

MRSPTU BBA (AVIATION MANAGEMENT) SYLLABUS 2020 BATCH ONWARDS

Total ContactHours=20

TotalMarks= 600

Total Credits=22

Semester 3rd		Contact Hours			Max Marks		Total Marks	Credits
Subject Code	Subject Name							
		L	T	P	Int.	Ext.		
BBADS2-301	Consumer Behaviour	4	-	-	40	60	100	4
BBADS2-302	Marketing and Retail Management	4	-	-	40	60	100	4
BBADS2-303	E-Business Information Systems	4	-	-	40	60	100	4
BBADS2-304	Aviation Law and Aircraft rules & Regulations	4	-	-	40	60	100	4
BBADS2-305	Practicals on Skill Development*	-	-	-	100 **	-	100	2
BHUMA-002	Environmental Science	4	-	-	40	60	100	4
Total		20	0	0	300	300	600	22

***Visit to Domestic Airport and preparation of a report on Traffic and Disaster Management.**

**** Int. marks shall be awarded on the basis of (50 marks for practical Record, 30 for Internal Test and 20 Marks for VIVA-VOCE conducted by the institution).**

TotalContactHours=20

TotalMarks=600

Total Credits=22

Semester 4th		Contact Hours			Max Marks		Total Marks	Credits
Subject Code	Subject Name							
		L	T	P	Int.	Ext.		
BBADS1-401	Research Methodology	4	-	-	40	60	100	4
BBADS2-402	Financial Management	4	-	-	40	60	100	4
BBADS2-403	Travel and Tourism Management	4	-	-	40	60	100	4
BBADS2-404	Logistics & Air cargo Management	4	-	-	40	60	100	4
BBADS2-405	Business Regulations	4	-	-	40	60	100	4
BBADS2-406	Practicals on Skill Development*	-	-	-	100 **	-	100	2
Total		20	0	0	300	300	600	22

**MRSPTU BBA (AVIATION MANAGEMENT) SYLLABUS 2020 BATCH
ONWARDS**

***Short term project on Air Travel and Ticketing Analysis**

**** IA marks should be awarded on the basis of Practical Record submitted by the Student, Internal Assessment Test and VIVA-VOCE conducted by the institution (50 marks for practical Record, 30 for Internal Test and 20 Marks for VIVA-VOCE conducted by the institution).**

SEMESTER 3RD

MRSPTU BBA (AVIATION MANAGEMENT) SYLLABUS 2020 BATCH ONWARDS

CONSUMER BEHAVIOUR

Subject Code:BBADS2-301

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives:

This course aims at enabling students to

1. Understand the various aspects of consumer behaviour.
2. The external and internal factors that influence consumer behaviour
3. Apply this understanding to the development of marketing strategy.

Course Outcomes:

The student gets enabled to explore

1. The mysterious world of the consumer's psyche
2. What makes consumers to purchase particular product
3. How to avail a particular service.

UNIT-I (15 Hours)

Consumer Behaviour: Nature, Scope & Application, and Consumer Buying Behaviour: Consumer Decision Making Process (Five Step Model), Factors Affecting Buying Behaviour, Purchase Behaviour, Buyer's Role.

UNIT-II (15 Hours)

Consumer as an Individual: Consumer Motivation: Needs & Goals, Positive & Negative Motivation, Types & Systems of Needs Hierarchy & Trio of Needs, Introduction to Personality: Theories, Product Personality, Perception: Concept and Elements of Perception and Attitude with Reference to Consumer Behaviour.

UNIT-III (15 Hours)

Consumer in Social & Cultural Setting: Reference Groups: Concepts, Factors Affecting Reference Groups, Family: Functions of Family, Family Decision Making, Family Life Cycle Social Class & its Measurement, Culture & Sub Culture: Definition & Influence.

