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<td>6</td>
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<td>III</td>
<td>Core I – Principles of Accountancy</td>
<td>4</td>
<td>3</td>
<td>25</td>
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<tr>
<td>III</td>
<td>Core II – Introduction to Information Technology</td>
<td>4</td>
<td>3</td>
<td>25</td>
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<td>III</td>
<td>Allied Paper I : Mathematics for Business</td>
<td>4</td>
<td>3</td>
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<tr>
<td>III</td>
<td>Core-IV:Computer Applications: MS Office - Practical-I</td>
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<td>Core IV–Computer Application: MS Office - Practical-I</td>
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<td>Allied Paper II – Statistics for Business</td>
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<td>III</td>
<td>Core V – Principles of Marketing</td>
<td>5</td>
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<tr>
<td>III</td>
<td>Core VI – Database Management System</td>
<td>5</td>
<td>3</td>
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<td>III</td>
<td>Core VII – Cost Accounting</td>
<td>6</td>
<td>3</td>
<td>25</td>
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<td>III</td>
<td>Allied : III - Managerial Economics</td>
<td>5</td>
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<td>III</td>
<td>Core-VIII : Computer Applications: Oracle -Practical-II</td>
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<td>Core IX – Management Accounting</td>
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<td>Core X – Object Oriented Programme with C++</td>
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<td>III</td>
<td>Core XIII – Banking Theory</td>
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<td>III</td>
<td>Allied : IV : Principles of Management</td>
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### SEMESTER – V

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<td>Core XV – Corporate Accounting</td>
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<td>Core XVI – E-Commerce Technology</td>
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<td>Core XVII – Software Development with Visual Basic</td>
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<td>Core XVIII - Computer Applications : Visual Basic</td>
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<td>Elective-I</td>
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### SEMESTER – VI

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<td>Core XIX – Management Information System</td>
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<td>75</td>
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<tr>
<td>Core XX - Internet and Web Designing</td>
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<td>3</td>
<td>25</td>
<td>75</td>
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<td>Core XXI - Computer Applications : Visual Basic &amp; Web Designing</td>
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<td>Extension Activities @</td>
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</table>

**Total** 3500 140

$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.
@ No University Examinations. Only Continuous Internal Assessment (CIA)
# No Continuous Internal Assessment (CIA). Only University Examinations.

### List of Elective Papers

(Colleges can choose any one of the paper as electives)

<table>
<thead>
<tr>
<th>Elective – I</th>
<th>A</th>
<th>Income Tax Law &amp; Practice</th>
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<tbody>
<tr>
<td></td>
<td>B</td>
<td>Entrepreneurial Development</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>Micro Finance</td>
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<table>
<thead>
<tr>
<th>Elective – II</th>
<th>A</th>
<th>Business Finance</th>
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<tr>
<td></td>
<td>B</td>
<td>Brand Management</td>
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<tr>
<td></td>
<td>C</td>
<td>Supply Chain Management</td>
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</table>

<table>
<thead>
<tr>
<th>Elective – III</th>
<th>A</th>
<th>Indirect Taxes</th>
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<tbody>
<tr>
<td></td>
<td>B</td>
<td>Financial Markets</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>Project Work</td>
</tr>
</tbody>
</table>

**Notes:**
- $ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.
- @ No University Examinations. Only Continuous Internal Assessment (CIA)
- # No Continuous Internal Assessment (CIA). Only University Examinations.
PRINCIPLES OF ACCOUNTANCY

Goal: To enable the students to learn principles and concepts of Accountancy.

Objective: On successful completion of this course, the student should have understood

- Concepts and conventions of Accounting.
- Basic Accounting framework

UNIT – I


UNIT – II

Final accounts of a sole trader with adjustments – Errors and rectification

UNIT – III

Bill of exchange- Accommodation bills – Average due date – Account current.

UNIT – IV

Accounting for consignments and Joint ventures

UNIT – V

Bank Reconciliation statement – Receipts and Payments and income and expenditure account and Balance sheet – Accounts of professionals.

Note: Distribution of Marks between problems and theory shall be 80% and 20%.

BOOKS FOR REFERENCE

2. T.S.Grewal – Introduction to Accountancy- S.Chand & Company Ltd.,

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INTRODUCTION TO INFORMATION TECHNOLOGY

Subject Description: To enable the students to have thorough knowledge of computer hardware, software, its components and operating system.

Goals: To provide basic conceptual knowledge about the computer systems and information technology

Objectives: After the successful completion of the course the students should have thorough knowledge about concepts and principles of information technology.

Unit - I
Hardware and Software: computer systems, importance of computers in business, data and information, data processing, data storage and data retrieval capabilities, computer applications in various areas of business, computer related jobs in business.

Unit - II
Types of computer systems- Micro, mini, mainframe and super computers. Analog, digital and Hybrid computers, business and Scientific computer systems, First, second, third and fourth generation computers, Laptop or notebook computers, data processing systems- batch, online and Real time system. Time sharing, multiprogramming and multiprocessing systems. Networkings: Local and wide area neworks.

Unit - III
Components of computers input, output and storage devices, software: system software and Application software; Programming language-machine language- assembly language, higher level languages. Flowchart and programme flow charts. Steps in developing a computer programme.

Unit - IV
Operating systems: Dos, windows, UNIX, windows NT, windows98 - E.Commerce. Internet-Extranet- E.mail and its uses-world wide websites-mobile computers.

