BHARATHIAR UNIVERSITY, COIMBATORE - 641 046

B.B.M – C.A (Computer Applications)

(For the students admitted during the academic year 2010-2011 and onwards)

SCHEME OF EXAMINATIONS - CBCS Pattern

Part	Study Components	Course Title	Ins. Hrs / Week	Examination				Credit
				Dur.Hrs.	CIA	Marks	Total Marks	
	SEMESTER –I							
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I : Mathematics for Management –I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
	SEMESTER –II							
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III –Introduction to Information Technology		3	3	10	40	50	2
III	Core IV – PC Software (MS Office)	- Practical	3	3	20	30	50	2
III	Core IV–Economics for Executives		5	3	25	75	100	4
III	Allied Paper II : Mathematics for Management –II		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
	SEMESTER –III							
III	Core V – Business Communication		4	3	20	55	75	3
III	Core VI – Production and Materials Management		5	3	25	75	100	4
III	Core VII – Marketing Management		4	3	25	75	100	4
III	Core VIII – C++ and Java Programming		3	3	10	40	50	2
III	Core IX – C++ and Java Programming	– Practical	3	3	20	30	50	2
III	Allied Paper III : Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject -1 : Retail Environment		4	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women's Rights # Constitution of India #		2	3	50		50	2
	SEMESTER –IV							
III	Core X – Human Resource Management		5	3	25	75	100	4
III	Core XI – Financial Management		5	3	25	75	100	4
III	Core XII – Organisational Behaviour		5	3	20	55	75	3
III	Core XII –Internet and Web Page Design		3	3	10	40	50	2
III	Core XIII –Internet Web Page Design Programming Laboratory	– Practical	2	3	20	30	50	2
III	Allied Paper IV : Business Law		5	3	25	75	100	4
IV	Skill based Subject -2 : Consumer Behavior		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #		2	3	50		50	2

	SEMESTER –V						
III	Core XV –Cost & Management Accounting	6	3	25	75	100	4
III	Core XVI – Marketing Research	6	3	25	75	100	4
III	Core XVII– RDBMS & Oracle Programming	3	3	10	40	50	2
III	Core XVIIII– RDBMS & Oracle Programming -Practical	3	3	20	30	50	2
III	Core XIX – Advertising and Sales Promotion	5	3	25	75	100	4
III	Elective –I :	4	3	25	75	100	4
IV	Skill based Subject -3 : Merchandising Management	3	3	20	55	75	3
	SEMESTER –VI						
III	Core XX –Entrepreneurship & Project Management	5	3	25	75	100	4
III	Core XXI – Visual Basic Theory	3	3	10	40	50	2
III	Core XXII – Visual Basic – Practical	3	3	20	30	50	2
III	Core XXII – Multimedia	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject -4 :Customer Relationship Management	4	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
	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)**		
Elective – I	**A**	Insurance principles and Practice
	B	Modern Office Management
	C	Software Design Technique
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

Business - meaning -business and profession, requirements of a successful business- Organisation - meaning - importance of business organisation. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

UNIT –II

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

UNIT –III

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

UNIT - V

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

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

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

UNIT - II

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

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 liner 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

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, Main frame and super computers – analogue, digital and hybrid computers – business and scientific computer systems – first, second, third and fourth generation computers – laptop or not book computes – data processing systems batch – online and real time systems – time sharing – multi programming and multi processing systems – net working – local area and wide area networks.

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

Operating systems – Dos – windows – unix- windows NT – windows 198 E-commerce – IT Internet – intranet – email its uses and importance – world wed sites and Computers

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

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keyne's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

UNIT - V

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act.

REFERENCE BOOKS

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
3. Sundaram K.P & Sundaram E - 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

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

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

1. Kanti Swarup, Gupta R.K. - Operations Research
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.
3. **Rodriquez M V**, "Effective Business Communication Concept" Vikas Publishing Company ,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

Organisation of Materials Management - Fundamental Principles - Structure - Integrated materials management - Purchasing – procedure - principles - import substitution and import purchase procedure - Vendor rating - Vendor development .

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

Quality control - Types of Inspection - Centralised and Decentralised. TQM: Meaning - Objectives - elements - Benefits - Bench marking: Meaning - objectives - advantages - ISO: Features - Advantages - Procedure for obtaining ISO.

TEXT BOOKS:

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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,contants,variables & data type .Decision making branching & looping . Class ,objects and methods.

