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<td>III Core XXII – Visual Basic – Practical</td>
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$ 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)**

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<th>Elective – I</th>
<th>A</th>
<th>Insurance principles and Practice</th>
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<td>B</td>
<td>Modern Office Management</td>
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<td>C</td>
<td>Software Design Technique</td>
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| Elective – II | A | Strategic Management               |
|               | B | Industrial Relations and Labour Laws |
|               | C | Systems Analysis and Design        |

| Elective - III | A | Financial Services               |
|               | B | HRD (Human Resource Development) |
|               | C | E -Commerce                     |
SEMESTER - I

MANAGEMENT PROCESS

Goal: To enable the students to learn principles, concepts and functions of management.

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

✓ The nature and types of business organizations
✓ Principles & functions of Management
✓ Process of decision making
✓ Modern trends in management process.

UNIT - I


UNIT –II


UNIT –III


UNIT -IV


UNIT - V


REFERENCE BOOKS

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY
FINANCIAL ACCOUNTING

**Goal:** To enable the students to acquire knowledge of Accounting principles and practice

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

- The basic accounting concepts
- Double entry book keeping system and various books of accounts
- Preparation of final accounts, etc.

**UNIT - I**

**UNIT - II**

**UNIT - III**
Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

**UNIT - IV**
Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

**UNIT - V**
Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

**REFERENCE BOOKS**

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy
MATHEMATICS FOR MANAGEMENT- I

**Goal:** To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

**Objective:** On successful completion of this course, the students should have understood
- ✔ Set operations, matrix and Mathematics of Finance
- ✔ Statistical tools and their applications

**UNIT - I**
Sets and set operation - Venn Diagrams - Elements of Co-ordinate system.
Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

**UNIT-II**
Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

**UNIT-III**
Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

**UNIT-IV**
Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skew ness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson’s Co-efficient of correlation – Rank correlation - Regression lines.

**UNIT-V**
Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

* Questions in theory and problems carry 30% and 70% marks respectively

**REFERENCE BOOKS**
1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics
INTRODUCTION TO INFORMATION TECHNOLOGY

Goal: To enable the students to learn the basics of Information Technology.

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

✔ Understood the types and components of Computer System.
✔ Usage of Computer System / Hardware and Software.
✔ The recent trends in Information Technology.

UNIT - I

Unit – II

Unit – III
Components of computer system – input, output and storage devices software system software and application software programming language machine language – assembly language – high level languages – flow chart and programme flow charts – steps in developing a computer programme.

Unit – IV

Unit – V
System analysis and design – computer based information system transaction processing – off automation – management information systems – decision support systems – expert system.

REFERENCE:

1. Computers and Commonsense - Roger Hunt and Hohn Shellery
2. Using Micro Computers - Brightman and Dimsdale
3. PC Software made simple - R.K. Faxali
4. Introduction to Computers - Alexis and Mathews Leon
5. Information Technology for Management - Henry Clucas
PC SOFTWARE (MS-OFFICE) PRACTICAL
LIST OF PRACTICALS

MS WORD
1. Type the text, check spelling and grammar, bullets and numbering list items, align the text to left, right, justify and centre..
2. Prepare a job application letter enclosing your bio-data
3. Performing mail merger operation and preparing labels.
4. Preparing a neatly aligned, error free document, add header and footer, also perform find replace operation and define bookmarks.
5. Prepare a document in newspaper column layout
6. Demonstrate OLE concept by linking an excel worksheet into a work document

MS EXCELL
7.. Worksheet Using formulas
8. Worksheet Manipulation for electricity bill preparation
9. Drawing graphs to illustrate class performance
10. An excel worksheet contains monthly Sales Details of five companies

MS ACCESS
11. Simple commands perform sorting on name, place and pin code of students database and Address printing using label format
12. Pay roll processing
13. Inventory control
14. Screen designing for data entry

MS POWER POINT
15. Prepare a power point presentation with at least three slides for Department inaugural function.
16. Draw an organisation chart with minimum three hierarchical levels
17. Design an advertisement campaign with minimum three slides
18. Insert an excel chart into a power point slide.
ECONOMICS FOR EXECUTIVES

Goal: To enable the students to learn principles and concepts of Business Economics

Objective: On successful completion of this course, the students should have understood
- The objectives of business firms
- Factors of production and BEP Analysis
- Types of competitions and price administration
- Government measures to control monopoly

UNIT - I

Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break-even point analysis.