Unit - V
System analysis and design, computer based information system-Transaction processing office Automation-management information system-decision support systems-expert system

BOOKS FOR REFERENCE
1. Computer and common sense-Roger Hunt and John Shellery
2. Using Micro Computers- Brightman and Dimsdale
4. Introduction to computers-Alexis Leon and Mathews Leon
5. Information technology for management-Henry c.Lucas

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MATHEMATICS FOR BUSINESS

UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Elementary Integral Calculus – Determining Indefinite and Definite Integrals of simple Functions – Integration by Parts.

UNIT – V
Linear Programming Problem – Formation – Solution by Graphical Method Solution by Simple Method.

Books for Reference:

2. Sundaresan and Jayaseelan,” Introduction to Business Mathematics”, Sultan Chand Co & Ltd, Newdelhi
ADVANCED ACCOUNTING

SUBJECT DESCRIPTION

This course presents advance accounting, emphasizing various aspects of accounting namely Depreciation, Branch accounts, Hire purchase and installment system, Single entry system and Partnership accounts.

GOALS:

To enable the students to learn the functional aspects of accounting.

OBJECTIVES:

On successful completion of the course, the students should have understood the accounting procedures of Depreciation, Branch accounts, Hire Purchase and Installment System, Single Entry and Partnership.

UNIT I

Depreciation – Methods - Reserves and provisions.

UNIT II

Branch accounts excluding foreign branches. Hire purchase and installment system including hire purchase trading accounts.

UNIT III


UNIT IV

Partnership Accounts - Division of Profits - Fixed and Fluctuating Capital - Past Adjustments - Guarantee of Profits - Admission - Retirement - Death

UNIT V

Dissolution of Partnership - Insolvency of Partners - Rule in Garner Vs. Murray - Piecemeal Distribution - Sale to a company.

Note: 20% Marks for theory and 80 % marks for problem.

BOOKS FOR REFERENCE

1. Jain and Narang : Advanced Accounting
2. T.S. Grewal : Advanced Accounting
3. M.C Shukla : Advanced Accounting
5. R.L.Gupta & M.Radhasamy : Advanced Accountancy

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SEMESTER I & II

COMPUTER APPLICATION – PRACTICALS – I

I - MS WORD

1. Type Chairman’s speech/ Auditor’s report / Minutes/ Agenda and perform the following operations:
   Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check,
   Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text boxes and clip parts.
3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols,
   Borders and Shading.
4. Prepare a Class Time Table and perform the following operations:
   Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting andDeleting the
   Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.

II - MS EXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations:
   Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and
   sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using
   formula.
3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales,
   purchase, profit of a company by using chart wizard.
4. Prepare a statement of Bank customer’s account showing simple and compound interest
   calculations for 10 different customers using mathematical and logical functions.
5. Prepare a Product Life Cycle which should contain the following stages:
   Introduction, Growth, Maturity, Saturation, Decline.

III - MS POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand
   name, type of product, characteristics, special features, price, special offer etc. Add voice if
   possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by
   using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation
   Should contain the following transactions:
   Top down, Bottom up, Zoom in and Zoom out. - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting
   clip arts to illustrate running of an image automatically.
5. Design presentation slides for the Seminar/Lecture Presentation using animation effects and
   perform the following operations:
   Creation of different slides, changing background color, font color using wordart.
SEMESTER - II

I - MS ACCESS

1. Prepare a payroll for employee database of an organization with the following Details:
   Employee id, Employee name, Date of Birth, Department and Designation, Date of
   appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions
   if any. Perform queries for different categories.
2. Create mailing labels for student database which should include at least three
   Table must have at least two fields with the following details:
   Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.
3. Gather price, quantity and other descriptions for five products and enter in the Access table and
   create an invoice in form design view.
4. Create forms for the simple table ASSETS.
5. Create report for the PRODUCT database.

II – TALLY AND INTERNET

1. Create a new company, group, voucher and ledger and record minimum 10 transactions and
   display the relevant results.
2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five
   adjustments).
3. Prepare inventory statement using (Calculate inventory by using all methods)
   a) FIFO  b) LIFO  c) Simple Average Method  d) Weighted Average Method
4. Create an e-mail id and check the mail inbox.
5. Learn how to use search engines and visit yahoo.com, rediff.com, hotmail.com and google.com
6. Visit your University and college websites and collect the relevant data.

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STATISTICS FOR BUSINESS

PART – III : Group B : Allied Paper

Subject: This course introduces the concepts, methods and the application of
Description: Statistical Tools that are essential for commerce, economics and industry
Goal: To enable the students to learn the Statistical methods and their applications in Commerce
Objective: On successful completion of this course the students shall enrich to solve the Statistical problems in commerce

UNIT I:
Meaning and Definition of Statistics – Collection of data — Primary and Secondary - Classification and Tabulation – Diagrammatic and Graphical presentation
Measures of Central tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean – simple problems

UNIT II:
Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation.
Skewness – Meaning – Measures of Skewness - Pearson’s and Bowley’s co-efficient of Skewness.

UNIT III:
Correlation – Meaning and Definition – Scatter diagram, Karl Pearson’s co-efficient of Correlation, Spearman’s Rank Correlation, Co-efficient of Concurrent deviation.
Regression Analysis – Meaning of regression and linear prediction – Regression in two variables – Uses of Regression

UNIT IV:
Index Numbers – Meaning, Uses and Methods of construction – Un-weighted and Weighted index numbers – Tests of an Index number – Cost of living index number.

UNIT V:
Interpolation: Binomial, Newton’s and Lagrange methods. Probability – Concept and Definition – Addition and Multiplication theorems of Probability (statement only) – simple problems based on Addition and Multiplication theorems only.

