

M. Com Part II

Semester III

Subject Name: Business Finance

Subject Code: MCC – 311

Marks: Internal 40 External 60

Credits-4

UNIT I - Business Finance

Financial Plan: Characteristics, factors to be considered while preparing, Limitations.

UNIT II - Sources Of Finance

Financial Problems of SSI Unit in India. Co-operative Sector: Govt. Participation in Capital-Share; Capital Limitations in Raising Equity Capital and Borrowings.

UNIT III - Foreign Sources

Foreign Direct Investment-Meaning, Need, Govt. Regulations, Foreign Institutional Investment in India Capital Market- Meaning, Need, Limitations, Govt. Regulations- OCB (Overseas Corporate Bodies), Globalization of capital market-Meaning difficulties-ECBs (External Commercial Borrowings), Euro-issues. GDRs/ADRs.

UNIT IV - Capital Market

Trading Mechanism- Listing of Shares and other Instruments (Debentures, Govt. Securities, Derivatives), OTCEI and National Stock Exchange-Need, objectives. Trading and Settlement System, Construction and Types of Stock Market, BSE Sensex-Nifty, CRISIL-500 (Standard and Poor), Scrip less Trading (Dematerialization and Rematerialization) : Meaning, Need and Advantages, Depository : Meaning, Functions, Benefits, Depository System in India and its Marking.

UNIT V - Share Ownership in India

Individual and Institutional, Portfolio Management-Meaning, Functioning and Advantages, Mutual Funds-Types (Open & Closed Ended Funds, Income Funds, Balanced Fund, Growth Fund, Index Fund, Regular Income Schemes).

UNIT VI - Financial Services Relating To Raising of Capital

Merchant Banking- Meaning, Services rendered, Management of Capital Issues, Categories, Credit rating-Meaning, Need and Methodology, Project Appraisal

Semester III

Subject Name: Global Business Environment

Subject Code: MCC – 312

Marks: Internal 40 External 60

Credits-4

UNIT I - Business Environment

Meaning of Business Environment and its importance, nature and scope, Levels of Environment -Macro environment and International Business Environment.

UNIT II - Environment-Variou approaches-Variou aspects

Natural, Social, Economical, Political, Technological, Legal and Cultural, Business Environment in India-before Independence and after Independence-Globalization and its impact on business environment in 21st Century

UNIT III - Business Environment and Problems of Pollution

Types of pollution - Water, Air and Noise, Sources and effects, various measures for controlling the pollution.

UNIT IV - Indian Industrial Environment

Growth of industries in public and private sectors in India-Small and Cottage industries-mergers and acquisitions, Foreign investment, Foreign Technology and MNCs.

UNIT V - Global environment

Natural, social, cultural, demographic, and technological environment and its impact on world trade.

**Semester III
Marketing Specialization**

Subject Name: B2B Marketing

Subject Code: MCM-313

Marks: Internal 40 External 60

Credits-4

Units

Course Contents

- 1 Introduction to B2B Marketing:**
 - 1.1 Business marketing and Business market customers
 - 1.2 Market structure, Environment
 - 1.3 Characteristics of Business Marketing
 - 1.4 Strategic role of marketing
 - 1.5 Commercial enterprises
 - 1.6 Commercial and institutional customers.
- 2 Organizational Buying and Buyer Behavior:**
 - 2.1 Organizational buyers decision process
 - 2.2 A Stepwise Model and A Process Flow Model
 - 2.3 Organizational and business markets
 - 2.4 Government as a customer
 - 2.5 Commercial enterprises
 - 2.6 Commercial and institutional customers
- 3 B2B Marketing Strategy**
 - 3.1 Strategy making and strategy management process
 - 3.2 Industrial product strategy
 - 3.3 Managing Products for Business Markets
 - 3.4 Managing Services for Business Markets
 - 3.5 Managing Business Market channels
 - 3.6 The Growth-Share Matrix
 - 3.7 Multifactor Portfolio Matrix
 - 3.8 The Balanced Scorecard
- 4 B2B Marketing STP**
 - 4.1 Market Segmentation
 - 4.2 Basic framework of segmentation
 - 4.3 Choosing target segments and positioning
 - 4.4 Pricing strategies for Business Markets
 - 4.5 B2B Advertising, Competitive bidding
 - 4.6 Relationship marketing and CRM,
- 5 Business Marketing Communications and Channels**
 - 5.1 B2B Advertising
 - 5.2 Digital marketing
 - 5.3 Trade shows, exhibitions, business meets
 - 5.4 Managing the sales force
 - 5.5 Deployment analysis
 - 5.6 Business marketing channels and participants
 - 5.7 Channel design and management decisions
 - 5.8 B2B logistics management

