# SCHEME OF EXAMINATIONS

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components / Course Title</th>
<th>Inst. Hours/ Week</th>
<th>Examination</th>
<th>Credit</th>
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<td>III CORE I – MANAGERIAL ECONOMICS &amp; DECISION MAKING – I</td>
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<td>III CORE II – BUSINESS ENVIRONMENT AND INSURANCE</td>
<td>5 3 25 75 100 4</td>
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<td>III ALLIED PAPER I OFFICE AUTOMATION TOOLS</td>
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<td>IV Environmental Studies #</td>
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<td>Semester II</td>
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<td>III CORE III – MANAGERIAL ECONOMICS &amp; DECISION MAKING – II</td>
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<td>III CORE IV – AN INTRODUCTION TO INSURANCE</td>
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<td>III ALLIED PAPER II COMPUTERISED ACCOUNTING – TALLY</td>
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<td>II English-III</td>
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<td>III Core V – MACRO ECONOMICS</td>
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<td>III Core VI – LIFE INSURANCE AND PRODUCTS</td>
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<td>III Allied : III - STATISTICS</td>
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<td>IV Skill based Subject 1 (Diploma) FINANCIAL ACCOUNTING</td>
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<td>IV Tamil@ / Advanced Tamil# (OR) Non-major elective - I (Yoga for Human Excellence)# / Women's Rights#</td>
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<td>Semester IV</td>
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<td>II English-IV</td>
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<td>III Core VII – MONETARY ECONOMICS</td>
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<td>III Core VIII – INTRODUCTION TO PL/SQL</td>
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<td>III Allied : IV MATHEMATICS IN FINANCE AND</td>
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### INSURANCE

#### Semester IV

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<tr>
<th>Skill based Subject 2 (Diploma)</th>
<th>Tamil @ /Advanced Tamil # (OR) Non-major elective -II (General Awareness #)</th>
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#### Semester V

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<thead>
<tr>
<th>Core IX – FISCAL ECONOMICS</th>
<th>Core X – GENERAL INSURANCE AND PRODUCTS</th>
<th>Core XI – FINANCIAL SERVICES</th>
<th>Core XII – ENTREPRENEURSHIP DEVELOPMENT</th>
<th>Elective –I</th>
<th>Skill based Subject 3 (Diploma) COMPUTER SYSTEM – I</th>
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#### Semester VI

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<tr>
<th>Core XIII – INDIAN ECONOMIC ISSUES</th>
<th>Core XIV - FINANCIAL MARKETS</th>
<th>Core XV – INSURANCE AND RISK MANAGEMENT</th>
<th>Elective –II</th>
<th>Elective –III</th>
<th>Skill based Subject 4 (Diploma) COMPUTER SYSTEM – II</th>
<th>Extension Activities @</th>
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**Total** 3700 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)

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<thead>
<tr>
<th>Elective – I</th>
<th>A</th>
<th>B</th>
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<tr>
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<td>E-commerce</td>
<td>Investment Policies and Programme – I</td>
<td>Auditing</td>
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<tr>
<th>Elective – II</th>
<th>A</th>
<th>B</th>
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<tr>
<td></td>
<td>Banking Practice</td>
<td>Investment Policies and Programme – II</td>
<td>Security Analysis</td>
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<th>Elective - III</th>
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<td>Management Information System</td>
<td>Tourism</td>
<td>Journalism</td>
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B.A Economics with Insurance & Finance
Semester I
Part III – Core Paper I – Managerial Economics and Decision Making I

Total Hours: 90

Preamble:
The paper aims to
- Equip the students with the fundamental tools of economic analysis
- To acquire skills in applying the tools of economic analysis in forecasting demand and deciding production.