Books Recommended:
1. Statistical Methods by S.P. Gupta
2. Business Mathematics and Statistics by P. Navaneetham
3. Statistics by R.S.N. Pillai and V. Bagavathi
5. Applied General Statistics by Frederick E.Croxton and Dudley J. Cowden
Objective
To make the students understands about the ‘Modern Marketing and other marketing concepts

UNIT I
Marketing –Definition of market and marketing-Importance of marketing –Modern Marketing concept-Global Marketing –E-marketing –Tele marketing- Marketing Ethics -Career Opportunities in Marketing

UNIT II

UNIT III
Consumer Behaviour –meaning –Need for studying consumer behaviour-Factors influencing consumer behaviour-Market segmentation – Customer Relations Marketing

UNIT IV
Marketing Mix – Product mix –Meaning of Product –Product life cycle –Branding-labelling-Price Mix-Importance-Pricing objectives - Pricing strategies –Personal selling and Sales Promotion -Place mix-Importance of channels of distribution –Functions of middlemen – Importance of retailing in today’s context

UNIT V

BOOKS FOR REFERENCE
1. Marketing Management - Rajan Sexena
2. Principles of Marketing - Philip Kotler &Gary Armstrong
3. Marketing Management - V.S. Ramasamy and Namakumari
5. Marketing - R.S.N.Pillai &Bagavathi

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Data Base Management System

Subject Description: This course provides knowledge of the electronic data system, process structures and enables the students acquire practical knowledge.

Goals: To enable the students to learn the database operations and process on.

Objectives: Successful completion of the course the students should understand the Architectural Concept, Structural Embedded SQL, Hierarchical Approach and Network Concept.

CONTENTS:


Unit - II Relational Approach: Relational Data Structure: Relation, Domain, Attributes, Key Relational Algebra - Introduction, Traditional Set Operation, Attribute names for derived relations - Special Relational Operations.


Unit - IV Hierarchical Approach: IMS data structure - Physical Database, Database Description- Hierarchical sequence - External level of IMS: Logical Databases, the program communication block IMS Data manipulation: Defining the Program communication Block: DL / 1 Examples.

Unit - V Network Approach: Architecture of DBTG System. DBTG Data Structure: The set construct, Singular sets, Sample Schema, the external level of DBTG – DBTG Data Manipulation.

Books for Reference:

1. C.J.Date – An introduction to Database Systems, Seventh Edition
3. Bipin C Desai – An introduction to Database Systems
COST ACCOUNTING

Objective
To provide adequate knowledge on Cost Accounting Practice

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

NOTE: Distribution of marks : Theory 40% and Problems 60%

Books for Reference:
Managerial Economics

**Subject Description**: To enable the students to understand various economic strategies in business decision making.

**Goals**: To make the students to understand the tools the techniques and economic analysis applied in the art of managerial decisions.

**Objectives**: On successful completion of this course, the student should be well versed in the concepts, tools and principles in the field of Economics and Business Management.

**UNIT-I**

**UNIT-II**

**UNIT-III**
Production Function – Meaning and Definition – Elasticity of Substitution and Production – Type of cost of Production – Long run and Short run cost.

**UNIT-IV**

**UNIT-V**
Price Theory – Perfect Competition, Monoply, Monopolistic competition, Monopsony, Duopoly, Duopsony and Oligopoly.

**Books for Reference:**
1. R.L.Varshney and K.L.Maheshwari----Managerial Economics----Sulthan Chand and Sons
2. Alak Gosh and Biswanath Gosh----Managerial Economics----Kalyani Publications
3. D.Gopalakrishna----Managerial Economics----Himalaya Publishing House
4. S.Sankaran---- Managerial Economics----Margham Publications
SEMESTER-III

Computer Applications Practical-II

ORACLE – SQL

1. Create a table "Company" with the following fields and insert the values for 10 employees.

<table>
<thead>
<tr>
<th>Field Name</th>
<th>Field Type</th>
<th>Field size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td>Character</td>
<td>15</td>
</tr>
<tr>
<td>Proprietor</td>
<td>Character</td>
<td>15</td>
</tr>
<tr>
<td>Address</td>
<td>Character</td>
<td>25</td>
</tr>
<tr>
<td>Supplier Name</td>
<td>Character</td>
<td>15</td>
</tr>
<tr>
<td>No of employees</td>
<td>Number</td>
<td>4</td>
</tr>
<tr>
<td>GP Percent</td>
<td>Number</td>
<td>6 with 2 decimal places</td>
</tr>
</tbody>
</table>

Queries:

a) Display all the records of the company which are in the ascending order of GP percent.
b) Display the name of the company whose supplier name is "Telco".
c) Display the details of the company whose GP percent is greater than 20 and order by GP Percent.
d) Display the detail of the company having the employee ranging from 300 to 1000.
e) Display the name of the company whose supplier is same as the Tata's.

2. Create a table named "Employee" with the following fields and insert the values.

<table>
<thead>
<tr>
<th>Field Name</th>
<th>Field Type</th>
<th>Field size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Name</td>
<td>Character</td>
<td>15</td>
</tr>
<tr>
<td>Employee Code</td>
<td>Number</td>
<td>6</td>
</tr>
<tr>
<td>Address</td>
<td>Character</td>
<td>25</td>
</tr>
<tr>
<td>Designation</td>
<td>Character</td>
<td>15</td>
</tr>
<tr>
<td>Grade</td>
<td>Character</td>
<td>1</td>
</tr>
<tr>
<td>Date of Join</td>
<td>Date</td>
<td>-</td>
</tr>
<tr>
<td>Salary</td>
<td>Number</td>
<td>10 with 2 decimal places</td>
</tr>
</tbody>
</table>

Queries

a) Display the name of the employee whose salary is greater than Rs.10,000.
b) Display the details of employees in ascending order according to Employee Code.
c) Display the total salary of the employees whose grade is "A".
d) Display the details of the employee earning the highest salary.
e) Display the names of the employees who earn more than "Ravi".