Semester III

Subject Name: Integrated Marketing Communication

Subject Code: MCM-314

Marks: Internal 40 External 60

Credits-4

Units

Course Contents

- 1 An Introduction to Integrated Marketing Communication (IMC):**
 - 1.1 Meaning and role of IMC in Marketing process
 - 1.2 One voice communication V/s IMC.
 - 1.3 Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship
 - 1.4 The role of advertising agencies
 - 1.5 Other marketing organizations providing marketing services
 - 1.6 Perspective on consumer behavior
- 2 Understanding communication process:**
 - 2.1 Source, Message and channel factors,
 - 2.2 Communication response hierarchy- AIDA model
 - 2.3 Hierarchy of effect model
 - 2.4 Innovation adoption model
 - 2.5 Information processing model
 - 2.6 The standard learning Hierarchy,
 - 2.7 Attribution Hierarchy
 - 2.8 Low involvement hierarchy
 - 2.9 Consumer involvement- The Elaboration Likelihood (ELM) model,
 - 2.10 The Foote, Cone and Belding (FCB) Model
- 3 Planning for Marketing Communication (Marcom):**
 - 3.1 Establishing marcom objectives
 - 3.2 Budgeting for Promotional Programmes
 - 3.3 Setting communication objectives
 - 3.4 Sales as marcom objective
 - 3.5 DAGMAR approach for setting ad objectives
 - 3.6 Budgeting for marcom
 - 3.7 Factors influencing budget
 - 3.8 Theoretical approach to budgeting viz. Marginal analysis and Sales response curve
 - 3.9 Method to determine marcom budget
- 4 Developing the Integrated Marketing Communication Programme:**
 - 4.1 Planning and development of creative marcom
 - 4.2 Creative strategies in advertising, sales promotion, publicity, event sponsorships etc.
 - 4.3 Creative strategy in implementation and evaluation of marcom
 - 4.4 Types of appeals and execution styles
 - 4.5 Media planning and selection decisions
 - 4.6 Steps involved and information needed for media planning
 - 4.7 Measuring the effectiveness of all Promotional tools and IMC

5 Digital Media & Advertising:

5.1 Digital Media

5.2 Evolution of Technology

5.3 Convergence of Digital Media

5.4 E- Commerce and Digital Media

5.5 Advertising on Digital Media, Social Media, Mobile Advertising

5.6 E-PR Advertising Laws & Ethics: Advertising & Law, Advertising & Ethics

5.7 Pester Power

5.8 Intellectual Property Rights

5.9 ASCI

Semester III

Accountancy Specialization

Subject Name: Advanced Costing

Subject Code: MCA-311

Marks: Internal 40 External 60

Credits-4

Units

Course Contents

1 Elements of Cost

- 1.1 Classification of Cost.
- 1.2 Cost Unit and Cost Centre
- 1.3 Preparation of Cost Sheet

2 Cost Accounting of Labour

- 2.1 Recording and Analysis of Labour Cost
- 2.2 Overtime Idle time, Holidays work, Holiday's with Pay
- 2.3 Casual Workers, Labour Turnover,
- 2.4 Time and Motion Study
- 2.5 Methods of Remunerating Labour and Incentive Systems

3 Reconciliation of Cost and Financial Accounts

4 Integrated systems of Accounting

5 Budgetary Control

- 5.1 Meaning Features of Budget
- 5.2 Organization for Budgetary control system
- 5.3 Types of Budgets
- 5.4 Preparation of different types of Budgets

6 Marginal Costing

- 6.1 Meaning and Objectives
- 6.2 Break –Even- Analysis
- 6.3 Cost- Volume- Profit
- 6.4 Analysis
- 6.5 Various Decision Making Problems

7 Cost Concepts in Decision Making

- 7.1 Relevant Cost
- 7.2 Differential Cost
- 7.3 Incremental Cost
- 7.4 Opportunity Cost

8 Reporting to Management

- 8.1 Meaning and modes of report
- 8.2 Different Levels of Management and Reporting
- 8.3 Forms of Reporting
- 8.4 Classification of Reports.