UNIT V

Arrays ,strings & vectors-interfaces-packages

Reference Books :-

1. Object oriented programming with C++,E.Balagurusamy 2nd Edition,TATA McGraw Hill Ltd
2. Programming with Java A primer - E.Balagurusamy 2nd Edition,TATA McGraw Hill Ltd

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 our 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 * Y.
   Area of triangle = ½ * X * Y
   Area of circle = 3.14 * X * 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

Direct Taxes : Income Tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – heads of income – computations of income under salary and house property .(problem be included).

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 RECOMMMENDED

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
Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.

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:

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

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

Manpower Planning -Job description - Job analysis – Job specification – recruitment and Selection -Training and development.

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.
3. Memoria - Personnel Management and Industrial Relations.

FINANCIAL MANAGEMENT

UNIT – I (Theory Only)

Financial Function : meaning – Definition and scope of finance functions – Objectives of financial management – profit maximization and wealth maximization . Sources of finance – Short term – Bank sources – long term – shares – debentures, preferred stock – debt.

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)

Capital structure – Factors influencing capital structure – optimal capital structure – Dividend and dividend policy : Meaning , classification – sources available for dividends – Dividend policy -general determinants of dividend policy .

UNIT– IV (Theory Only)

Working Capital Management : Working capital management - concepts – importance – Determinants of working capital.

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
3. T.m.Pandey - Financial Management.
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

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

UNIT - III

Job satisfaction - meaning - factors - theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.

UNIT – IV

Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Co-operation - competition - conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms - Role - Status – supervision style - Training for supervisions.

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

Internet basics – Internet Address – Domain names – Browsers – search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – changing the default connection.

UNIT – II

Working with E-Mail – running an email program – sending , reading , replying deleting and exiting mail – sending files via email - attaching a signature – managing an address book.

UNIT – III

Introduction to HTML - information file creation – web server – web client / browser - HTML – commands – title – footer – paragraph breaks – line breaks – headin style – spacing – centering – Font size and color.

UNIT – IV

List – Types of list – Adding graphics to HTML document – Using width, height , alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – cplspan attributes – Links – internal and external document reference – Images as hyper links.

UNIT – V

Introduction to DHTML - cascading style sheets – color and backround attributes – text attributes – border attributes – marginal related attributes – list attributes – class – external style sheet.

1. (Unit 1,2) - Internet compete
- Maureen Adams, Sherry Bonelli
- BPB Publications – 1998.

2. (Unit 3,4,5) - Web enabled commercial application development using HTML,DHTML , Java Script , Perl CGI.
- Ivan Bayross
- BPB Publications – 2000.

Internet and Web Page Design (Practicals)

List of Programs

1 Install a modem in your system.

2 connect internet using an account in you 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.

The following program based on database.

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 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
Introduction - Consumer Behaviour – definition - scope of consumer behaviour – Discipline of consumer behaviour – Customer Value Satisfaction – Retention – Marketing ethics.

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

UNIT - III
Consumer Learning – Behavioural learning theories – Measures of consumer learning – Consumer attitude – formation – Strategies for attitude change

UNIT - IV
Social Class and Consumer Behaviour – Life style Profiles of consumer classes – Cross Cultural Customers Behaviour Strategies.

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

Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice – Hall of India, Sixth Edition, 1998.
Paul Green Berg – Customer Relationship Management – Tata Mc Graw Hill , 2002
Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006
Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

SEMESTER – V

Cost and Management Accounting

UNIT – I

Meaning – definitions – scope – objectives – function – merits and demerits of Cost and Management accounting – distinction between cost, management and Financial accounting – Elements of cost – cost concepts and classifications.

UNIT – II

Preparation of cost sheet – stores control – ECQ – maximum , minimum, reordering Levels – pricing of materials issues – FIFO, LIFO, AVERAGE COST STANDARD PRICE – methods - labor cost – remuneration and incentives.

UNIT – III

Financial statement analysis – preparation of comparative and common size statements - analysis and interpretation . Ratio analysis – classification of ratio – liquidity , profitability , solvency – inter firm comparison.

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 identifiation 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 stimation, 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:

1. Boyd, Harper W. Jr., Westfall, Ralph and Stasch, Stanley, Marketing Research: Text and Cases, Richard D.Irwin Inc., Homewood, Illinois.
2. Sharma S.S., Marketing Research.

RDBMS AND ORACLE

UNIT – I
Data base Management System and RDBMS – Normalization – Oracle terminology – Database Connection – Creating tables – The Basics of SQL : SQL Grammar.
UNIT – II
Data manipulation – data types – Insertions , updation and deletion operation – SELECT Command – Where clause modifying structure – views – Sequences, SWL & Plus commands.
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
Transaction – the Basics of PL/SQL creating and using stored procedures, Functions and Packages – Retrieving Data with cursors. Enforcing Business Rules with Database triggers.

