### SCHEME OF EXAMINATIONS - CBCS Pattern

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components</th>
<th>Course Title</th>
<th>Ins. Hrs / Week</th>
<th>Examination</th>
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<td>Dur. Hrs.</td>
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<td>English-I</td>
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<td>III</td>
<td>Core I – Management Process</td>
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<td>Core II – Financial Accounting</td>
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<td>III</td>
<td>Allied Paper I - Mathematics for Management –I</td>
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<td>III</td>
<td>Core III – Introduction to Information Technology</td>
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<td>III</td>
<td>Core II – PC Software (MS Office &amp; Tally) - Practical</td>
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<td>Core IV–Visual Basic - Theory</td>
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<td>III</td>
<td>Core V–Visual Basic - Practical</td>
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<td>Allied Paper II – Mathematics for Management –II</td>
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<td>Value Education – Human Rights #</td>
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<td>SEMESTER –III</td>
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<td>III</td>
<td>Core VI – Production and Material Management</td>
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<td>III</td>
<td>Core VII – Marketing Management</td>
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<td>Core VIII – C++ and Java Programming – Theory</td>
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<td>III</td>
<td>Core IX – C++ and Java Programming – Practical</td>
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<td>Allied : III - Taxation</td>
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<td>IV</td>
<td>Skill based Subject 1 : (Diploma) Retail Environment</td>
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<td>4 3 25</td>
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<td>IV</td>
<td>Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights #</td>
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<td>2 3 75</td>
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<td>III</td>
<td>Core X – Human Resource Management</td>
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<td>Core XI – Financial Management</td>
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<td>III</td>
<td>Core XII –Internet and Web Page Design - Theory</td>
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<tr>
<td>III</td>
<td>Core XIII –Internet Web Page Design Programming - Practical</td>
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<td>Core XIV – E-Commerce (A Managerial Approach)</td>
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<td>Allied : IV Functional English for Executives (Practical)</td>
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<td>5 3 50</td>
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<td>IV</td>
<td>Skill based Subject 2 (Diploma) Paper-II : Consumer Behavior</td>
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<td>IV</td>
<td>Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #</td>
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<td>2 3 75</td>
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### SEMESTER – V

| III | Core XV – Cost & Management Accounting | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core XVI – Business Law | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core XVII – RDBMS & Oracle Programming - Theory | 3 | 3 | 10 | 40 | 50 | 2 |
| III | Core XVIII – RDBMS & Oracle Programming - Practical | 3 | 3 | 20 | 30 | 50 | 2 |
| III | Core XIX – Insurance Principles & Practice | 5 | 3 | 25 | 75 | 100 | 4 |
| III | Elective – I : | 4 | 3 | 25 | 75 | 100 | 5 |
| IV | Skill based Subject 3 (Diploma) Paper-III : Merchandising Management | 3 | 3 | 25 | 75 | 100 | 3 |

### SEMESTER – VI

| III | Core XX – Entrepreneurship & Project Management | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core XXI - Software Design Technique | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core XXII – Multimedia | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Elective – II : | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Elective – III : | 2 | 3 | 25 | 75 | 100 | 5 |
| IV | Skill based Subject 4 (Diploma) Paper-IV : Customer Relationship Management | 4 | 3 | 25 | 75 | 100 | 3 |
| V | Extension Activities @ | - | - | - | - | 50 | 1 |
| Total | - | - | - | - | 3600 | 140 |

@ No University Examinations. Only Continuous Internal Assessment (CIA)
# No Continuous Internal Assessment (CIA). Only University Examinations.

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**List of Elective papers (Colleges can choose any one of the paper as electives)**

<table>
<thead>
<tr>
<th>Elective – I</th>
<th>A</th>
<th>Research Methods for Management</th>
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<tbody>
<tr>
<td></td>
<td>B</td>
<td>Marketing Research</td>
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<td>C</td>
<td>Consumer Behaviour</td>
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<tr>
<th>Elective – II</th>
<th>A</th>
<th>Promotion Management</th>
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<td></td>
<td>B</td>
<td>HRD (Human Resource Development)</td>
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<td>C</td>
<td>Financial Services</td>
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<th>A</th>
<th>Labour Law</th>
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<tr>
<td></td>
<td>B</td>
<td>Global Business Management</td>
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<tr>
<td></td>
<td>C</td>
<td>Project Work &amp; Viva-Voce</td>
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</tbody>
</table>
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**

**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
**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
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 Shelly
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 & TALLY) 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.