UNIT - III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

UNIT - IV


UNIT - V


REFERENCE BOOKS
1. Sankaran - Business Economics
2. Markar Et al - Business Economics
MATHEMATICS FOR MANAGEMENT- II

Goal : To enable the students to learn the techniques of Operation Research and their applications in business management.

Objective: On successful completion of this course, the students should have understood
- Operations Research models
- Game theory, Queuing theory, PERT, CPM, etc.

UNIT - I

Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only)

UNIT - II

Transportation (Non- degenerate Only) - Assignment problems - Simple Problems only

UNIT - III

Game Theory:- Queing theory - Graphical Solution – mx2 and 2xn type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that detoriates gradually ( value of money does not change with time)

UNIT - IV


UNIT - V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

REFERENCE BOOKS
2. P.R. Vittal - Operations Research
Semester III

BUSINESS COMMUNICATION

Goal: To enable the students to learn the nuances of good communication.
Objective: on successful completion of this course, the students should have understood
✓ Methods of communication
✓ Types of communication and Barriers of communication.

UNIT-I
Essential and Importance of Business Communication. Methods of Communication –
Types – Barriers.

UNIT – II
Communication through letters – Layout of letters business enquiries – Offers and
Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims –
Adjustments and settlement of accounts – Letters of complaints – Collection letters –
Status enquiries – Bank correspondence – Tenders – Letter to the editor.

UNIT – III
Correspondence of company secretary with share holders and directors – Agenda –
Minutes – Preparation.

UNIT – IV
Communication through reports: Essentials – Importance – Contents - Reports by
individuals – Committees – Annual report – Application for appointment – reference and
appointment orders.

UNIT - V
Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to
superiors – Precise writing – Communication media – Merits of various devices –
Intercom, Telex and Telephone – Fax – Internet.

Books for Reference:
1. Rajendra Pal Korahill, “Essentials of Business Communication”, Sultan Chand & Sons,
   New Delhi, 2006.
2. Ramesh, MS, & C. C Pattanshetti, “Business Communication”, R.Chand&Co,
   New Delhi, 2003.
PRODUCTION AND MATERIALS MANAGEMENT

Goal: To enable the students to acquire knowledge of production processes and Materials Management

Objective: On successful completion of this course, the students should have understood
✓ Principles, functions and process of Production Management
✓ Effective management of materials

UNIT-I

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout for Production Planning and control - Principles - Information flow - Routing - Scheduling - Despatching - Control.

UNIT-II

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - definition - Motion study - Principles – work measurement.

UNIT-III


UNIT-IV

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis Store keeping - Objectives - Functions - Store keeper - Duties - Responsibilities - Location of store - Stores Ledger - Bin card.

UNIT-V


TEXT BOOKS:
-------------
1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management
MARKETING MANAGEMENT

Goal: To enable the students to acquire knowledge of principles of marketing management

Objective: On successful completion of this course, the students should have understood
✓ Principles of marketing management, market segmentation
✓ Product life cycle, pricing, branding,…..

UNIT - I

Definition of Marketing - Marketing Management - Marketing concept - meaning
Importance of marketing in developing countries - Functions of Marketing - Marketing
environment: various environmental factors affecting the marketing function.

UNIT - II

Buyer Behaviour - Buying motives - explanation of motivation – Market Segmentation
of different bases - Marketing strategy - Market Structure - Definition and types of
channel - Channel selection & problems.

UNIT - III

The Product-Marketing characteristics - consumer goods-industrial goods - Production
policy - Product Life Cycle (PLC) - Product mix - modification & elimination - packing
- Developing new Products- strategies.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing
pricing decisions - Competitors action to price changes - multiproduct pricing. Physical
Distribution - Management of physical distribution - marketing risks.

UNIT - V

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality - Positioning
and leveraging the brands-Brands Equity.

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
C++ and Java Programming (Theory)

UNIT I
Introduction – Basic concepts of object oriented programming – Beginning with C++ - Tokens, expressions, control structures - functions in C++.