UNIT-IV (15 Hours)

Consumer Decision Making: Introduction to Opinion Leadership Process Diffusion of Innovations: Diffusion Process, Adoption Process, And Introduction to Consumer Decision Making: Levels, Decision Making Process, Various Views of Consumer Decision Making, and Models of Consumer Decision Making.

Suggestive Readings

1. Schiffman & Kanuk, 'Consumer Behavior', Pearson Education.
2. Engel, Blackwell & Miriand, 'Consumer Behavior', Dryden Press.
3. R. Majumdar, 'Consumer Behavior: Insights from the Indian Market', PHI Course Pvt. Ltd., New Delhi.
4. Bitta Loudon, 'Consumer Behavior', Tata McGraw Hill New Delhi.

MRSPTU BBA (AVIATION MANAGEMENT) SYLLABUS 2020 BATCH ONWARDS

MARKETING AND RETAIL MANAGEMENT

Subject Code: BBADS2-302

L T P C
4 0 0 4

Duration: 60Hrs

Course Objectives:

1. To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners.
2. Understand the features of Marketing and Retailing theories of retail development
3. To learn retail development in India and global retail markets

Course Outcomes:

1. Nature, Scope and Importance of Marketing
2. Market Segmentation, Target Market and Product Positioning
3. New Product : Need and Limitations for Development of a New Product
4. Retailing as a career - Business models in retail
5. Strategic planning process for global retailing.

UNIT-I (15 Hours)

INTRODUCTION TO MARKETING : Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment - Market Segmentation, Target Market and Product Positioning.

UNIT-II (16 Hours)

NEW PRODUCT DEVELOPMENT PRODUCT & PRICING DECISIONS: Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoption Process. Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies.

UNIT-III (15 Hours)

RETAIL MANAGEMENT MODEL, THEORIES OF RETAIL DEVELOPMENT: Meaning – Functions and special characteristics of a Retailer – Reasons for studying Retailing – Marketing-Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing - Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

UNIT-IV (14 Hours)

GLOBAL RETAIL MARKETS: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy.

Recommended Text Books / Reference Books:

1. Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004.
2. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.
3. James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005
4. Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

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5. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principlesof Marketing”, 2010, 13th Ed, Pearson Education Prentice Hall ofIndi.
6. Paul Baines, Chris Fill, Kelly page, “ Marketing Management”, 2009, 1st Ed. Oxford UniversityPress.
7. Kotler, P., Armstrong, G., Agnihotri, P.Y.,

E-BUSINESS INFORMATION SYSTEMS

SubjectCode:BBADS2-303

L T P C

Duration:60Hrs.

4 0 0 4

Course Objectives:

1. To familiarize student with aspect of business information systems and relevant information technology
2. To Develop skills to design and implement simple computer based business and audit

Course Outcomes:

1. Introduction to E-Business
2. Components and uses of Business InformationSystems.
3. Management Support Systems (MSS), Decision Support Systems (DSS), Group Decision Support System(GDSS),
4. Introduction- Purpose of Database Systems ,Different types of DatabaseSystems
5. Introduction to Tally, preparation of accountsbooks

UNIT-I (15 Hours)

INTRODUCTION TO E-BUSINESS AND INFORMATION SYSTEM: Introduction to E-Business- Meaning- Definition-Merits and Demerits of E Business- Meaning and definition of system, information and information system – business information system Features of Information system – Uses of Business Information Systems, Users of Information Systems – Components of Business Information Systems.

UNIT-II (15 Hours)

Management Support Systems (MSS), Management Information systems, Transaction Processing systems, Decision Support Systems (DSS), Group Decision Support System (GDSS), Office Automation system, Process Control systems, Executive Information systems, Levels of management and Information systems.

UNIT-III (14 Hours)

DATABASE MANAGEMENT SYSTEMS : Introduction- Purpose of Database Systems, Views of data, Data Models, Database language, Transaction Management, Storage Management, Database Administrator, Database Users, Overall System Structure, Different types of Database Systems.