Reference Books :-
Developing Personal Oracle for windows 95 Application – David Loctman.
Ivan Bayross – Commercial Application Development using Oracle Developer 2000.
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.

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

Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade journal-Magazines-out door advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme-radio and television advertising-exhibition-trade fair-transportation advertising.

UNIT II

Advertising agencies-advertising budget-advertising appeals - advertising organisation-social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks.

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

Sales force Management-Importance-sales force decision-sales force size-recruitment & selection-training-methods-motivating salesman Controlling - compensation & incentives-fixing sales territories-quota - Evaluation.

UNIT V

Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising -techniques of sale promotion-consumer and dealers promotion. After sales service-packing – guarantee - Personal selling-Objectives - Salesmanship-Process of personal selling-types of salesman.

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
Merchandising – meaning – concept – factors affecting merchandising function – merchandise manager functions – merchandise mix – components of merchandise management – merchandise strategies

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

UNIT – III
Merchandise buying – types – sources of supply – identifying and contracting - evaluating sources- branding strategies – category management

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:

Chetan Bajaj and Ranjith – Retail Management – Oxford University Press, Second Edition, 2005
Gillespie Hecht and Lebowitz – Retail Business Management , Mc Graw Hill Book Company, Third Edition, 2002
James R Ogden, Denise T. Ogden – Integrated Retail Management , Wiley Pvt Ltd, 2005
Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

SEMESTER VI

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

UNIT – I

Meaning of Entrepreneurship – Characteristics, functions and types of Entrepreneurship – Entrepreneur – Role of Entrepreneurship in economic development.

UNIT – II

Factors affecting Entrepreneurial growth – economic noneconomic Entrepreneurship Development programmes – need – objectives – course contents – phases – evaluation. Institutional support to Entrepreneurs.

UNIT – III

Project Management: Meaning of project – concepts – categories – Projects life cycle phases – characteristics of the projects – projects manager – role and responsibilities of project manager.

UNIT – IV

Project identification – selection – project formulation – contents of a project report – planning commission guidelines for formulating a project – specimen of a project report.

UNIT – V

Source of finance for a project – institutional finance supporting projects -project evaluation– objectives – types – methods.

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

Steps in programming – the code window – editing tools – statements in VB – Assignment – and property setting – variable, strings, numbers, constants, displaying information – controlling program flow- repeating operation – making decisions – GOTO – string function – RND functions – data and time functions – financial functions.

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

Fundamentals of Graphics and files - screen – the line and shapes – graphics via codes, lines & boxes, Circle, ellipse, pie charts, curves, paint picture method – graph control - file commands - file system controls - sequential files – random access files - binary files .

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 knowladge on media ,text , image , text , audio & video .

Unit-I : Introduction : multimedia presentation and production –characteristics of multimedia presentation – multiple media –utilities of sensory perception –hardware and software requirement . **D**igital representation: analog representation –waves – digital representation- need for digital representation .

Unit-II : Text: types of text – Unicode standard – font – insertion of text – text compression – file formats.

Unit-III : Image: Image type –seeing color- color modals –basis steps for image processing- scanner- digital camera – interface standards – specification of digital images.

Unit-IV : Audio: Introduction – acoustics – nature of sound wave –fundamental characteristics of sound – microphone- amplifier- loudspeakers – audio mixer-digital audio.

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:
1. Principles of Multimedia **– Ranjan Parekh, 2007, TMH.**

Reference Books:
1. Mulimedia : making it work – tay Vaughan,7th edition , TMH
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:

S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997
Paul Green Berg – CRM – Tata Mc Graw Hill, 2002
Philip Kotler, Marketing Management, Prentice Hall, 2005
Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

Elective – I	**A**	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
1. M.N.Mishra : Insurance Principles and Practices
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
Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.

Unit- II Office Environment & Communication
Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safty – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

Unit –III : office correspondence & Record management
Centralized Vs Departmental correspondence – depart mental typing and typing pools – classification of records – principles of record keeping – filling – methods.

Unit –IV : Office systems & Procedures
Systems – procedure – Advantages – Characteristics of sound office system& procedures – work simplification – principles – kinds of reports.

Unit –V Office Personnel relations
Personnel management – definitions – functions –office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.

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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UNIT-I: Introduction to Software Designing: Definitions – Size Factors – Quality and Productivity Factors. **Planning a Software Project:** Planning the Development Process – Planning an Organizational Structure.

UNIT-II: Software Cost Estimation: Software cost Factors – Software Cost Estimation Techniques – Staffing-Level Estimation – Estimating Software Estimation Costs.