UNIT II
Classes & objects - constructors and destructors - operator overloading and type conversion

UNIT III
Inheritance - pointers – virtual functions & polymorphism

UNIT IV
Overview of Java languages, contents, variables & data type - Decision making branching & looping - Class, objects and methods.

UNIT V
Arrays, strings & vectors - interfaces - packages

Reference Books :-
C++ and Java Programming (Practicals)

1. Create a Float class and overload all arithmetic operations.
2. Create a string class and overload + & = = operators to concatenate and compare two strings.
3. Create two classes DM & DB which store the value of distances. DM stores distances in meters and centimeters and DB stores distances in feet and inches. Use friend function to carry out the addition operation. The object that stores the results may be a DM or DB object depending on the units in which the results are required.
4. Create a base class called shape. Derive three specific classes called triangle, circle and rectangle from the base shape. Use four classes design a program that will accept dimension of a triangle or rectangle or radius of circle and display the area.
   - Area of rectangle = \(X \times Y\)
   - Area of triangle = \(\frac{1}{2} \times X \times Y\)
   - Area of circle = \(3.14 \times X \times X\)
   (use virtual function for displaying the area & default functions for getting value);
5. Create TIME class which follows railway timings. Write functions for the following operations.
   - 1. read and print time objects.
   - 2. overload + & - operators to add & subtract two time objects.
   - 3. ++ & -- operators to increment and decrement time objects.
   - 4. == Operator to compare two time objects.
6. Create a vector class and overload all arithmetic operators
7. Create a complex number class and overload all arithmetic operators

JAVA PROGRAMMING LAB
1. Write a java program to sort the given numbers using arrays
2. Write a java program to handle the division by zero operation
3. Write a java program to use inheritance
4. Write a java program to find the area of a rectangle using constructor

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TAXATION – LAW AND PRACTICE

Goal: To enable the students to acquire knowledge of principles of Taxation

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

- Principles of Direct and Indirect Taxes
- Calculation of Tax, Tax Authorities, Procedures,…

UNIT – I

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion – avoidance – causes - remedies.

UNIT – II


UNIT – III

Computation of income under profits and gains of business - profession - capital gains – income from other sources - Deductions in the computation of total income - income tax Authorities and their power.(problems be included).

UNIT – IV

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration -mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V

Role of Excise duties in the total revenue – objectives of excise duty in the total revenue – objectives of excise duty – exempted form duty – customs duties – Levy of import and export duty – distinction between advalorum and specific duties – exemption

Note: Theory and problems shall be distributed at 60% & 40% respectively.

BOOKS RECOMMENDED

1. Bhagavathi Prasad - Income Tax Law & Practice
2. Mehrothra - Income Tax Law & Practice
3. Gour & Narang - Income Tax Law & Practice
4. Dingare pagare - Income Tax Law & Practice
5. Dingare Pagare - Business Taxation
6. Balasubramanian - Business Taxation
SEMESTER – III

Skill Based Subject-1: RETAIL ENVIRONMENT

Subject Description: This course presents the basics of retailing, trends in retailing, evolution of retailing and global retail markets.

Goals: To enable the students to learn the basics in retailing, evolution and trends in retailing.

Objectives: On successful completion of the course the students should have:
- understood the features of retailing
- learnt the theories of retail development
- learnt retail development in India and global retail markets

Contents:

UNIT I

UNIT II
Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

UNIT III
Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

UNIT IV
Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT V
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

REFERENCE BOOKS:
James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005
SEMESTER IV
HUMAN RESOURCE MANAGEMENT

UNIT – I

HRM- meaning, nature, scope and objective – Functions of Personnel department – the role of Personnel manager - Organization of Personnel department - personnel Policies and procedures.

UNIT – II


UNIT – III

Performance appraisal - Job evaluation and merit rating - promotion Transfer and demotion – human relations – approaches to good human relation - Punishment.

UNIT – IV

Wages and salary administration – Incentive system – Labour welfare and social security – safety, health and security – retirement benefits to employees.

UNIT – V

Industrial relation - Trade unionism – Grievance handling – collective bargaining and workers participation .