Semester III

Subject Name: Costing

Subject Code: MCA-312

Marks: Internal 40 External 60

Credits-4

UNIT I- Introduction to Cost Accounting

Concept of cost, Costing, Cost Accounting, and Cost Accountancy, General Principles of Costing, Objectives and Importance of Cost Accounting, Classifications of cost, Cost centre and cost unit, Techniques and Methods of Costing, Difference between cost accounting and financial accounting

UNIT II- Methods of costing -

Job costing, Batch costing, unit costing (Theory only)
Contract costing & process costing (Theory & Practical problems)

UNIT III- Marginal costing -

Meaning of Managerial costing, **Decision making** -Make or buy, shut down, product mix, sales mix, Application of Marginal costing, Cost profit-volume analysis, Break-even analysis, Practical problems.

UNIT IV- Type of Budget

Meaning of the term Budget & Budgetary control, Advantages of Budget, Limitations of Budget, Production Budget, Sales Budget, Cash Budget, Master Budget, Revenue Budget , (Problem on – production & sales Budget only.)

UNIT V- Variance Analysis

Meaning of Variance, Reporting of Variance, Material – cost Variance (Practical problems), Price Variance, Usage Variance, Mix Variance, Yield Variance, Labour – Cost Variance (Practical problems), Rate Variance, Efficiency Variance, Mix Variance

Semester III

Banking & Finance Specialization

Subject Name: Corporate Banking

Subject Code: MCB-311

Marks: Internal 40 External 60

Credits-4

UNIT I - Corporate Banking

Corporate Banking : Meaning and importance, various services provided viz., Cash Management, Salary Payment, Debt Management, Factoring and Forfaiting, Trusteeship, Custodial services, Business advisory, Off shore services, Trade services, Forex Management, etc.

Corporate Deposits: Importance of Institutional deposits vis-a-vis retail deposits

UNIT II - Corporate Finance

Corporate Finance: Working capital finance, Fund and Non fund based limits and Import-Export finance. Corporate Debt Restructuring. Case Studies.

UNIT III- Investment Banking

Meaning and scope of Investment Banking, Evolution, overview of current state of Investment Banking in India

Merchant Banking : Advisory services for equity / debt issues, Management, placement and distribution of equity / debt.

UNIT IV- Mergers and Acquisitions and Advisory Services

Mergers and Acquisitions, Divestitures: Identification, Structuring, Negotiation and Execution, arranging finances etc.

Corporate advisory services: Capital restructuring, Project advisory, Private equity and Venture capital, Loan Syndication etc.

UNIT V - Project and Infrastructure Finance I

Characteristics of Project Finance - Technology selection, Assessment of technical collaborator - Market Analysis : International competitiveness and SWOT analysis
Assessing the project cost - Means of financing projects - Estimation of project cash flows - Use of free and equity cash flow valuation for assessing projects - Financial Analysis : Break-even point analysis, Decision tree, Scenario analysis and Internal Rate of Return, Sensitivity analysis

Common risks in projects - Risk mitigation methodologies in projects - Securitisation as a tool for risk mitigation - Project planning - Network techniques for project implementation - Disbursement, supervision and follow up of project by lender

UNIT VI - Project and Infrastructure Finance II

Infrastructure financing cash flow deal agreement with parties involved - SPV - Monitoring and follow-up of the project

Case Studies in Power Project; Airport Project; Road Project, Telecom Project; Hydrocarbons and Ports.

Semester III

Subject Name: Retail Banking

Subject Code: MCB-312

Marks: Internal 40 External 60

Credits-4

UNIT I - Introduction to Retail Banking

History and definition, role within the bank operations, Applicability of retailing concepts distinction between Retail and Corporate / Wholesale Banking

UNIT II - Retail Products I

Retail Products Overview - Customer requirements, Products development process, Liabilities and Assets Products / Description of Liability products, Description of Asset Products, Approval process for retail loans, Credit scoring. Important Asset Products - Home Loans - Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection. Auto / Vehicle Loans - Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection. Personal Loans Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection.