3. Create a table "Product" with the following fields and insert the values:

<table>
<thead>
<tr>
<th>Field Name</th>
<th>Field Type</th>
<th>Field Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Name</td>
<td>Character</td>
<td>15</td>
</tr>
<tr>
<td>Gender</td>
<td>Character</td>
<td>6</td>
</tr>
<tr>
<td>Roll No</td>
<td>Character</td>
<td>10</td>
</tr>
<tr>
<td>Department Name</td>
<td>Character</td>
<td>15</td>
</tr>
<tr>
<td>Address</td>
<td>Character</td>
<td>25</td>
</tr>
<tr>
<td>Percentage</td>
<td>Number</td>
<td>4 with 2 decimal places</td>
</tr>
</tbody>
</table>
Queries:

a) Calculate the average percentage of students.
b) Display the names of the students whose percentage is greater than 80.
c) Display the details of the student who got the highest percentage.
d) Display the details of the students whose percentage is between 50 and 70.
e) Display the details of the students whose percentage is greater than the percentage of the roll no=12CA01.

4. Create a table "Product" with the following fields and insert the values:

<table>
<thead>
<tr>
<th>Field Name</th>
<th>Field Type</th>
<th>Field Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product No</td>
<td>Number</td>
<td>6</td>
</tr>
<tr>
<td>Product Name</td>
<td>Character</td>
<td>15</td>
</tr>
<tr>
<td>Unit of Measure</td>
<td>Character</td>
<td>15</td>
</tr>
<tr>
<td>Quantity</td>
<td>Number</td>
<td>6 with decimal places</td>
</tr>
<tr>
<td>Total Amount</td>
<td>Number</td>
<td>8 with decimal places</td>
</tr>
</tbody>
</table>

Queries:

a) Using update statements calculate the total amount and then select the record.
b) Select the records whose unit of measure is "Kg".
c) Select the records whose quantity is greater than 10 and less than or equal to 20.
d) Calculate the entire total amount by using sum operation.
e) Calculate the number of records whose unit price is greater than 50 with count operation.

5. Create the table PAYROLL with the following fields and insert the values:

<table>
<thead>
<tr>
<th>Field Name</th>
<th>Field Type</th>
<th>Field Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee No</td>
<td>Number</td>
<td>8</td>
</tr>
<tr>
<td>Employee Name</td>
<td>Character</td>
<td>8</td>
</tr>
<tr>
<td>Department</td>
<td>Character</td>
<td>10</td>
</tr>
<tr>
<td>Basic Pay</td>
<td>Number</td>
<td>8 with 2 decimal places</td>
</tr>
<tr>
<td>HRA</td>
<td>Number</td>
<td>6 with 2 decimal places</td>
</tr>
<tr>
<td>DA</td>
<td>Number</td>
<td>6 with 2 decimal places</td>
</tr>
<tr>
<td>PF</td>
<td>Number</td>
<td>6 with 2 decimal places</td>
</tr>
<tr>
<td>Net Pay</td>
<td>Number</td>
<td>8 with 2 decimal places</td>
</tr>
</tbody>
</table>

Queries:

a) Update the records to calculate the net pay.
b) Arrange the records of the employees in ascending order of their net pay.
c) display the details of the employees whose department is "Sales".
d) Select the details of employees whose HRA>= 1000 and DA<=900.
e) Select the records in descending order.

6. Create a Table Publisher and Book with the following fields:

<table>
<thead>
<tr>
<th>Field Name</th>
<th>Field Type</th>
<th>Field Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publisher Code</td>
<td>Var Char</td>
<td>5</td>
</tr>
<tr>
<td>Publisher Name</td>
<td>Var Char</td>
<td>10</td>
</tr>
<tr>
<td>Publisher city</td>
<td>Var Char</td>
<td>12</td>
</tr>
<tr>
<td>Publisher State</td>
<td>Var Char</td>
<td>10</td>
</tr>
<tr>
<td>Title of book</td>
<td>Var Char</td>
<td>15</td>
</tr>
<tr>
<td>Book Code</td>
<td>Var Char</td>
<td>5</td>
</tr>
<tr>
<td>Book Price</td>
<td>Var Char</td>
<td>5</td>
</tr>
</tbody>
</table>
Queries:

a) Insert the records into the table publisher and book.
b) Describe the structure of the tables.
c) Show the details of the book with the title "DBMS".
d) Show the details of the book with price>300.
e) Show the details of the book with publisher name "Kalyani".
f) Select the book code, book title, publisher city is "Delhi".
g) Select the book code, book title and sort by book price.
h) Count the number of books of publisher starts with "Sultan chand".
i) Find the name of the publisher starting with "S".