UNIT-III: Software Requirements Definition: The Software Requirements specification – Formal Specification Techniques. **Software Design:** Fundamental Design Concepts – Modules and Modularization Criteria.

UNIT-IV: Implementation Issues: Structured Coding Techniques – Coding Style – Standards and Guidelines – Documentation Guidelines.

UNIT-V: Verification and Validation Techniques: Quality Assurance – Walkthroughs and Inspections – Unit Testing and Debugging – System Testing.

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:

1. Software Engineering for Internet Applications – Eve Anderson, Philip Greenspun, Andrew Grumet, 2006, PHI.
2. Fundamentals of SOFTWARE ENGINEERING – Rajib Mall, 2nd edition, PHI
3. SOFTWARE ENGINEERING – Stephen Schach, 7th edition, TMH.

Elective – II	**A**	Strategic Management

UNIT I
Introduction-concept of Strategy – Need – Dimensions - Strategic Planning - Process-Benefits – McKinsey's 7S Model – Strategic vision – Corporate Mission – Objectives – Goals – Social Responsibility – Business ethics – Linking Strategies with ethics – Social audit.

UNIT II
Environmental analysis – Need – Scanning – Approaches – Forecasting – Techniques. Internal Analysis – Need – SWOT analysis – Value Chain – Functional Analysis – Grid approach – Criteria for evaluating internal capabilities.

UNIT III
Strategic Decision framework – Developing alternatives – Strategy Options – Diversification strategies – Retrenchment Strategy – Factors influencing strategy – generic strategy – cultural context of strategy – comparing alternatives – BCG Model.

UNIT IV
Implementation – Role of top management – Process – Matching Structure of strategy – Resource allocation – Planning and Controlling system.

Evaluation – Criteria – Quantitative and Qualitative factors – Feedback and Information – Industry attractiveness – Application of 9 Cell Matrix.

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
VS Ramaswamy & S.Namakumari, Strategic Planning – Formulation of Corporate Strategy, Macmillan Business Books, 2001

John A Pearce, Richard B Robinson, Strategic Management, AITBS Educational Books, 2000

Micheal E Porter, Competitive Strategy, Prentice Hall, 2004.

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

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

UNIT III

Factories Act 1948 - The Workman's Compensation Act, 1923.

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
3. Human Resource Management - N.G.Nair & Latha Nair Sultan Chand & Sons.
4. Essentials of Human Resource Management and Industrial Relations – P.SubbaraoHimalaya.
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
6. R.Venkatapathy & Assissi Menachery - Industrial Relations & Labour Legislation - Aditya Publishers.

Elective – II	**C**	**SYSTEMS ANALYSIS AND DESIGN**

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

Tools of structures analysis – data flow diagram – data dictionary-decision tree- decision table –feasibility study- system performance –identification of system objectivesdescription
of outputs-feasibility considerations – steps in feasibility analysis- Report
and oral presentation –cost benefit analysis.

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 organizationsdatabase
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

Elias M.Awad “System Analysis And Design” Galgotia Publications 2nd edition

Reference book

James A Senn “Analysis and Design of Information Systems,Tata McGraw Hill Publishing company,second edition

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

Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - Lease Accounting - Types of leases.

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 :

1. M.Y.Khan, Indian Financial Systems.
2. K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.
3. R.M.Srivastava, Indian Financial System.
4. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
5. T.Sundar Rajan, Merchant Banking.
6. L.M.Bhole, Financial Institution & Markets.
7. Habel J.Johnson, Financial Institution & Markets.
8. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.
9. Nalini Prava Tripathy, Financial Instruments and Services, Prentice Hall of India, New Delhi.

Elective – III	**B**	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:

1. Pareek Udai and T.V.Rao, Designing and Managing Human Resource Systems, Oxford & IBH.
2. Rao T.V.performance Appraisal: Theory and Practice.AIMA-Vikas.
3. ILO: An Introductory course in Teaching and Training Methods for Management Development. Sterling Publishers.
4. Rao T.V.et.al.(ed) Alternative Approaches and Strategies of HRD Rewat Publications.
5. Silvera D.M. - Human Resource Development - the Indian Experience New India Publications.
6. Rao VSP, Human Resource Development, Response Books, 2001.
7. Kandula S.R, Strategic Human Resource Development, PHI, 2001.

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

Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.

UNIT – III

Advertisement in EC :- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet

UNIT – IV

Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer's Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

UNIT –V

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

Reference Books :-

EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG
- "ELECTRONIC COMMERCE – A MANAGERIAL
- PERSPECTIVE ,
- Pearson Education Asis – 2000.

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