Reference Books :-

1. Tripathy - Personnel Management and Industrial Relations.
2. Bhagoiwal - Personnel Management and Industrial Relations.
FINANCIAL MANAGEMENT

UNIT – I  (Theory Only)


UNIT – II  (Problem & Theory Questions)

Financing Decision : Cost of Capital – Cost of specific Source of capital – Equity – Preferred stock debt – reserves – weighted average cost of capital, Operating leverage and financial leverage

UNIT– III  (Theory Only)


UNIT– IV  (Theory Only)


Cash Management : Motive for holding cash – Objectives and Strategies of cash Management.

Receivable Management : Objectives – Cost of credit Extension, benefits – credit policies – credit terms – collection polices.

UNIT – V  (Problem & Theory Questions)

Capital Budgeting – Meaning – Objectives- various types capital budgeting.

(Theory carries 80 Marks, Problems carry 20 Marks)

Reference Books :-

1. P.V.Kulkarni - Financial Management.
2. Khan and Jain - Financial Management – A Conceptual Approach
4. S.N.Maheswari - Management Accounting.
SEMESTER - IV
ORGANISATIONAL BEHAVIOUR

Goal: To enable the students to acquire knowledge of organisational behaviour

Objective: On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

UNIT - I
Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

UNIT - II

UNIT - III

UNIT – IV

UNIT - V
Leadership - types - theories – Trait, Managerial Grid, Fiedder’s contingency - Organisational climate - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor - types of counselling - merits of counselling.

REFERENCE BOOKS
1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour
INTERNET AND WEB PAGE DESIGN (Theory)

UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V


1. (Unit 1,2)  - Internet compete
   - Maureen Adams, Sherry Bonelli

2. (Unit 3,4,5)  - Web enabled commercial application development using HTML,DHTML, Java Script, Perl CGI.
   - Ivan Bayross
List of Programs

1. Install a modem in your system.
2. Connect internet using an account in your system.
3. Search a particular topic in using internet search engines.
4. Create a new mail id using any available service providers.
5. Send an email to another person’s email id.
6. Send an email to more than one users at the same time.
7. Send an email to a person with an attachment.
8. Send a greeting to a person using internet.
9. Develop a HTML page to check username and password.
10. Develop a HTML page to add and remove item from list box.
11. Develop a HTML page to link other web page.
12. Develop a HTML page to scroll text from left to right.
13. Develop a HTML page to display an advertisement.
14. Develop a static HTML page for a college information.
15. Develop a HTML page to input information to create a mail id.
16. Develop a HTML page to conduct auction.
17. Develop a HTML page to input student information.
18. Develop a HTML page to display student results for a given roll number.
19. Develop a DHTML page to sale a product to users.
20. Develop a DHTML page to display product information for a given product id.
BUSINESS LAW

Goal: To enable the students to acquire knowledge of legal aspects of business
Objective: 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,…..

UNIT - I 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 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
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 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
Creation of agency - Classification of agents - relations of principal and agent -
delegation of authority - relation of principal with third parties - personal liability of
agent - Termination of agency.

UNIT V
Negotiable Instruments Act 1881-Negotiable Instruments-Characteristics-cheque-
Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of
Exchange.

REFERENCE
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 La
5. K.P.Kandasami              -  Banking Law & Practice
Skill Based Subject-2 :  CONSUMER BEHAVIOUR

**Subject Description:** This course presents the basics of consumer behaviour

**Goals:** To enable the students to learn the basics of consumer behaviour

**Objectives:** On successful completion of the course the students should have:

- Understood consumer motivation and perception
- Learnt consumer learning and attitude
- Learnt consumer decision making

**UNIT – I**

**UNIT – II**
Consumer research – Paradigms – The process of consumer research - consumer motivation – dynamics – types – measurement of motives – consumer perception

**UNIT - III**

**UNIT - IV**

**UNIT – V**
Consumer Decision Making – Opinion Leadership – Dynamics – Types of consumer decision making – A Model of Consumer Decision Making

**REFERENCE BOOKS:**

SEMMESTER – V

Cost and Management Accounting

UNIT – I


UNIT – II


UNIT – III


UNIT – IV

Fund flow analysis – cash flow analysis (problem only)

UNIT- V

Standard costing – variance analysis – material and labor variance Marginal costing - cost volume profit analysis. Budgeting and preparation of various budgets. (Theory carries 20 marks and problem carry 80 marks )

Reference Books :-

1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharma & K.Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting
MARKETING RESEARCH

UNIT -I
Marketing Research: Meaning, nature and role of marketing research; Organization of marketing research; Marketing research process: Problem identification and definition; Determination of information needs; Developing research proposal.