UNIT-IV (16 Hours)

ACCOUNTING SOFTWARE AND GST : Introduction to Tally, opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, writing voucher, voucher entry, making different types of voucher, correcting sundry debtors a sundry creditors accounts, preparation of Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet. Systems and GST.

Suggestive Readings

1. James Obrein, Management Information Systems, Tata McGrawHill

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2. M. Suman _ Computer Application Business,VBH
3. R.G. Saha – Computer Application Business,HPH.
4. AmruthaGowri&Soundrarajana A, Computer Application Business,SHBP.
5. Manjunath, GunduRao – Computer Business Applications,HPH.
6. Sudaimuthu& Anthony: Computer Applications in Business,HPH.

AVIATION LAW AND AIRCRAFT RULES AND REGULATIONS

SubjectCode:BBADS2-304

L T P C
4 0 0 4

Duration: 60Hrs.

Course Objectives:

1. To enable the Students to learn the legal background of this AviationWorld
2. To understand the Rules and Regulations connected with Air Transportation including the InternationalRegulations
- 3.To learn all the relevant State Acts passed in thisrespect

Course Outcomes:

1. DGCA-Introduction to Directorate General of Civil Aviation- Functions,organisation.
2. Aircraft Act 1934 -The Aircraft Rules1937.
3. Various NationalLegislations.
4. Civil AviationRequirments.

UNIT-I (14 Hours)

CIVIL AVIATION REGULATIONS AUTHORITY:DGCA-Introduction toDirectorate General of Civil Aviation- DGCA functions- DGCA Organization-DGCAas RegulatoryAuthority.

UNIT-II (15Hours)

AIRCRAFT RULES:Aircraft Act 1934 -The Aircraft Rules 1937

UNIT-III (16 Hours)

NATIONAL LEGISLATION:The Air corporations Act, 1953 (27 of 1953) -The Air Corporations (Transfer of Undertakings and Repeal) Ordinance, 1994(4 of 1994) -The Air Corporations (Transfer of Undertakings and Repeal) Act, 1994 (13 of 1994) -The International Airports Authority of India act, 1971 (43 of 1971) -The National Airports AuthorityofIndia,1985(64of1985)-TheAirportsAuthorityofIndiaAct1994(55of1994) -TheCarriagebyAirAct,1972(69of1972)-TheTokyoConventionAct,1975(20of1975) -TheAnti-hijackingAct,1982(65of1975)-Thesuppressionofunlawfulactsagainstsafety of Civil Aviation Act, 1982 (66 of1982)

UNIT-IV(15 Hours)

CIVIL AVIATION REQUIREMENTS (CAR) :Section 1-General -Section 2- Airworthiness -Section 3-Air Transport -Section 4-Aerodrome standards and Air Traffic Services-Section5-AirSafety-Section6-Designstandardsandtypecertification-Section7- Flight crew standards, training and licensing -Section 8-Aircraftoperations
The Chicago conventions, 1944 -The International Air Services Transit Agreement, 1944 - The International Air Transport Agreement, 1944 -The Warsaw Conventions, 1920 -The Geneva Convention, 1948 -The Rome Convention, 1952 -The Tokyo Convention, 1963

Recommended Text Books / Reference Books:

Aircraft Manual, C.A.R. Sec. II

MRSPTU BBA (AVIATION MANAGEMENT) SYLLABUS 2020 BATCH ONWARDS

ENVIRONMENTAL SCIENCES

Subject Code: BHUMA-002

L T P C
2 0 0 2

Duration: 30 Hrs

Course Objectives

The aims of this course are:

- 0 To understand the nature of environmental problems and solutions
- 1 To use science to understand how the environment works
- 2 To acquire basic knowledge of earth's resources and its optimum utilization for sustainable development

Course Outcomes

After completion of this course, students will be able to:

1. Recognize how your lifestyle and actions affect the environment
2. Understand the affects of society on the environment
3. Use engineering equipment through laboratory investigations for air and noise pollution as a representative of industrial practices
4. Understand various society and environment related issues and find solution for them