7. Create a table Deposit and loan with the following fields:

<table>
<thead>
<tr>
<th>Field Name</th>
<th>Field Type</th>
<th>Field Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account</td>
<td>Var Char</td>
<td>6</td>
</tr>
<tr>
<td>Branch Name</td>
<td>Var Char</td>
<td>15</td>
</tr>
<tr>
<td>Customer Name</td>
<td>Var Char</td>
<td>20</td>
</tr>
<tr>
<td>Balance Amount</td>
<td>Var Char</td>
<td>10</td>
</tr>
<tr>
<td>Loan Number</td>
<td>Var Char</td>
<td>7</td>
</tr>
<tr>
<td>Loan Amount</td>
<td>Var Char</td>
<td>6</td>
</tr>
</tbody>
</table>

Queries:

a) Insert the records into the table.
b) Describe the structure of the table.
c) Display the records of Deposit and Loan.
d) Find the number of loans with amount between 10000 and 50000.
e) List in the alphabetical order the names of all customers who have a loan at the Coimbatore branch.
f) Find the average account balance at the Coimbatore branch.
g) Update deposits to add interest at 5% to the balance.
h) Arrange the records in descending order of the loan amount.
i) Find the total amount of deposit in 'Erode' branch.
SEMESTER – III

Skill Based Subject-1

COMMERCIAL LAW

Subject Description: This course aims the students to understand the Fundamentals of Laws relating to Commercial Activities

Goals: To enlighten the students’ knowledge on the basic Business Law

Objectives: After the successful completion of the course the student should have a through knowledge on Law of Contract and relevant laws.

Unit – I


Unit – II


Unit – III


Unit – IV


Unit – V


Books for Reference:
MANAGEMENT ACCOUNTING

Subject Description : This course aims to develop an understanding of the conceptual framework of Management Accounting.

Goals : To acquaint the students, the Management Accounting Techniques that facilitates managerial decision-making.

Objectives : After the successful completion of the course the student should have a thorough knowledge on the Management Accounting Techniques in business decision making.

UNIT I

UNIT II

UNIT III

UNIT IV
Marginal costing and Break Even Analysis – Managerial applications of marginal costing – Significance and limitations of marginal costing.

UNIT V
Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets – Master Budget – Preparation of cash budget, sales budget, purchase budget, material budget, flexible budget.

Note: Distribution of marks : Theory 40% and Problems 60%

Books for Reference:

OBJECT ORIENTED PROGRAMMING WITH C++

**Subject Description**: This Course enriches the knowledge of students on the Applicability of OOPs concept with the help of C++

**Goals**: To promote the knowledge of OOPs Concepts through C++

**Objectives**: After the successful completion of the course the student must be able to construct an Application with C++

**Unit – I**

**Unit – II**

**Unit – III**

**Unit – IV**

**Unit – V**

**Books for Reference:**

EXECUTIVE BUSINESS COMMUNICATION

**Subject Description**: This course enables the learners to update with the Modern Trend of Communication Applicable to Business.

**Goals**: To develop the written and oral Business Communication Skills.

**Objectives**: After the successful completion of the course the student must be able to communicate clearly in the day-to-day business world.

**Unit - I**

**Unit - II**

**Unit – III**
Banking Correspondence - Insurance Correspondence - Agency Correspondence.

**Unit – IV**
Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)

**Unit - V**

**Books for Reference:**

5. **Raghunathan V S, Santhanam V**, Business Communication
SEMESTER – IV
Computer Applications Practical-II
OOPS With C++

1. Program to calculate depreciation under Straight Line method and Diminishing Balance method (using class, defining member functions outside the class).

2. Program to calculate depreciation under Diminishing Balance method (Using class, defining member function inside the class)

3. Program to calculate Economic Order Quantity (using nesting of member function).

4. Program to print the Employees' payroll statement (using control structures).

5. Program to calculate simple Interest and compound Interest(using nested class).

6. Program to calculate net income of a family(using friend function in two classes).

7. Program to print the book list of library( using array of objects).

8. Program to prepare cost sheet (using inheritance).

9. Program to calculate margin of safety (using multilevel inheritance).

10. Program for bank transaction (using constructor and destructor).

11. Program to calculate increase or decrease in working capital using operator overloading.

12. Program to create the student file and prepare the marks slip by accessin the file.
Semester IV - Part III - Core XIII
Banking Theory

Objective: To develop knowledge in the field of Banking

UNIT I

UNIT II
Recent Trades in Indian Banking – Automated teller Machines – Merchant Banking – Mutual Fund – Factoring Services – Customer Services – Credit Cards – E-banking – Privatization of commercial banks – Place of Private Sector Banks in India.

UNIT III
Central Banks – Functions – Credit Control Measures – Quantitative and Selective Credit control measures – Role of RBI in regulating and controlling banks.

UNIT IV

UNIT V
State Bank of India – Its special place in the banking scene – Commercial banks and rural financing – Regional Rural Banks - Place of Co-operative banks in the Indian Banking scene – Development banking – IDBI – ICICI.

Books Recommended

01. Banking of India - Panandigar. S.J
02. A Text book of Banking - Radhasamy M & Vasudevan S.V.
03. A Text book of Banking - Maheswari S.N.
04. Indian Banking - Natarajan. S & Parameswaran R.
05 Banking and Financial Systems - Santhanam .B
SEMESTER - IV

PRINCIPLES OF MANAGEMENT

Objective : To make the students to understand the elements of effective management


Books for Reference:

1. Principles of Management - Koontz and O’Donald
2. Business Management - Dinkar - Pagare
3. The Principles of Management - Rustom S. Davan
5. Business Management - Chatterjee
SEMESTER - IV

Skill Based Subject-2

COMPANY LAW

Subject Description: This course aims to enlighten the students on the provisions of the Companies Act, 1956 along with relevant case laws.

Goals: To enlighten the students’ knowledge on Companies Act.