Unit I

(18 Hours)

Unit II

(18 Hours)

Unit III

(18 Hours)

Unit IV

(18 Hours)

Unit V

(18 Hours)

Books for Reference:
S. Sankaran : Managerial Economics, Margham Publications,

R. Cauvery and others : Managerial Economics, S. Chand and Company, New
B.A Economics with Insurance & Finance
Semester I
Part III – Core Paper II – Business Environment and Insurance

Total Hours: 90

Preamble:
The paper aims to provide
- Knowledge on the effect of various types of environment on the growth of insurance
- Knowledge of the growth of insurance sector in India
- Knowledge of the global insurance environment also

Unit I

(16 hours)

Unit II

(17 hours)

Unit III
Insurance Market in India: -Size – opportunities- Obstacles – Knowledge gap between Insurers & Insured-Consumer education in Indian insurance- need for educating the General public about the basic principles of Insurance, Basic principles of underwriting, consequences of stoppage of paying premium – Insurance as a tool for long term financial planning – Types of insurance plans- Life Protection plans –Saving plans- Retirement plans- market- Linked plans –Universal Plans –Unit Linked Insurance plans (ULIPs)-Market Linked returns- Net asset value- Existing ULIP Scheme (in brief)

(20 hours)

Unit IV:

(20 hours)

Unit V:

(17 hours)

Books for Reference:
A.Murthy : Elements of Insurance, Margham Publications, Chennai, 2006

B.A Economics with Insurance & Finance
Semester I
Part III - Allied Paper I – Office Automation Tools
Total Hours: 90

Preamble:
The Papers covers the essential skills for using all the programs separately and as a team

- It equips the students to develop their own application using Graphical user Interface.
- Knowledge of Microsoft Access as Database Management System to organizing Staggering information about personal and business life.
- To learn Power point presentation graphics program.

Unit I:

(18 Hours)

Unit II:
Unit III:

(18 Hours)

Unit IV:
MS Power Point: Power Point Basics – Introduction – Toolbars their Icons and commands – Navigating in Power Point – working with PowerPoint (Animation effects, Hyperlink)

(20 Hours)

Unit V:

(16 Hours)

Books for Reference:

Practical I  -  Office Automation Tools

- Prepare a class timetable using MS Word
- Prepare an application with Bio Data using MS Word (like application for the post of Lecturer in college)
- Prepare a chart for student name versus subject marks using MS Word
- Prepare an information letter about the college reopening date to the student using Mail Merge
- Prepare an information letter to various students about the publication of results using Mail Merge
- Design an advertisement copy in MS Word
- Prepare Students mark sheet using Excel
- Prepare Payroll for employee using Excel
- Draw a chart using Excel with the details : student name and marks of 3 subjects
- Design a sports day invitation and prepare slides describing various events in Power point
- Display various departments and courses offered in our college using Power point
- Prepare the teaching slides using Power Point
• Create a database for employee details and generate a report for pay slip using MS Access
• Create a database maintaining stock in a shop with fields: Serial number (Primary Key), Name of product, Product code, Quantity and Price
• Create a database for customer information and generates a report with the customer name in ascending order.

B.A Economics with Insurance & Finance
Semester II
Part III – Core Paper III – Managerial Economics and Decision Making II

Total Hours: 75

Preamble:
The paper aims to
• Equip the students with the knowledge of pricing under different market conditions
• Develop the skills in managing capital and profit
• Impart skills in risk management

Unit I
Market structure and pricing decisions: Classification of markets – pricing under perfect competition – pricing under monopoly – price discrimination – Dumping – Pricing under monopolistic competition – Pricing under oligopoly (limited to kinked demand curve model) – Cournot Model of Duopoly – Monopsony.

(15 Hours)

Unit II

(15 Hours)

Unit III

(15 Hours)

Unit IV
Capital Management: Capital Budgeting – Cost of Capital – Project Profitability.
Unit V

(15 Hours)

Books for Reference:
R.Cauvery and others : Managerial Economics, S.Chand and Company, New Delhi, 2002.

B.A Economics with Insurance & Finance
Semester II
Part III –Core Paper IV– An Introduction to Insurance
Total Hours: 75

Preamble:
The paper aims to
• Provide knowledge of basic concepts and importance of Insurance
• Impart knowledge on the various insurance Legislations

Unit I

(14 hours)

Unit II
Classification of Insurance – on the basis of nature of Insurance- from business point of view – from risk point of view. Insurance and social security : Evolution of Insurance Organisations- Insurance Organisations in India – Insurance and social security a) Social Security to Individuals b)Social security to Business

(15 hours)

Unit III
Unit IV


(16 hours)

Unit V


(14 hours)

Books for Reference:


A. Murthy: Elements of Insurance, Margham Publications, Chennai, 2006


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B.A Economics with Insurance & Finance
Semester II
Part III – Allied Paper II – Computerized Accounting - Tally
Total Hours: 90