UNIT-I (8 Hrs)

Natural Resources Renewable and Non-renewable Resources: Natural resources and associated problems. (a) Forest resources: Use and over-exploitation, deforestation. Timber extraction and their effects on forests and tribal people. (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

UNIT-II (7 Hrs)

Ecosystems (a) Concept of an ecosystem. (b) Structure and function of an ecosystem. (c) Producers, consumers and decomposers. (d) Energy flow in the ecosystem. (e) Ecological succession. (f) Food chains, food webs and ecological pyramids.

UNIT-III (7 Hrs)

Environmental Pollution Definition (a) Causes, effects and control measures of: i) Air pollution ii) Water pollution iii) Soil pollution iv) Marine pollution v) Noise pollution vi) Thermal pollution vii) Nuclear pollution (b) Solid Waste Management: Causes, effects and control measures of urban and industrial wastes.

UNIT-IV (8 Hrs)

Social Issues and the Environment (a) From unsustainable to sustainable development (b) Urban problems and related to energy (c) Water conservation, rainwater harvesting, Watershed Management (d) Resettlement and rehabilitation of people; its problems and concerns. (e) Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents, and holocaust

Suggested Readings

1. J.G. Henry and G.W. Heinke, 'Environmental Sc. & Engineering', Pearson Education, 2004.
2. G.B. Masters, 'Introduction to Environmental Engg. & Science', Pearson Education, 2004.
3. Erach Bharucha, 'Textbook for Environmental Studies', UGC, New Delhi

SEMESTER 4TH

MRSPTU BBA (AVIATION MANAGEMENT) SYLLABUS 2020 BATCH ONWARDS

RESEARCH METHODOLOGY

Subject Code: BBADS2-401

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives:

The course aims at equipping students with an understanding of the

1. Research process
2. Tools and techniques in order to facilitate managerial decision making.

Course Outcomes:

After undergoing this subject, the student will be able to

1. Demonstrate knowledge of research processes (reading, evaluating, and developing);
2. Perform literature reviews using print and online databases;
3. Employ American psychological association (apa) formats for citations of print and electronic materials
4. Identify, explain, compare, and prepare the key elements of a Research proposal/report;

UNIT-I (15 Hours)

Research Methodology: Definition, Objectives, Role, and Scope in Management Research, Process of Research, Limitations & Types, And Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, and Sources of Experimental Errors.

UNIT-II (15 Hours)

Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-Probability Sampling Techniques, Probability Sampling Techniques, Sampling and Non Sampling Errors. Data Collection: Primary, Secondary Data Collection, Observation Methods and Survey Method:

UNIT-III (15 Hours)

Measurement Concept, Levels of Measurement—Nominal, Ordinal, Interval and Ratio Attitude Measurement: Comparative Scaling techniques, Non-comparative Scaling techniques, Questionnaire Designing: Types, Guidelines for developing a good questionnaire

UNIT-IV (15 Hours)

Data Preparation and Analysis: Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts), Report Writing: Types of Research Reports, Guide lines for Writing a Report, Report Format, Guidelines for evaluating a report.

Suggestive Readings

1. C.R. Kothari, 'Research Methodology', New Age International Publishers.
2. K.V. Rao, 'Research Methodology', Sterling Publishers.
3. Srivastava and Rego, 'Business Research Methodology', Tata McGraw Hill.
4. Rajinder Nargundhkar, 'Marketing Research', Tata McGraw Hill.
5. Cooper and Schindler, Business Research Methods, Tata McGraw Hill.

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FINANCIAL MANAGEMENT

Subject Code: BBADS2-402

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives:

1. The objective is to enable students to understand the basic concepts of Financial Management.
2. The role of Financial Management in decision-making.