Objectives: After the successful completion of the course the student should have a thorough knowledge on Formation of Company, Documents required and Acts pertaining to it.

Unit - I


Unit - II

Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association – Meaning – Forms – Contents – Alteration of Articles – Doctrine of Indoor management

Unit - III


Unit - IV

Director and Secretary – Qualification and Disqualification – Appointment – Removal – Remuneration – Powers, Duties and Liabilities.

Unit - V


Books for Reference:

5. **Singh Avtar**, “Company Law”, Eastern Book Co., Lucknow
PRINCIPLES OF AUDITING

Subject Description: This course aims to create interest in the minds of students towards Auditing Profession.

Goals: To familiarize the students with the Principles of Auditing.

Objectives: On successful completion of this course, the student should be well versed in the fundamental concepts of Auditing.

Unit – I

Unit – II

Unit – III

Unit – IV

Unit V

Books for Reference:

1. B.N. Tandon, “Practical Auditing”, S Chand Company Ltd
3. Spicer and Pegler, “Auditing: Khatalia’s Auditing”
5. Dinkar Pagaren, “Principles of Auditing”
CORPORATE ACCOUNTING

Subject Description: This course aims to enlighten the students on the accounting procedures followed by the Companies.

Goals: To enable the students to be aware on the Corporate Accounting in conformity with the provision of the Companies Act.

Objectives: After the successful completion of the course the student should have a thorough knowledge on the accounting practice prevailing in the Corporate.

Unit - I
Issue of shares: Par, Premium and Discount - Forfeiture - Reissue – Surrender of Shares – Right Issue - Underwriting

Unit - II

Unit - III
Final Accounts of Companies - Calculation of Managerial Remuneration.

Unit - IV
Valuation of Goodwill and Shares – Need – Methods of valuation of Goodwill and Shares.

Unit - V
Liquidation of Companies - Statement of Affairs - Deficiency a/c.

NOTE: Distribution of Marks: Theory - 20% Problems - 80%

Books for Reference:
E-COMMERCE TECHNOLOGY

Subject Description : This course is designed to provide knowledge about Electronic Commerce.

Goals : To enable the students to understand the technology of e-Commerce for Business Application.

Objectives : After the successful completion of the course the student must be aware of Techniques in the Application of e-Commerce.

UNIT I

UNIT II
Electronic Data Interchange- Benefits-EDI Legal, Security & privacy issues- EDI software implementation- Value added networks-Internal Information Systems-Work flow automation and Coordination-Customization and Internal Commerce.

UNIT III

UNIT IV

UNIT V
Electronic Payment Systems-Types-Digital Token Based Electronic Payment System-Smart Cards & Credit Card Electronic Payment Systems -Risk -Designing electronic payment system.

Book for Reference
SEMESTER - V
SOFTWARE DEVELOPMENT WITH VISUAL BASIC

Subject Description : This Course aids the students to develop an front end application using Visual Basic.

Goals : To enable the students to develop a front end tool for Customer Interaction in Business.

Objectives : After the successful completion of the course the student must be able to develop an application using Visual Basic.

Unit – I

Unit – II

Unit – III

Unit – IV
Creating and Using Standard Controls: Form, Label, Text box, Command Button, Check Box, Option Button, List Box, Combo Box, Picture Box, Image Controls, Scroll Bars – Drive List Box – Directory List Box – Time Control, Frame, Shape and Line Controls – Control Arrays – Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation.

Unit – V

Books for Reference:
Semester - V

Computer Applications Practical-III (Visual Basic)

1. Design a form with text box to perform the alignment and format function.

2. Design a form to display the list of products by declaring array function.

3. Design a form to calculate capital budgeting technique by declaring finance function and variable declaration using option button (Radio/Check box).

4. Design a form to display an advertisement banner using image box control with string function.

5. Design a form to compute cost of capital using finance function in visual basic using check box.

6. Design a form to perform working capital analysis by declaring finance function using flex grid control.

7. Design a form to display Break-even analysis using line and chart controls, by declaring variables.

8. Design a form to present product details like purchases, sales, profit, etc by declaring array functions and present the details in a rich text box (RTF).

9. Design a form to display Product Life Cycle using slider control.

10. Design a Pay Slip for an organization and create a data base using using SQL and Data Control.

11. Design the form to display the highlights of the budget using option button and animation.

12. Design a supermarket bill to display the sales invoice, and create a database using Data Control, option button, check box, date picker, etc.

13. Design the form to create a bank customer database by declaring simple array and multiple arrays using Data Control.

14. Design a form to calculate minimum, maximum, reorder, reorder quantity, EOQ and display the inventory control records using data object.

15. Design the form to display tree view and list of folders and files from a directory of an organization.

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SEMESTER - V
Skill Based Subject-3
BANKING AND INSURANCE LAW

Subject Description: This course aims to enlighten the students on the recent trends in Banking and Insurance sector and the regulating provisions.

Goals: To enlighten the students’ knowledge on Banking and Insurance Regulation Acts.

Objectives: After the successful completion of the course the student should have a through knowledge on Indian Banking and Insurance System and Acts pertaining to it.

Unit – I
Banker and Customer – Definition – Relationship - Functions of Commercial Banks – Recent Developments in Banking,

Unit – II

Unit – III

Unit – IV

Unit - V
IRDA - Mission - Composition of Authority - Duties, Powers and Functions - Powers of Authority - Duties, Powers and Functions - Powers of Central Government in IRDA Functioning

Books for Reference:

Subject Description: This course is designed to project the importance of Information in Business / Management Decision making.