UNIT -II
Research Design: Types of research Design – Exploratory, descriptive and conclusive researches; Secondary and primary data: Sources of secondary data; Primary data collection instruments – Questionnaire designing and testing; Schedule; Observation methods; Scaling techniques and attitude measurement; Online data sources and research.

UNIT -III
Sample Design: Defining the universe and sampling unit; Sampling frame; Probability and non-probability sampling methods; Sample size determination, Data collection and survey errors.

UNIT -IV
Data Analysis and Interpretation: Data editing and coding; Tabulation and graphic representation; Statistical data analysis including estimation, hypothesis testing, advanced data analysis techniques; Report preparation and presentation.

UNIT -V
Application of Marketing Research : Product research; Advertising research; Market and sales analysis; Marketing research in India; Ethical issues related to marketing research.

TEXT BOOKS:

2. Sharma S.S., Marketing Research.
RDBMS AND ORACLE

UNIT – I

UNIT – II

UNIT – III
Manipulating strings – Dealing with Dates - handling Numbers – defining table and Column constraints - Table Indexes.

UNIT – IV
Sophisticated queries – Builtin group functions – The join operation, views, sequences and synonyms.

UNIT – V

Reference Books :-
Developing Personal Oracle for windows 95 Application – David Loctman.
Ivan Bayaross – Oracle – 7 the complete reference.

RDBMS AND ORACLE
List of Programs

1 Design a database for student information.
2 Insert records for student database table.
3 Alter a field size in the student database table.
4 Delete a field in the student students database table.
5 Select records with roll number, name, class, subject with all mark details.
6 Prepare a list of all student who are having arrears.
7 Find the percentage of marks of a student.
8 Find the pass percentage of a subject in student database.
9 Prepare semester mark sheet for a given student roll number.
10 Design a database for employee information.
11 Insert records for employee database table.
12 Select records with employee id, name, department, designation with all salary details.
13 Prepare a list of employees who are getting net pay more than 10000.
14 List all employees with total allowances and total deductions.
15 List all employees with their net pay.
16 Design a database for bank information.
17 Insert records for bank database table.
18 Create a view for an employee with their deposit information.
19 Write a stored function to find net balance of a customer.
20 Write a PL/SQL procedure to deposit amount to bank database.

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ADVERTISING AND SALES PROMOTION

Goal: To enable the students to acquire knowledge of sales promotional measures

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

- Advertising, Ad media, Ad agencies,
- Sales force management, promotional strategies...

UNIT I

UNIT II

UNIT III
Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising-advertising campaign- steps in campaign planning.

UNIT IV

UNIT V

REFERENCE BOOKS:
1. Bolen J.H. Advertising
2. Sontakk C.N. Advertising and Sales Management
3. Davar S.K. Salesmanship and advertising
4. Neelamegam, Sales Forecasting key to Integrated Management.
Skill Based Subject-3:  **MERCHANDISING MANAGEMENT**

**Subject Description:** This course presents the basics of merchandising

**Goals:** To enable the students to learn the basics of merchandising management

**Objectives:** On successful completion of the course the students should have:
- Understood merchandising planning
- Learnt merchandise buying
- Learnt visual merchandising

**UNIT – I**

**UNIT – II**
Merchandise Planning – steps involved – merchandise control – assortment planning – merchandising stages

**UNIT – III**

**UNIT – IV**
Merchandise performance – retail pricing – merchandise allocation – analyzing merchandise performance – methods

**UNIT – V**
Visual Merchandising – types of display – display planning – methods of display – Window display and interior display – space management – planning lay out

**REFERENCE BOOKS:**

James R Ogden, Denise T. Ogden – Integrated Retail Management, Wiley Pvt Ltd, 2005
SEMESTER VI

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

UNIT – I


UNIT – II


UNIT – III


UNIT – IV


UNIT – V


Reference Books :-

1. Entrepreneurial Development - S.S. Khanka
2. Entrepreneurial Development - C.B.Gupta & N.P.Srinivasan
3. Project Management - S.Choudhury
4. Project Management - Denis Lock
VISUAL BASIC (Theory)

**Goal:** To enable the students to learn Visual programming in windows Environment.

**Objective:** On successful completion of this course, the students should have understood
- VB environment with tool bars, controls and components.
- Programming steps
- Declaring variables & arrays
- Fundamentals of Graphics & Files
- Data bases & SQL

UNIT- I
Getting Started – Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit, view, projects, format, Run and Debug, tools, window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

UNIT – II

UNIT – III
Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference /passing by values - code module – global procedure and global variable – documents for users defined types with statements - common dialog box - MDI forms.