Course Outcomes:

1. Meaning of Finance, Finance Functions, Organization structure of finance.
2. Role of a Financial Manager, Financial Planning, Steps in Financial Planning.
3. Concept of Valuation, Valuation of Bonds & Debentures.
4. Financing Decisions and Investment Decisions.

UNIT-I (16 Hours)

Introduction To Financial Management: Introduction – Meaning of Finance – Business Finance – Finance Function – Aims of Finance Function – Organization structure of finance – Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager – Financial Planning – Steps in Financial Planning – Principles of a Sound Financial Planning.

UNIT-II (14 Hours)

Time Value Of Money : Introduction – Meaning & Definition – Need – Future Value (Single Flow – Uneven Flow & Annuity) – Present Value (Single Flow – Uneven Flow & Annuity) – Doubling Period – Concept of Valuation – Valuation of Bonds & Debentures – Preference Shares – Equity Shares – Simple Problems.

UNIT-III (15 Hours)

Capital Structure and Financing Decision: Financing Decisions: Introduction – Meaning of Capital Structure – Factors influencing Capital Structure – Optimum Capital Structure – EBIT – EBT – EPS – Analysis – Leverages – Types of Leverages.

UNIT-IV (15 Hours)

Investment Decision And Dividend Decision: Investment Decisions: Introduction – Meaning and Definition of Capital Budgeting – Features – Significance – Process – Techniques – Payback Period – Accounting Rate of Return – Net Present Value – Internal Rate of Return – Profitability Index - Simple Problems

Introduction – Meaning and Definition – Determinants of Dividend Policy – Types of Dividends – Provisions under Companies Act in relation to dividends.

Suggestive Readings

1. Rajesh Kumar V and Nagaraju Y, Financial Management, McGraw Hill
2. Reddy, Appanani: Financial Management., HPH
3. Sudrasha Reddy – Financial Management, HPH.
4. S N Maheshwari, Financial Management., Sultan Chand.
5. R.M. Srivastava : Financial Management – Management and Policy, Himalaya Publishers.
6. Khan and Jain, Financial Management, Tata McGraw Hill.

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TRAVEL AND TOURISM MANAGEMENT

Subject Code: BBADS2-403

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives:

1. To enable the students to learn the basics of Airlines.
2. Introduction to Travel & Tourism Aspects.

Course Outcomes:

1. Introduction to Airline Travel, Air Taxi Operations.
2. Security Check, Hand Baggage Screening, Personal Frisking.
3. Passport, Visa, TIM, Currency Regulations.
4. Introduction to tourism, Discover India, Government Regulations on Tourism Management.

UNIT-I (14 Hours)

Introduction To Airline Travel: Introduction to Airline Travel – Airline Tourism- Air Taxi Operations- Private Operation- Airport Handling Functions of IATA-ICAO - Aims and Objectives. IATA Geography and Global indicators

UNIT-II (15 Hours)

Airlines Terminal Management: Airline Operational Management- Domestic- International Departure Formalities, Security Check- In. Hand Baggage Screening, Personal Frisking- Boarding the Plane, Ground Announcements Handling of Delayed Flight- Disruptive Flights, Ramp Handling & Ramp Safety- Procedure .

UNIT-III (15 Hours)

Travel Documents: Passport – Visa- TIM- Currency Regulations- IATA Rate of Exchange Banker's Buying Rate- Banker's selling Rate- Currency Conversion Departure Control System- ATC.

UNIT-IV (16 Hours)

Tourism Management : Introduction to tourism- airline tourism- Medical Tourism- Eco Tourism- Cultural Tourism- Adventure Tourism- Business Tourism- Sustainable Tourism- Religious Tourism- Sports Tourism -Types of Domestic and International Tourism- Discover India- Government Regulations on Tourism Management. Exploring new Destinations- Foreign Currency Earner.

