hrs)

MODULE-5 Introduction to Management Information System-Definition-Need-Benefits-Functions-  
Objectives-Characteristics-Role of MIS-Relationship between decision making and MIS.

(12hrs)

*process.*

#### SUGGESTED READINGS

- Bhatia R.C, Business Communication.*  
*Salini Agarwal Essential communication skill.*  
*Reddy P.N, and Apopannia, Essentials of Business Communication.*  
*Sharma R.C, KRISHNA Mohan, Business Communication and Report writing.*  
*Leod, M.C., Management Information System..*  
*Jerome Reuter-Management Information system.*  
*Annie Philips, Communication and the Managers Job.*