UNIT – IV

UNIT – V
Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

REFERENCE BOOK:-
1. Visual Basic 5 from the Ground Up - Gary cornell
   - Tata McGraw hill Publishing
VISUAL BASIC  (Practicals)

List of Programs

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.

Use Employee information for the following projects.

13. Develop a VB project to search a record in MS-Access database using data control.
14. Develop a VB project to delete a record from MS-Access database using data control.
15. Develop a VB project to perform the following operation in MS – Access database using DAO
   a) Move first record   b) Move next record c) Move previous record d) Move last record
16. Develop a VB project to insert a record in MS – Access database using ADO.
17. Develop a VB project to modify a record in MS – Access database using ADO.

Use student information for the following projects.

18. Develop a VB project to search a record in a Oracle database using data control.
19. Develop a VB project to delete a record from Oracle data base data control.
20. Develop a VB project to perform the following operation in Oracle database using DAO.
   a) Move first record   b) Move next record c) Move previous record d) Move last record
21. Develop a VB project to insert a record in Oracle database using ADO.
    Develop a VB project to modify a record in Oracle database using ADO.
MULTIMEDIA

Subject description: This subject deals Multimedia Applications.
Goal: To learn about multiple media and their technologies.
Objective: To inculcate knowledge on media, text, image, text, audio & video.


Unit-V: Video: Analog video camera – transmission of video signals – video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

Text Book:

Reference Books:
2. Comdex multimedia and web design – vikas Gupta, dreamtech paess, 2007
Skill Based Subject-4: CUSTOMER RELATIONSHIP MANAGEMENT

Subject Description: This course presents the basics of Customer Relationship Management

Goals: To enable the students to learn the basics of Customer Relationship Management

Objectives: On successful completion of the course the students should have:
Understood Relationship Marketing
Learnt Sales Force Automation
Learnt Database Marketing

UNIT – I
Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II
CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III
Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV
Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V
Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:
Philip Kotler, Marketing Management, Prentice Hall, 2005
Elective – I

Insurance Principles and Practice

Goal: To enable the students to acquire knowledge of Insurance Business

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

- Principles of Insurance
- Life Insurance and General Insurance business in India

UNIT-I
Defining Risk and Uncertainty - Classification of risk - Sources of risk - External and Internal Insurance - Meaning, nature and significance essential requirements and principles of risk insurance; reinsurance; privatisation of insurance business in India; Insurance Regulatory Development Authority – Recent Developments in the Insurance sector.

UNIT-II
Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims; concept of trust in life policy; LIC - Role and functions.

UNIT-III
General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; nature of fire insurance ; various types of fire policy ; subrogation; double insurance; contribution; proximate cause; claims of recovery. Accident and Motor Insurance - Nature, disclosure, terms and conditions claims and recovery; third party insurance; Compulsory motor vehicle insurance; accident insurance.

UNIT-IV
Deposit and Credit Insurance - Nature, terms and Conditions, claim, recovery etc., public liability insurance; emergency risk insurance structure and power, function of General Insurance Corporation of India; Deposit Insurance and credit Guarantee Corporation.

UNIT-V
Marine Insurance - Law relating to marine insurance ; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

TEXT BOOKS
2. Kothari & Bahl : Principles and Pratices of Insurance
3. G.S.Panda : Principles and Pratices of Insurance
4. N.D.Kapoor : Elements of Business Law
5. P.Periyasamy : Principles and Pratices of Insurance
Elective – I  B  Modern Office Management

Unit –I Office Management and organization

Unit- II Office Environment & Communication

Unit –III : office correspondence & Record management

Unit –IV : Office systems & Procedures

Unit –V Office Personnel relations

Reference Books:
1. Modern office management – Dr. I.M.SAHAI –Sathiya Bhawan Agra
2. Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd.
Elective – I               C               Software Design Technique

Subject Description: This subject deals with Software Designing concepts like Analysis, Design, Implementation, and Testing.