Suggestive Readings

1. IATA Manual on Diploma in Travel & Tourism Management
2. ICAO Manuals

MRSPTU BBA (AVIATION MANAGEMENT) SYLLABUS 2020 BATCH ONWARDS

LOGISTIC AND AIR CARGO MANAGEMENT

Subject Code: BBADS2-404

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives:

1. To enable the students to acquire the knowledge of Logistics and Cargo.
2. To make the students learn about International Documentation, Strategy Formulation & Implementation of Global Supply Chain.

Course Outcomes:

1. Components, Advantage & Growth-Logistics in Global Organisation Marketing
2. Model of Inventory Management – MRP, DRP & JIT
3. Role of Warehouse, Alternative Warehousing
4. Aircraft Handling with Cargo, Cargo Terminals and Facilities

UNIT-I (15 Hours)

Concept Of Logistics Introduction : Components, Advantage & Growth-Logistics in Global Organisation Marketing and Logistics Channel – Environmental and Marketing Issue
Inventory Management- Purpose, Type, Objective and Cost- Model of Inventory Management – MRP, DRP & JIT

UNIT-II (14 Hours)

Transport System Model And Warehousing Deregulation And Government Rule: Transport Security Product Packaging and Pricing – Role of Warehouse – Alternative Warehousing Trend in Material Handling – Inbound Logistics and Purchasing.

UNIT-III (15 Hours)

Global Environment & Strategy Global Supply Chain: International Documentation- Strategy Formulation & Implementation Quality Concept & TQM – Improving Logistics Performance.

UNIT-IV (16 Hours)

Air Cargo Concept Introduction: Operations and Industry Regulations – Service Function, Organisation and Liability – SLI, Types of cargo- Handling of Perishable, Valuable Cargo and Special Cargo. Air cargo Tariff, Rates & Charges – Valuation charges and Disbursement Airway Bill, Function, Purpose and Validation

HANDLING FACILITY AIRPORT CARGO ACTIVITY & CARGO ZONE

Aircraft Handling with Cargo. Cargo Terminals and Facilities. Emerging trend in Cargo & Cargo Carriers.

Suggestive Readings

1. Kent Gourdin, —Global Logistics Management, Wiley Blackwell
2. Lambert, — Strategic Logistic Management, Academic Int Publisher
3. Alan Rushton & John Oxley, —Hand Book of Logistic and Distribution, Kogan Page
4. John F Magee & William C Copalino, —Modern Logistics Management, John Wiley & Sons
5. Paul R. Murphy, Jr and Donald F. Wood, —Contemporary Logistics, Prentice Hall, 9th edition, 2008

MRSPTU BBA (AVIATION MANAGEMENT) SYLLABUS 2020 BATCH ONWARDS

BUSINESS REGULATIONS

Subject Code: BBADS2-405

L T P C
4 0 0 4

Duration: 60Hrs.

Course Objectives:

1. To enable the students to acquire knowledge of legal aspects of business Objective
2. On successful completion of this course, the students should have understood Law of contract, Law of sale of goods Law of Agency, Negotiable Instruments Act,

Course Outcomes:

1. Contracts, Essentials of Contract, Agreements, Void, voidable and illegal contracts
2. Misrepresentation, fraud, mistake of law and mistake of fact
3. Unlawful and illegal agreements, Effects of illegality
4. Sale and agreement to sell, Documents of title to goods, conditions and warranties.

UNIT-I(16 Hours)

Law Of Contract : Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract - Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence - misrepresentation - fraud - mistake of law and mistake of fact.

UNIT-II(14 Hours)

Legality of Object: Unlawful and illegal agreements - Effects of illegality - Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions - void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract.

UNIT-III(15 Hours)

Law of Sale of Goods: Formation of contract of sale - Sale and agreement to sell - Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non-owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT-IV (15 Hours)

Negotiable Instruments Act 1881: Negotiable Instruments - Characteristics - cheque - Essentials Requirements - Endorsements - Kinds - Crossing - Types - Demand Draft - Bills of Exchange

Suggestive Readings

1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile Law
5. K.P. Kandasami - Banking Law & Practices