

Prof Anurag Banerjee

Principles of Management Part I Hons + Genl [Paper C13G]

Sl No	Topics Name	Module	No of Lecture	Period [Month]
1	Introduction to Management: Management - definition, importance, functions; Nature-as profession, science and art, universality of management; Levels of management; managerial tasks and skills	I	5	July - Sept
2	Different Schools of Management Thought: Classical School-contributions of Taylor and Fayol; Neo-classical School-Human Relations approach and Behavioural Science approach; Modern School-Systems approach and Contingency approach	I	12	Sept - Dec
3.	Co-ordination: concept, significance, principles, techniques	I	3	Jan
4	Control: concept, steps, tools	I	2	Feb

Direct & Indirect Taxation Part II Hons [Paper C23A]

Sl No	Topics Name	Module	No of Lecture	Period [Month]
1	Residential Status and Incidence of Tax Residential status of all persons except company	I	5	Aug – Sept
2	CENTRAL EXCISE ACT, 1944 Basic concepts, conditions of excise liability, taxable event of excise duty, definitions of goods, manufacture, excisable goods, factory, broker or commission agent, wholesale dealer, sale or purchase	II	3	Sept – Oct
3	CENTRAL SALES TAX, 1956 Definitions, incidence and levy of tax, exemption and exclusion, determination of turnover and tax payable, registration of dealer, forms under CST	II	11	Oct - Jan

Direct & Indirect Taxation Part II Genl [Paper C22G]

Sl No	Topics Name	Module	No of Lecture	Period [Month]
1	Residential Status and Incidence of Tax Residential status of all persons except company	I	5	Aug – Sept
2	CENTRAL EXCISE ACT, 1944 Basic concepts, conditions of excise liability, taxable event of excise duty, definitions of goods, manufacture, excisable goods, factory, broker or commission agent, wholesale dealer, sale or purchase	II	3	Sept – Oct
3	CENTRAL SALES TAX, 1956 Definitions, incidence and levy of tax, exemption and exclusion, determination of turnover and tax payable, registration of dealer, forms under CST	II	11	Oct - Jan

Consumer Behaviour Part III Marketing Genl [Paper M31G]

Sl No	Topics Name	Module	No of Lecture	Period [Month]
1	Consumer's Decision-making Process: Personal Influence & Opinion, Leadership Process, Consumer decision making process.	I	10	Aug - Oct
2	Consumer Behaviour and Market Research : Relevance of Marketing Information System and Market Research in assessing Consumer Behaviour.	I	10	Oct - Dec

Consumer Behaviour
Part III Marketing Hons [Paper M31H]

Sl No	Topics Name	Module	No of Lecture	Period [Month]
1	Consumer Decision-making Process: Personal Influence & Opinion, Leadership Process, Diffusion of innovations, Consumer decision making process	I	10	Aug – Sept
2	Consumer Behaviour & Society: Health-care Marketing, Political Marketing, Social Marketing, Environmental Marketing, Public Policy& Consumer Protection.	I	8	Sept - Nov
3	Consumer Behaviour and Market Research: Relevance of Marketing Information System and Market Research in assessing Consumer Behaviour.	I	10	Nov - Jan

Indian Financial System
Part III Hons [Paper A33A]

Sl No	Topics Name	Module	No of Lecture	Period [Month]
1	Investors' Protection Grievances concerning Stock Exchange dealings & their removal, Grievance Redressal Cell in Stock Exchanges, Role of The SEBI, Company Law Board, Judiciary & Media	II	10	Aug - Oct
2	Financial Services Merchant Banking-Functions & Roles, SEBI guidelines, Credit rating-concept & types, Functions & limitations, Profile of Indian Rating Agencies	II	10	Oct - Dec

Financial Management
Part III Hons [Paper A34A]

Sl No	Topics Name	Module	No of Lecture	Period [Month]
1	Working Capital Management (1) Introduction; Meaning and Concept of Working Capital; Management of Working Capital and Issues in Working Capital; Estimating Working Capital Needs; Operating or Working Capital Cycle.	I	10	Aug – Sept
2	Working Capital Management (2) Various sources of finance to meet working capital requirements Financing current assets: Strategies of financing (Matching, Conservative, and Aggressive policies) Bank financing: recommendations of Tandon committee and Chore committee Management of components of working capital (an introduction only)	II	10	Sept - Nov
3.	Financial Control Concept, Objectives and Steps, Major Tools of Financial Control, Advantages and Limitations of Financial control system.	II	10	Nov - Jan

Financial Management
Part III Genl [Paper A33G]

Sl No	Topics Name	Module	No of Lecture	Period [Month]
1	Working Capital Management (1) Introduction; Meaning and Concept of Working Capital; Management of Working Capital and Issues in Working Capital; Estimating Working Capital Needs; Operating or Working Capital Cycle.	I	10	Aug – Sept
2	Working Capital Management (2) Various sources of finance to meet working capital requirements Financing current assets: Strategies of financing (Matching, Conservative, and Aggressive policies) Bank financing: recommendations of Tandon committee and Chore committee Management of components of working capital (an introduction only)	II	10	Sept - Nov
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