Goal: Knowledge on how to do a software project with in-depth analysis.

Objective: To inculcate knowledge on Software Designing concepts in turn gives a roadmap to design a new software project.

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TEXT BOOK:

1. SOFTWARE ENGINEERING CONCEPTS – Richard Fairley, 1997, TMH.
   (UNIT-I: 1.1-1.3,2.3-2.4   UNIT-II: 3.1-3.4   UNIT III: 4.1-4.2,5.1-5.2
   UNIT-IV: 6.1-6.4   UNIT-V: 8.1-8.2, 8.5-8.6)

REFERENCE BOOKS:

3. SOFTWARE ENGINEERING – Stephen Schach, 7th edition, TMH.
Elective – II | Strategic Management

UNIT I

UNIT II

UNIT III

UNIT IV


UNIT V
Core Competencies – Building core competencies – Building Strategic Supportive Corporate Culture Strategic advantage – Managing Strategic Change – Strategic Change Process – Diagnosing change need.

TEXT BOOK
PK Ghosh, Strategic Planning and Management, Sultan Chand & Sons, 2000.

REFERENCE BOOK


Elective – II  B  Industrial Relations and Labour Laws

Objectives:
On successful completion of this course, the students should have understood

- Legislations relating to Industrial Disputes and Labour welfare

UNIT I
Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

UNIT II

UNIT III

UNIT IV
The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

UNIT V
The Payment of Wages Act, 1936 - The Employee's State Insurance Act, 1948

REFERENCES:
1. Personnel Management & Industrial Relation - P.C.Tripathi
2. Dynamics of Personnel Management - C.B.Mamoria
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
UNIT I
The system concept – characteristics of a system – elements of a system – types of system – the system development life cycle- consideration for candidate system – the role of a system analyst- real life example for systems.

UNIT II
Systems analysis – systems planning and the initial investigation – need - determine the requirements- background analysis – fact finding techniques and analysis – information gathering – review of literature – procedures – forms- onsite observation- interviews and questionnaires and types.

UNIT III

UNIT IV
System design –process and stage of system design –methodologies-structured and form driven methodology –process control –data validation – i/o and form design – file organization and database design – sequential and indexed sequential organizations database objectives-logical and physical data normalization.

UNIT V
System implementation – system testing and quality assurance-nature of test data –test plan -levels of test quality assurance-implementation and software maintenance – hardware and software selection –system security –applications.

TEXT BOOK

Reference book
Elective – III  A  Financial Services

Objectives:
On successful completion of the course the students should have:
• To learn the various financial services provided by NBFCs.
• To understand the modes of raising capital from domestic and foreign market.
• To evaluate feasibility of projects on hire purchase and leasing.
• To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

UNIT I
Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds -Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

UNIT II

UNIT III
Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV
Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

UNIT V
Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

REFERENCES :
4. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
5. T.Sundar Rajan, Merchant Banking.
6. L.M.Bhole, Financial Institution & Markets.
8. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.
**Elective – III** | **HRD (Human Resource Development)**

**Goal:** To enable the students to learn the principles and practices of developing human resources.

**UNIT I:**
HRD - Meaning, scope, importance, difference between traditional personnel management and HRD. Role Analysis and HRD-Key performance areas, Critical Attributes, Role Effectiveness, Role analysis methods.

**UNIT II:**
Performance appraisals and performance development - objectives of performance appraisal - The past and the future; Basic considerations in performance appraisal; Development oriented appraisal system. Interpersonal Feedback and performance counseling

**UNIT III:**
Potential Appraisal and Development. Career planning and Development.

**UNIT IV:**
Training - conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria.

**UNIT V:**
Organization Effectiveness - Organisation Culture, HRD climate; Organization Development - characteristics, HRD - OD interface. HRD experiences in India - Emerging trends and perspectives.

**REFERENCES:**

Elective – III  C  E-Commerce

UNIT – I
Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC : :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

Reference Books :-

EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG
- “ELECTRONIC COMMERCE – A MANAGERIAL PERSPECTIVE” ,