TALLY
19. Create anew company, voucher and ledger and record minimum 10 transactions and display the result.
20. Prepare a trail balance
21. Prepare the Profit and Loss A/c
22. Prepare the Balance sheet.
**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 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 .
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 – 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 database 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.
22. Develop a VB project to modify a record in Oracle database using ADO.
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

Production and Materials Management

UNIT – I


UNIT – II


UNIT – III


UNIT - IV


UNIT – V


Reference Books :-

1. Banga and sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V.Varma : Materials Management
4. Gopalakrishnan : Materials Management
Semester – III

Marketing Management

UNIT – I

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

UNIT – II


UNIT – III


UNIT – IV


UNIT - V

Branding Decision: Brand – Brand image, Brand Identity –Brand Personality – positioning and Leveraging the brands - brand Equity.

Reference Books :-

Philip Kotler - Marketing Management
Rajan Nair - Marketing Management
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, constants, 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 * 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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SEMESTER – III

TAXATION

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 advalorem and specific duties – exemption

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

Reference Books :-

1. Dingare Pagare - Business Taxation
2. Balasubramanian - Business Taxation
4. V.P Gaur - Income tax Law & Practice
5. Tamil Nadu Dales Taxt Act.
DIPLOMA IN RETAIL MANAGEMENT

DIPLOMA PAPER-I : 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 .

Receiveable 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 - VI

INTERNET AND WEB PAGE DESIGN (Theory)

UNIT – I


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


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
Internet and Web Page Design  (Practicals)

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.

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.
E – COMMERCE
(A Managerial Approach)

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 ,
Functional English for Executives
Allied Paper in Fourth Semester for all BBM and BBA Degree Courses for the candidates admitted during 2007-08 and onwards.

Objective of this paper:
To develop the language and communication skills of the students.

Objective of the examination:
To assess how effectively the students apply their language and communication skills in the simulated practical situations.

Internal Assessment: (Maximum: 50 marks)
(To be assessed jointly by the subject teacher and the HOD, on completion of each unit.)

Unit-I: Reading ability of students
When the students read the articles from the prescribed news papers, journals or magazines, the teacher can assess the reading ability of the students, based on speed, pronunciation, stress, voice modulation, etc. (Maximum: 10 marks)

Unit-II: Spontaneous writing skill
The teacher can ask the students to write
- Letters, assuming any business / administrative context
- Reports on industry visits, seminar/function attended, etc.
- Short essays or write-ups on given topics
- Any other item that the teacher deems fit
Marks can be awarded based on the clarity, theme orientation and the grammatical strength of the write-up. (Maximum: 10 marks)

Unit-III: Spontaneous speaking skill
The teacher can
- Ask the students to speak on a given topic
- Assume that they are organizing/attending a function and the students have to play the following roles
  - Welcoming the gathering
  - Delivering the presidential address
  - Proposing vote of thanks
  - Playing the ‘master of ceremony’ role
  - Delivering a special address on a given topic
- Conduct mock interviews for recruitment / mock press meets.
Marks can be awarded based on the theme-orientation, style of the language, pronunciation, stress, voice modulation and body language.  
(Maximum: 10 marks)
Unit-IV: Presentation skill

The teacher may organize Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, Commerce and industry or any social issue and present the same to audience. Each group may consist of 3 or 4 students)

LCD / OHP / Black board can be used by the students (based on availability).

Marks can be awarded based on the theme-orientation and clarity of presentation. (Maximum: 10 marks)

Unit-V: Interpersonal communication skill

The teacher can organize Group Discussion. (Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experiences of trade/industry. They may be asked to find group solution through discussion and the group leader may present the same to the audience in the class.)

GD can be assessed based on the level of participation of the individual in the group, motivation, language, depth of discussion, analysis, synthesis, inter-personal aspects, clarity of presentation, theme-orientation, etc. (Maximum: 10 marks)

External Assessment: (Maximum: 50 marks)

- The University may appoint external examiners from among the senior most management teachers (not English teachers) of various colleges affiliated to Bharathiar University.
- Both the internal and external examiners can jointly set a question paper which will be consisting of the topics for ANY TWO of the following events.
  - GD: 25 marks
  - Effective Public Speaking: 25 marks
  - Seminar presentation: 25 marks
- The performance is to be jointly assessed by both the examiners and the marks are to be awarded.
- This may be treated as a practical examination
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:

SEMESTER – V

Cost and Management Accounting

UNIT – I


UNIT – II


UNIT – III


UNIT – IV

Fund flow analysis – cash flow analysis (problem only)

UNIT- V

(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
UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Factories ACT 1948, ; provisions relating to health, safety welfare, working hours, leave etc. of workers; approval, Licensing and registration of factories – manager and occupier – their obligations under the Act; powers of the authorities under the Act: penalty provisions.