Goals: To know the Integration of Business Information through Computers.

Objectives: After the successful completion of the course the student must be aware of utilization of business information for decision making.

Unit I

Unit II

Unit III

Unit IV

Unit V

Books for Reference:


Internet and Web Designing

Subject Description: This course aids the learner to know the working of Internet, uses of search engines and procedure to develop a web page.

Goals: To make the students expertise in creating Web Page

Objectives: After the successful completion of the course the student must know the concepts of Internet and design a Web Page.

UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Links - Link to another Web Page – Link within a Web Page – Link to an Image – Link to a File – E-mail Link – Link to an FTP Site – Change Link Colors – Create Keyboard Shortcuts – Change the Tab Order – Tables – Create a Table – Add a Border – Caption – Column Groups – Row Groups – Color – Background Images – Aligning Data – Size of a Table – Size of a Cell – Span Cells – Cell Spacing and Cell Padding – Borders – Text Wrapping – Nested Tables – Wrap Text around a Table.

UNIT – V

Books for Reference:
2. Eric Kramer, “HTML”.
4. John Zabour, Jeff Foust & David Kerven, “HTML 4 HOW-TO”.

********************************
Computer Applications Practical-III

Web Designing

1. Create web pages for a business organization using HTML Frames.

2. Create a Program using HTML to display the ordered list and unordered list of a Departmental Store.


4. Create a table to display list of products using HTML Tag.

5. Create a document using Formatting and alignment to display Sales Letter.

6. Create a Resume using HTML Tag.

7. Create a website of your department with minimum five links using HTML.

8. Create a document using Form to support Local Processing of Order form.

9. Create a Form of the Customer Survey for the user to enter General name and address information.

10. Create a Frame to display a multiform document.
Skill Based Subject-4

CYBER LAW

Subject Description: This course aims to expose the students to be aware on the information Technology Law.

Goals: To enlighten the students’ knowledge on the basic application of Cyber Law in e-Commerce in India.

Objectives: After the successful completion of the course the student should have a through knowledge on the basic concepts which lead to the formation and execution of electronic contracts

Unit I

Unit II

Unit III

Unit IV
Global Trends- Legal frame work for Electronic Data Interchange: EDI Mechanism-Electronic Data Interchange Scenario in India

Unit V
The Information Technology Act 2000-Definitions-Authentication Of Electronic Records-Electronic Governance-Digital Signature Certificates.

Book for Reference:
1. The Indian Cyber Law : Suresh T.Viswanathan, Bharat Law House, New Delhi

*****************************************************************************
Subject Description: This course aims to provide an in-depth knowledge on the provisions of Income Tax.

Goals: To familiarize the students with recent amendments in Income-tax.

Objectives: On successful completion of this course, the student should be well versed in the prevailing act.

UNIT I

UNIT II
Heads of Income: Income from Salaries – Income from House Property.

UNIT III
Profit and Gains of Business or Profession – Income from Other Sources.

UNIT IV
Capital Gains – Deductions from Gross Total Income.

UNIT V
Set off and Carry forward of losses – Aggregation of Income- Computation of Tax liability – Assessment of Individuals.

Note: Distribution of Marks between theory and problem shall be 40% and 60% respectively.

Books for Reference:

1. **Gaur and Narang**, “Income Tax Law and Practice” Kalyani publishers New Delhi

2. **Dr. HC Mehrotra**, “Income-tax Law and Accounts” Sahithya Bhavan publishers
Elective – I  B  ENTREPRENEURIAL DEVELOPMENT

Subject Description: This course enables the students to know the fundamentals of being a good entrepreneur.

Goals: To enable the students to learn the concept of Entrepreneurship

Objectives: On successful completion of this course, the student should be well versed in Concept relating to entrepreneur, Knowledge in the finance institution, project report incentives and subsidies.

Unit – I
Concept of entrepreneurship: Definition Nature and characteristics of entrepreneurship – function and type of entrepreneurship phases of EDP. Development of women entrepreneur & rural entrepreneur – including self employment of women council scheme.

Unit – II

Unit – III
Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – ITCOT, IIC, KUIC and commercial bank.

Unit – IV
Institutional finance to entrepreneurs: IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC, UTI, SIPCOT – SIDBI commercial bank venture capital.

Unit – V
Incentives and subsidies – Subsidied services – subsidy for market. Transport – seed capital assistance – Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.

Books for Reference:

1. Entrepreneurial Development – C.B.Gupta and N.P.Srinivasan
3. Entrepreneurial Development – S.S.Khanka
4. Entrepreneurial Development – P.Saravanavale
5. Entrepreneurial Development – S.G.Bhanushali
6. Entrepreneurial Development – Dr.N.Ramu
Objective: To acquire conceptual knowledge of the micro financing system in India

Unit 1: Overview of Microfinance: Indian Rural financial system, introduction to Microfinance, Microfinance concepts, products, (savings, credit, insurance, pension, equity, leasing, hire-purchase service, Microfinance in kind, Microremittances, Micro-Securitization, franchising etc.), Microfinance models (Generic models viz. SHG, Grameen, and Co-operative, variants SHG NABARD model, SIDBI model, SGSY model, Grameen Bangladesh model, NMDFC model, credit unions etc. unbranded primitive models) Emerging practices of Microfinance in India state wise cases, Emerging Global Microfinance practices. Need of Microfinance.