Preamble:
The objectives of the paper are

➢ to familiarize the students with accounting skills using tally software

Unit I


Unit II
Tally Fundamentals: Introduction to Tally – Features of Tally – Getting functional with Tally – Creation/ Setting up of a company in Tally- F11 Features – F12 Configure – Value added tax in Tally

Unit III
Inventory in Tally: Stock Groups – Stock Items – Units of Measure – Inventory. Vouchers - Recording Simple Inventory Transactions

Unit IV
Purchase and Sales: Cash and Credit Purchases – Cash and Credit Sales – Purchases Returns – Sales Returns – Bill of exchange – Bills Receivable and Bills Payable – Revenue Recognition Principles – Price Levels
Display and Reports: Introduction – Accounting and Inventory Reports in Tally

Unit V
Inventory Reports: Stock Summary – Inventory Books
Printing Reports: Types of Print Configuration Options – Print Format

B.A Economics with Insurance & Finance
Semester III
Part III – Core Paper V – Macro Economics
Total Hours: 75

Preamble:
The paper is designed to
• Make the students aware of the basic, theoretical framework underlying the field of macro economics.
• Expose the students to macro economic aspects in Keynesian and Post-Keynesian economics.

Unit I

(15 Hours)

Unit II

(15 Hours)

Unit III

Consumption Function – Average and Marginal Propensity to Consume

(15 Hours)

Unit IV

Savings – Types of Saving* - Determinants of Saving – Investment function

(15 Hours)

Unit V


(15 Hours)

Books for Reference

Dr. R. Cauvery and Others : Macro Economics, S. Chand & Company Ltd.,
New Delhi, 2004.


Dr. S. Sankaran : Macro Economics, Margham Publications,

B.A Economics with Insurance & Finance
Semester III
Part III – Core Paper VI – Life Insurance and Products
Total Hours: 60

Preamble:
The paper aims to provide
• Knowledge about Life Insurance Corporation as a major player in Insurance sector
• In-depth information on the various policies of LIC of India

Unit I:

Unit II:
Whole Life Policy – Whole Life Policy with Profits – Limited Payment Life Policy with Profit – Types of Plans-, Features-, Tax Treatment – Merits and Demerits. (11 hours)

Unit III:

Unit IV:

Unit V:

Books for Reference:
Mishra, M.N : Insurance: Principles and Practice, S.Chand & Co Ltd., New Delhi, 2005
Preamble
This course aims at
- Analyzing and interpreting data
- Applying the statistical tools for solving economic problems

Unit I
Definition – importance – functions and limitations of statistics – Primary and Secondary data, census and sampling methods – Collection of data* Frequency distribution – Classification and Tabulation of data – Diagrammatic and Graphical representation – Ogive and Lorenz Curves

(20 Hours)

Unit II

(16 Hours)

Unit III

(17 Hours)

Unit IV

(18 Hours)

Unit V
Index numbers – Laspeyre’s, Paasche’s, Fisher’s Ideal Index Numbers – Cost of Living numbers – Time Series Analysis – Components and measurements of Time Series limited to moving average and least square methods.

(19 Hours)

Note: Theory carries 40 marks and problems carry 60 marks

Books for Reference:

B.A. Economics with Insurance & Finance
Semester IV
Part III – Core Paper VII – Monetary Economics
Total Hours: 60

Preamble:
The Paper aims at
• Understanding the role of money, theories of money and how money is managed in modern economy
• Analyzing the monetary forces, their developmental role and limitations in shaping and influencing the monetary policies

Unit I

(10 Hours)

Unit II

(14 Hours)

Unit III

(14 Hours)

Unit IV

(10 Hours)

Unit V
Money and capital market (a brief idea only) - Monetary policy – its objectives. Financial Intermediaries – their role in India’s Economic Development.  

(12 Hours)

Books for Reference :
Dr.S.Sankaran : Monetary Economics, Margham Publications, Chennai, 2005
M.L.Jhingan : Monetary Economics, Konark Publishers Pvt. Ltd., Delhi, 1997
T.T.Sethi : Monetary Economics, S.Chand & co. Ltd., Delhi ,1996

Part III – Core Paper VIII – Introduction to PL/SQL

Total Hours: 45

Preamble:
The aim of the paper is
✓ To make the students design and maintain databases.
✓ To store and retrieve information contained in the database.