UNIT III - Retail Products II

Educational Loans Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments., Credit / Debit Cards - Credit Vs Debit Cards, Eligibility, Purpose, Amounts, Margin, Security, Process of using the cards, Billing Cycle, Credit , Points., Other Products / Remittances / Funds Transfer

UNIT IV - Marketing / Selling of retail products MIS and Accounting

Retail Strategies; Tie-up with Institutions for Personal loans / Credit cards / Educational loans, with OEMs / Authorised Dealers for Auto / Vehicle loans, and with Builders / Developers for Home loans, Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking, M-Banking., Selling Process in retail products-Direct Selling Agents., Customer Relationship Management - Role and impact of customer relationship management, Stages in customer relationship management process.

UNIT V- MIS and Accounting

Regulations and compliance, Technology for Retail Banking - Static information, Account opening, basic loan origination data etc. Updated information like income details at different frequencies. Transaction information from disbursement till final settlement of the loan amount. Analytics / Alerts., Accounting entries - Loan process and the relevant accounting including EMI Computation.

UNIT VI - Other issues related to Retail Banking

Securitisation, mortgage based securities., Trends in retailing - New products like Insurance, Demat services, online / Phone Banking, Property services, Investment

advisory / Wealth management, Reverse Mortgage - Growth of e-banking, Crossselling opportunities., Recovery of Retail Loans - Defaults, Rescheduling, recovery process. SARAFAESI Act, DRT Act, use of Lok Adalat forum. Recovery Agents - RBI guidelines.

Semester III

Subject Name: Advanced Excel

Subject Code: MCAE-311

Marks: Internal 40 External 60

Credits-4

Unit 1:- Overview of Basic Excel

- 1.1 An overview of the screen, navigation and basic spreadsheet concepts
- 1.2 Shortcut Keys, Customizing the Ribbon
- 1.3 Using Basic Functions – Sum, Average, Max, Min, Count
- 1.4 Formatting Cells with Number formats, Font formats, Alignment, Borders, etc,
- 1.5 Basic conditional formatting, Border and shading, Header and Footer,
- 1.6 Col heading to print on diff pages, uses of page break, Print Area, Compress and Enlarge Printing

Unit I1:- Data Tools

- 2.1 Data Validation
- 2.2 Number, Date & Time Validation
- 2.3 Text and List Validation
- 2.4 Custom validations based on formula for a cell
- 2.5 Drop-Down Lists
- 2.6 Removing Duplicate

Unit III:- Advanced Functions

- 3.1 Text Functions
- 3.2 Upper, Lower, Proper
- 3.3 Left, Mid, Right
- 3.4 Trim, Len, Exact
- 3.5 Concatenate, Find, Substitute
- 3.6 Date and Time Functions
- 3.7 Today, Now, Day, Month, Year
- 3.8 Date, Date if, Date, Add
- 3.9 EO Month, Weekday
- 3.10 Logical Functions
- 3.11 If Function, How to Fix Errors – if error
- 3.12 Nested If, Complex if and or functions

Unit IV: - Data Analysis and Reports

- 4.1 Pivot Table
- 4.2 What is a Pivot Table
- 4.3 Creating/Inserting Pivot Tables
- 4.4 Choosing Fields, PivotTable Layout
- 4.5 Filtering PivotTables, Analyzing Data Using the Pivot Table 10
- 4.6 Modifying PivotTable Data
- 4.7 Using advanced options of Pivot tables
- 4.8 Pivot Charts (All types of charts)
- 4.9 Consolidating data from multiple sheets and files using Pivot tables
- 4.10 Using external data sources

M. Com Part II

Semester – IV

Subject Name: Modern Entrepreneurship Development

Subject Code: MCC-411

Marks: Internal 40 External 60

Credits-4

UNIT I – Entrepreneurship

-Meaning and Features, Personal qualities-Studies of Personal and social traits – Assessing potential entrepreneurship tools and techniques used- Behavioural tests.

UNIT II – Entrepreneurship Development Training

-Objectives and importance. Training models, training components, Information input and training methodology.

UNIT III – Development of achievement motivation

-sources of development of achievement, Achievement motivation as related to entrepreneurship Problems-beliefs and attitudes-limitations. Need and importance of trainer-motivator skills and qualifications required.