Unit II: Microfinance, Development, Income generating activities and Micro enterprise: Market (demand) analysis, financial analysis including sources.Technological analysis, Socio-economic analysis, Environmental analysis. Logical framework, Implementation & Monitoring

Unit III: Credit Delivery Methodology: Credit Lending Models: Associations; Bank Guarantees Community Banking, Cooperatives, Credit Unions, Grameen Model, SHG, Individual, Intermediaries, Could be individual lenders, NGOs, micro credit programmes, and Commercial banks

Unit IV: Pricing of Microfinance products: Purpose base, Activity base, Economic class base Open bidding, etc. Pricing saving products, Amount of savings base, Attendance at periodical meeting Adding to corpus.Gender issues in Microfinance and Conflict resolution in Microfinance – Client impact studies measuring impact of Microfinance and Micro enterprises

Unit V: Commercial Microfinance: MFIs: Evaluating MFIs- Social and performance metrics, fund structure, value-added services The Rise of Commercial Microfinance:- Transforming NGOs. Structure of Microfinance Industry and Constraints on MFI Growth. The partnership model – MFI as the servicer

Recommended Books and References:
The following websites are recommended for a variety of materials and news about MF
http://www.microfinancegateway.org/Microfinance Gateway contains research and publications, news, events and job listings for the microfinance industry.
http://www.mixmarket.org/MIX Market provides financial information on microfinance institutions.
http://www.kiva.org/about/microfinance, What is Microfinance? includes FAQs about microfinance, lists of websites, organizations and books.
http://aede.osu.edu/programs/RuralFinance/Rural Finance Program - The Ohio State University includes publications and links.
http://www.uncdf.org/english/index.php United Nations Capital Development Fund is the Microfinance arm of the UN.
http://bouldermicrofinance.org/The Boulder Institute of Microfinance
http://www.sksindia.com/SKS Microfinance
http://www.cgap.org/p/site/ccGAP is a consortium of microfinance investors, home of many articles on emerging trends within microfinance.

**Journals recommended**
1) International Public Management Journal
2) Journal of Economic Perspective,
3) The Economic Journal
4) Economic and Political Weekly
Elective – II A BUSINESS FINANCE

Subject Description: This course aims to throw light on the importance of Finance to Business and the proper ways of managing it.

Goals: To enable the students to know the intricacies of Business Finance.

Objectives: On successful completion of this course, the student should be well versed in the concept of Business Finance and the Application of Finance to Business.

Unit – I

Unit – II

Unit – III

Unit – IV

Unit – V

Books for Reference:
1. Essentials of Business Finance - R.M. Sri Vatsava
2. Financial Management - Saravanavel
3. Financial Management - L.Y. Pandey
5. Financial Management - M.Y. Khan and Jain
Objective
To teach the importance of brand and its impacts among the customers

Unit I

Unit II
Brand Associations:Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building

Unit III

Unit IV
Brand Rejuvenation: Brand rejuvenation and re-launch, brand development through acquisition takes over and merger – Monitoring brand performance over the product life cycle. Co-branding.

Unit V
Brand Strategies: Designing and implementing branding strategies – Case studies

REFERENCES:

Jagdeep Kapoor, Brandex, Biztantra, New Delhi, 2005.
Objective
To create awareness about the supply chain activities taken in order to deliver the goods

Unit I
Supply Chain Management – Global Optimisation – importance – key issues – Inventory management – economic lot size model. Supply contracts – centralized vs. decentralized system

Unit II

Unit III

Unit IV
Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement

Unit V

Reference Books:
Elective – III | INDIRECT TAX

Subject Description: This course aims to provide knowledge on the Indirect Tax.

Goals: To familiarize the students with the major in.

Objectives: On successful completion of this course, the student should be well versed in the prevailing act.

UNIT- I
Special features of Indirect Taxes - Contribution to government revenues - Taxation under the constitution - Advantages and Disadvantages of Indirect Taxes.

UNIT-II

UNIT-III

UNIT-IV
Customs Duty - Different Types of Customs Import Duties - Abatement of duty in Damaged or Deteriorated Goods - Remission on duty on lost, destroyed or abandoned goods - Customs Tariff Act 1985 - Customs Duty Drawback.

UNIT-V
Central Sales Tax Act 1956 - Objectives of the CST – Levy and Collection of CST – Sales and Deemed Sales - Subsequent sales - Registration - Compulsory Registration - Voluntary Registration - Security from dealer-registration procedure.

Books for Reference:
Subject Description: This course aims to create awareness about the role and importance of these agencies in Corporate Financing.

Goals: To enable the students to know the functioning of Indian Financial Markets and Institutions.

Objectives: On successful completion of this course, the student should know about the methods of financing by these agencies and the key role played by them in Corporate Financing.

Unit – I

Unit – II

Unit – III

Unit – IV

Unit – V

Books for Reference:
1. Essentials of Business Finance - R.M. Sri Vatsava
2. Financial Management - Saravanavel
3. Financial Management - L.Y. Pandey
5. Financial Management - M.Y. Khan and Jain
7. Financial Management Theory and Practice - Prasanna Chandra
1) A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary where in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.

2) CIA Marks Distribution:
   A minimum of two reviews have to be done, one at the time finalizing the questionnaire/identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms stated below:
   - First Review: 10 Marks
   - Second Review: 10 Marks
   - Work Diary: 05 Marks

   ____________
   25 Marks

3) End Semester Examination:
   The evaluation for the end semester examination should be as per the norms given below:
   - External Examiner: 25 Marks
   - Internal Examiner: 25 Marks
   - Viva-Voce Examination: 25 Marks (Jointly given by the external and internal examiner)

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   75 Marks

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