Unit I

(9 hours)

Unit II
More on SQL – Computations on Table Data – Oracle Functions – Data constraints – Grouping Data from Tables in SQL – Manipulating Dates in SQL – Subqueries – Joins – Using the Union, Intersect and Minus Clause.

(10 hours)

Unit III
Unit IV
Oracle Transactions – Processing a PL/SQL Block – Cursors.
(8 hours)

Unit V
(9 hours)

Books for Reference:

B.A Economics with Insurance & Finance
Semester IV
Part III – Allied Paper IV – Mathematics in Finance and Insurance
Total Hours: 90

Preamble:
The objective of this paper is to equip the students with the knowledge of application of mathematics in Finance and Insurance and make them to understand
• the applications of mathematics in finance like ratio analysis and capital budgeting and
• The importance of mathematics in the calculation of present value of annuities, life assurance premiums, policy values, conversion of premium etc., which widens the scope of employability of the learners.

Unit I
(Book 1- Chapter 4)
(17 Hours)

Unit II

Capital budgeting: Methods of Appraisal: *Traditional Techniques – Discounted cash flow or time adjusted techniques – NPV and IRR methods.

(Book 1: Chapters 5, 6) (17 Hours)

Unit III
Annuities Certain, present values, Amounts, Deferred annuities, perpetuities. Redemption of Loans: Present value of an immediate annuity certain – Accumulated value of a Deferred Annuity Certain – Present value of an Annuity Due of 1 p.a for a term of ‘n’ years certain- *The Accumulated value of an Annuity Due of 1 p.a for a term of ‘n’ years certain at the end of n years - The accumulated value of deferred annuity due of 1% p.a for a term of n years certain at the end of n years, the deferment period being n years – Perpetuity – Present value of an Immediate perpetuity of 1 p.a – Present value of a Perpetuity Due of 1 p.a – Deferred Perpetuity with deferment period of m years. Mortality table: Column Ix -Column dx – Column qx – Column px – the probabilities of survival and death.
(Book 2: Lesson II (Sections 1-27) & Lesson V (Sections 1-7) (20 Hours)

Unit IV
(Book 2: Lesson VIII & Lesson IX (Sections 1-19) (18 Hours)

Unit V
(Book 2: Lesson XIII (Sections 1-6) & Lessons XV (Sections 1-10) (18 Hours)

Books for Reference:
Preamble:
The aim of the Paper is
- to enable the students to understand the fundamentals of Public Finance
- to impart a thorough understanding of the role and functions of the Government in a modern economy and
- to study the impact of financial operations on economic activities

Unit I

(15 Hours)

Unit II

(20 Hours)

Unit III

(20 Hours)

Unit IV

(20 Hours)

Unit V

(15 Hours)

Books for Reference:
Dr.R.Cauvery & others : Public Finance (Fiscal Policy) 
S.Chand & Ltd., Delhi 2005

B.A. Economics with Insurance & Finance
Semester V
Part III – Core Paper X – General Insurance and Products
Total Hours: 75

Preamble:
The objectives of this paper are
• to understand the basic concepts of general insurance
• to learn the principles, practices, procedures and treatments of General insurance products

Unit I:

(15 Hours)

Unit II:

(15 Hours)

Unit III:
Insurance Policies and Policy Conditions – Rate making in Marine Insurance Marine
Losses – Total and Partial Losses – Payment of Claims. (15 Hours)

Unit IV:
Miscellaneous Insurance I: Motor Insurance – Kinds of Policies –
Parking Insurance. Burglary Insurance Personal accident Insurance- Health Insurance –
Meaning and Types – Fidelity Guarantee Insurance – Commercial Fidelity Guarantee –
Court Bond - Claims Insurance (15 Hours)

Unit V:
Miscellaneous Insurance II : Employer’s liability Insurance – Third party Legal
liability – Jeweller’s Block Insurance – Aviation Insurance – Engineering Insurance –
Agriculture Insurance. (15 Hours)