UNIT – V
Wages and Benefits: -
B) Minimum wages ACT 1948 : Objects, Procedure for fixing and revising minimum wages appointment of Advisory Board; Payment; Maintenance of registers and records; offences and penalties.
C) Payment of Bonus Act, 1965: Objects, computation and determination of Bonus, eligibility and payment, provisions for new companies.

Reference Books :
1. N.D.Kapoor - Mercantile Law
2. Bare Acts -
3. Shukla M.C - A Manual of Mercantile Law
5. K.P.Kandasami - Banking Law & Practice
6. H.K.Saharay and N.K.Saha - Commercial & Industrial Law
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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SEMESTER – V
INSURANCE PRINCIPLES AND PRACTICE

UNIT – I


UNIT – II

Life Insurance – Law relating to life insurance; General Principles of life insurance contract; Proposal an 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; General insurance; different type of general insurances; general insurance Vs life insurance; nature of general insurance; various type of fire policy; subrogation; double insurance; contribution; proximate cause; claims of recovery. Accident and Motor Insurances - Nature, disclosure, terms and conditions claims and recovery; third party insurance; compulsory motor vehicle insurance; accident insurance.

UNIT – IV

Deposit and credit card Insurance – Nature, terms and conditions, claims recovery etc. public liability insurance; emergency risk insurance structure and power, function of General Insurance Corporation of India and 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; proximity cause; voyage; warranties; measurement; sub–rogation; contribution; under insurances.

Reference Books :-

1. M.N. Misshara - Insurance Principles and practice
2. Kothari & Bahl - Principles and practices of insurance
3. G.S.Panda - Principles and practices of insurance
4. N.D.Kapoor - Elements of Business law
5. P.Periyasamy - Principles and practices of insurance
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
Software Design Techniques

**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-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:**

3. SOFTWARE ENGINEERING – Stephen Schach, 7th edition, TMH.
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
DIPLOMA PAPER-IV : 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

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Elective – I | Research Methods for Management

UNIT -I
Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II
Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III
Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV
Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT -V
Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:
1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology
Elective – I  B  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.
Elective – I C Consumer Behaviour

Objectives:
On successful completion of the course the students should have
   To know the importance of consumer behaviour in the application of marketing
   To mould the students to understand the consumer behaviour

UNIT -I
Consumer buying process – stages in buying process. Market Segmentation and Consumer

UNIT -II
The Process of Learning and Consumer Behaviour – Concept and theories of learning – Brand,
Brand loyalty and Brand equity. Consumer Perception – Process, interpretation, perception and
marketing strategy. Perceptual process and buying behaviour. Social, cultural and personal
factors.

UNIT -III
Consumer needs and Motivation – Wants versus needs – Theories of needs – Maslow’s hierarchy
of needs – Motivation – role of motives – Theories of motivation – motivational research.

UNIT -IV
types, Celebrities, Family, Socialization of family members, Function of family, Family
decision-making and consumption – related roles, Family life cycle.

UNIT -V
Culture – Nature – Characteristics- Measurement, Sub-cultures – Nationality, age, geographic,
Regional and Sex, Sub-cultural interaction – Cross culture.

TEXT BOOKS:
1. Dr.L.S.Gupta & Sumitra Pal, Consumer Behaviour, Sultan Chand & Sons.
2. Kurder, Consumer Behaviour, PHI / Pearson.
   Blackwell, Consumer Behaviour.
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

Sales promotion: meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising-techniques of sale promotion-consumer and dealers promotion. After sales service-guarantee-personal selling-objectives-salesmanship-process of personal selling

Reference Books :-
Bolen J.H. Advertising
Sontack C.N. Advertising and Sales Management
Davar S.K. Salesmanship and advertising
Elective – II | B | H R D (Human Resource Development)

Course Number:
AIM: 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 – II | C 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, mergers 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 A Labour Law

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
Elective – III B Global Business Management

UNIT I
Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition and direction-traditional and non traditional products-brief background of import trade-future.

UNIT II

UNIT III

UNIT IV
Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans – export control regulations – ECGC.

UNIT V

REFERENCES:

1. TAS Balalgopal Export Management
2. Francis Cherunilam International Trade and Export Management
3. S K Varghese Foreign Exchange and Financing of Foreign Trade
4. Y R Ullal Export Management

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Elective – III C Project Work & Viva-Voce

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