UNIT IV – Business Opportunity Guidance

- Importance and relevance of business opportunity-process of identifying and assessing business opportunity-business opportunity and needs of potential entrepreneur selection of business opportunity. New trends in service sector and scope for entrepreneurship in the service sector.

UNIT V – Problems in entrepreneurship development

: (a) Role of Government in entrepreneurship development (b) R & D Science and technology and entrepreneurship development (c) Specialized institution involved in entrepreneurship development (d) Business incubation and venture capitalists.

UNIT VI – Changes in the concept of entrepreneurship

- Entrepreneurship within organization- As the entrepreneurship Corporate strategy and entrepreneurship

Semester – IV

Subject Name: Research Methodology in Business

Subject Code: MCC-412

Marks: Internal 40 External 60

Credits-4

UNIT I - Introduction to Research Methodology

Meaning, Scope and importance of research Type of research (e.g. Descriptive, Historical, Experimental and Applied)

UNIT II - Identification Research Problem

Formulation of Hypothesis Importance of Hypothesis in research

UNIT III- Research Design

Meaning, Need and Features of Good Research Design.

UNIT IV - Surveys

Meaning - Types - Enumeration - Sample Survey, Types of Sampling (Simple random Sampling, Stratified Random Sampling, Cluster Sampling, Area Sampling), Tools of Data Collection, Primary Data - Questionnaire, Interview, Schedules, Internet, Secondary Data Sources - Census, National Sample Survey, Annual Survey of Industries, National Account Statistics, Ministry Reports Centre for monitoring Indian Economy, RBI Publications, Industry Association reports etc.

UNIT V - Analysis Of Data

Processing of Data, classification, editing, coding, tabulation of data, Diagrammaticrepresentation.

UNIT VI - Report Writing :

Importance of Report Writing - Types of Reports

Steps in writing Research Report - Essential Qualities of reporter.

Semester – IV

Marketing Specialization

Subject Name: Brand Management

Subject Code: MCM-411

Marks: Internal 40 External 60

Credits-4

UNIT I - Introduction to Branding

Objectives, Introduction, Brands / Branding-Origin, Evolution, Basic Definition, Strategic Definition, Label Vs Brand, Brands vis-à-vis Products/Services, Why Brands Matter? - Usefulness and Necessity of Branding, Role of Branding, Scope of Branding

UNIT II - Understanding Basics of Branding

Objectives, Introduction, Value Proposition of a Brand, Brands Identity, Brand, Image-Difference between Identity and Image, Brand Positioning and Creating, Positioning, Brand Salience.

UNIT III - Brand Equity

Objectives, Introduction, Concept of Brand Equity, Brand Equity Models- Aker's Model, Brand Personality, Brand Resonance Model (Keller's Brand Equity Model, Building Brand Equity, Drivers of Brand Equity, Choosing and Developing Brand Elements, Designing Holistic Marketing Programmes, Leveraging Secondary Associations.

UNIT IV - Branding Strategies

Objectives, Introduction, Brand Architecture- Breadth and Depth of Brand Product Mix, Brand Hierarchy- Corporate/Company, Family/Umbrella, Individual, Modifiers/Variants, Descriptors, Brand Extensions, Brand Portfolios

UNIT V -Market Research and Branding

Objectives, Introduction, Understanding Customer/Consumer Wants and Needs, Measuring Brand Satisfaction and Attitudes in relation to Competition

UNIT VI -Brand Management

Objectives, Introduction, Brand & Category Management- Origin, Brand Manager's Role & Tasks

UNIT VII -Branding in Different Sectors

Objectives, Introduction, Consumer Brands, Industrial Brands, Service Brands.

Accountancy Specialization

Subject Name: Business Taxation

Subject Code: MCA-411

Marks: Internal 40 External 60

Credits-4

Direct Tax-

UNIT I- Assessment of individuals, Hindu Undivided Family

Definitions, Computation of income from business of individual, Computation of tax of individual, Computation of total income of Hindu Undivided family, Computation of tax of HUF, Practical problems

UNIT II- Assessment of Firms and Association of Persons

Definitions of firm, partners, Position of firm under income tax, Computation, of total income of firm, Provisions regarding set off and carry forward of losses of firms, Tax computation, Practical problems

UNIT III- Assessment of Companies

Computation of total Income, Carry forward and set off of losses, Assessment of companies, Deemed income for Minimum Alternative Tax, Practical Problems