Books for Reference:
Bodla, B.S., Garg M.C. & Singh: Insurance, Fundamentals, Environment &
Procedures, Deep & Deep Publications, Delhi, 2003
Dr. Gupta, P.K: Insurance Management, Himalaya Publishing
House, Mumbai, 2004
Mishra, M.N: Insurance: Principles and Practice, S. Chand
& Co Ltd., Delhi, 2005
Murthy, A: Elements of Insurance, Margham
Publications, Chennai, 2006
Nalini Prava Tripathy: Insurance- Theory & Practice, Prentice Hall of
India Private Ltd., Delhi, 2005

B.A Economics with Insurance & Finance
Semester V
Part III – Core Paper XI – Financial Services
Total Hours: 75

Preamble:
The object of this paper is
➢ To provide an introduction to financial services
➢ To impart knowledge on innovative financial services, essential to the growing
needs of the economy

Unit I
Introduction to financial services – Meaning – Growth of services – Classification
– Scope – Fund based and non-fund based or fee based – modern activities – New
Financial Products and services (a brief account) – Merchant Banking (a Brief Account) – Meaning, Origin and Growth – Services of Merchant Banks – Qualities required for Merchant Banking In India. (17 hours)

**Unit II**

**Unit III**

**Unit IV**

**Unit V**
Credit Rating: Meaning – Importance – functions – benefits – Credit Cards: Meaning – Types – Facilities offered to Credit Holders – Benefits – Demerits – Credit Card business in India. Debit Card: Smart Card: Recent innovations in credit cards. (13 hours)

**Books for Reference:**

**B.A Economics with Insurance and Finance**

**Semester V**

**Part III Core Paper XII Entrepreneurship Development**

**Total Hours : 75**

**Preamble:**
The aim of the paper is
- To acquire the knowledge regarding characteristics of an entrepreneur
- To develop an interest in entrepreneurial activity and
- To equip them with entrepreneurial skills for self employment

**Unit I**

(14 hours)

Unit II


(16 hours)

Unit III


(15 hours)

Unit IV

Training and finance objectives of training – phases of EDP – special agencies for training – institutional finance with special emphasis of commercial banks. IDBL IFCI, ICICI, IRBI, SFCS, SIPCOT, Khadi and Village Industries Commission – Micro Finance –Incentives and Subsidies( a Brief Study)

(15 hours)

Unit V


(15 hours)

Books for Reference:


R.Saravanakumar, R. Parameswaran & T.Jayalakshmi (V Unit) : A Text Book of Information Technology, S.Chand & Co Ltd., Delhi, 2003

Preamble:
The Paper enables the students
- To have an essential understanding of various issues of the Indian Economy and
- To have the ability to comprehend & critically appraise the current Indian Economic Problems

Unit I

(16 Hours)

Unit II
Place of Agriculture in Indian Economy – causes for low productivity – credit needs of the Indian farmers – sources of rural credit – present system of Indian agricultural marketing – measures to improve agricultural marketing (in brief) – New agricultural strategy - Green Revolution – Problems created by Green Revolution – Agricultural price policy – Indian agriculture and WTO – Recent initiatives in Indian agriculture.

(18 Hours)

Unit III

(19 Hours)

Unit IV

(18 Hours)

Unit V


(19 Hours)

Books for Reference:
Ruddar Dutt and K.P.M Sundaram : Indian Economy, S.Chand & Company Ltd., New Delhi, 2004
Ishwar D.Dhingra : Indian Economy, S.Chand & Co., Delhi 1997
Dr.S.Sankaran : Indian Economy, Margham Publications, Chennai, 2004

B.A Economics with Insurance & Finance
Semester VI
Part III – Core Paper XIV – Financial Markets

Total Hours: 75

Preamble:
The objectives of this paper are

➢ To acquaint the students with the working of financial market in India and help to foster sound corporate capital structure
➢ To learn the procedure regarding trading on stock exchanges through on-line trading
➢ To know the progress made in de-mat trading during recent years

Unit I

(18 hours)
Unit II


(16 hours)

Unit III


(18 Hours)

Unit IV


(18 hours)

Unit V


(20 hours)

Books for Reference:
Dr. S. Gurusamy : Financial Services and Marketing, Vijay Nicole Imprints Private Ltd., Chennai, 2004
Sri Ram Khanna : Financial Markets in India & Protection of Investors, New Century Publications, Delhi, 2004