Indirect Tax-

UNIT IV- Central Excise Act

Excisable Goods, Levy and Collection of Duty, Refund, interest, penalties etc., Powers of excise Officer, Types of Excise Duties, Appeals, Practical Problems

UNIT V - Service Tax

Scope, charge, valuation and payment of service tax, Registration, Recovery, interest etc., Powers of Assessing offices and commissioner, Recovery, Advance Rulings, Practical Problems

UNIT VI- Value Added Tax

Introduction, definitions, Incidence and levy of tax, Registration of dealers, Returns, Assessment, Appeals, Penalties and Interest, Payment of tax, Recovery and set off and refund, Practical Problem

Banking & Finance Specialization

Subject Name: Management of Banks

Subject Code: MCB-411

Marks: Internal 40 External 60

Credits-4

Units	Course Contents
1	The Banking System in India
	1.1 Development of Banks
	1.2 Organizational Structure of Banks, Organization of Banks
	1.3 Banking Regulations
	1.4 Evaluation of Commercial Banks in India
	1.5 Banking Innovation
2	Managing Risk in Bank
	2.1 Managing Risks in Banks
	2.2 Interest Rate Risk Management in Banks
	2.3 Credit Risk Management in Banks
	2.4 Liquidity Management in Banks
	2.5 Operational Risk Management in Banks
	2.6 Macroeconomic Risk Management in Bank
3	Banking Operations
	3.1 Major Operations of Banks
	3.2 Credit Management
	3.3 Marketing of Banking Services
	3.4 Customer Services in Banks
	3.5 Public Relation in Banks
	3.6 Lending Principle of Banks
	3.7 Different Modes of Creating Securities
	3.8 Investment Banking and other services
	3.9 Capital Adequacy of Banks
4	Financial Aspects of Banks
	4.1 Balance sheet of Banks
	4.2 Sources and Uses of Funds in Bank
	4.3 Fee Based and off Balance sheet Activities securitization : Bank earnings & Bank Performance
	4.4 Problem in Bank
	4.5 Bank failure Basel norms
	4.6 RBI and its policy evolution

Semester – IV

Subject Name: Ethical Studies

Subject Code: MCEs – 411

Marks: Internal 40 External 60

Credits-4

UNIT I - Introduction Ethics – An Introduction

- Concept of Ethics
- Values and Ethics – Meaning, Types of values
- Ethical Action – Morals, Morality, Benefits, Religiousness and Law

UNIT II- Indian Scenario / History Sprinklings of Ethics form:

- Lokmanya Tilak
- Lokmanya Tilak's Geeta rathasya and management
- Dasboth
- Lord Krishna
- Kautilya
- Ambedkar

UNIT III- Business Ethics: Concept and theories

- Definition of business Ethics
- Need
- Important
- Nature
- Scope
- Factors influencing business Ethics
- The Indian business scene
- Liberalization, Privatization & Globalization (LPG) and Global trends in business Ethics
- Normative Theories of business Ethics

UNIT IV- Application of business Ethics and issues in:

- Marketing
- Finance
- Human resource
- Stakeholders
- Consumer Protections
- Environment
- Ethical Dilemmas at workplace
- Ethical issues in global business

UNIT V- Corporate social responsibility(CSR)

- Meaning and definition
- Need and importance scope and advantages
- Implementation
- Indian scenario

UNIT VI Corporate Governance (CG)

- Meaning, Definition
- Importance
- Issues

UNIT VII Theory and practical of corporate Governance

- Concept of corporation
- Difference between corporate Governance & corporate management
- Theories of corporate Governance
- Systems , Models of corporate Governance
- Good Corporate Governance & obligation to Society, Investors, employees, customers
- Evaluation of corporate Governance in India – Codes & laws

UNIT VIII-Roles in corporate Governance

- Role of board of directors
- Role of Auditors
- Role of government

UNIT IX Indian Ethical experience

- Ethics in hotel Management:
- What is meant by ethics?
- Ethical issues in hospitality
- The application and implementation of the global code of ethics for tourism
- Ethics in medical research
- Food and restaurants ethics
- Ethics in social and mass media
- Professional code of ethics in nursing
- Ethics
- Ethical issues in advertising
- Ethics in education