B.A Economics with Insurance & Finance
Semester VI
Part III – Core Paper XV – Insurance and Risk Management
Total Hours: 75

Preamble:
The objectives of this paper are
➢ To know about risk, risk Management process and techniques
➢ To provide an overall view of the risk management and control systems
➢ To understand the role of information technology in Insurance
Unit I


(14 hours)

Unit II


(14 hours)

Unit III


(14 hours)

Unit IV


(18 hours)

Unit V


(15 hours)

Books for Reference:

Mishra, M.N : Insurance: Principles and Practice, S.Chand & Co Ltd., Delhi, 2005


Mark S. Dorfman : Introduction to Risk Management, Prentice – Hall of India Pvt Ltd, Delhi, 2005
III – SEMESTER – PART – IV SKILLS BASED SUBJECT - 1
DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM
FINANCIAL ACCOUNTING

SUBJECT DESCRIPTION:

The Course deals with the essential concepts of accounting procedures.

OBJECTIVES:

1. To make the students to understand the basic concepts of accounting procedures.
2. To encourage the students to learn modern techniques in the accounting field.

UNIT I
Accounting - Definition, objects, functions and importance, classification of accounts - Double Entry System concept; Journal, ledger and Trial Balance.

UNIT II

UNIT III
Preparation of Final Accounts of sole traders - trading and Profit & Loss A/c. and Balance Sheet - with simple adjustment.

UNIT IV
Single Entry System - Statement of Affairs; Conversion into double entry (Simple Problems)

UNIT V

REFERENCE BOOKS


NOTE: Question Papers must contain problems to the extent of 60% of the marks allotted to the subject.
IV – SEMESTER – PART – IV SKILLS BASED SUBJECT - 2

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM
II TRADE DOCUMENTATION

SUBJECT DESCRIPTION:
The subject deals with essential methods of Trade documentation.

OBJECTIVES:
1. To familiarize the students to learn the procedures of foreign trade and documentation methods.
2. To enable the students to gain knowledge regarding Trade documentation.

UNIT I
Avenues of International Trade - Direct exporting - Joint venturing - licensing arrangement, Management contracting, foreign investment - turnkey projects, consulting.

UNIT II
Role of Shipping - Liners, tramps, Bill of lading - Jettison and general average, particular average, warranties and other shipping terminologies - containerization - Air Transport - Multi Model Transport - Cargo Insurance.

UNIT III

UNIT IV
Export, Import Licenses - Letter of Credit Mechanism - Uniform Customs and Practices for Documentary Credit (UCPDC) - Duty drawback procedure.

UNIT V
Packing Methods - Packing List - Quality Control and Inspection - Clearance of Export Cargo - valuation and classification of goods in customs - Warehousing under Customs Act - Post - Shipment Formalities and procedures.

REFERENCE BOOKS
Government of India, Handbook of Import and Export procedures.
Balagopal Export Management, Himalaya Publishing House, Delhi
SEMESTER - V – PART – IV SKILLS BASED SUBJECT - 3

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM

COMPUTER SYSTEM - I

SUBJECT DESCRIPTION:

The course deals with the basic knowledge on different concepts of computer applications.

OBJECTIVES:

1. To provide knowledge on different concepts of computer applications
2. To enable the students to understand the importance of computer system.

UNIT I

UNIT II

UNIT III

UNIT IV
Tally 7.2 - opening New Company - safety of accounts - password characteristic, Making Ledger accounts - writing voucher - voucher entry - Making different types of vouchers - correction of Sundry Debtors and Sundry Creditors.

UNIT V

REFERENCE BOOKS

Nathari - Tally 7.2, B.P. Publications.
S. Palanivel - Tally Accounting Software - Margham Publications.
Parameswaran - Computer Applications in Business.
SUBJECT DESCRIPTION

The course deals with the different concepts relating to MS. Office and computer system.

OBJECTIVES

1. To understand the significance and basic concepts of computer systems.
2. To provide knowledge of the application of computer system in the field of MS. Office

UNIT I


UNIT II

Word Basics - Using Auto text - using Auto correction - word editing techniques - finding and replacing text - checking spelling using templates - formatting - formatting with styles - creating tables.

UNIT III

Excel Basics - entering data - selecting ranges - editing entries - formatting entries - simple calculation - naming cells and ranges - data display - printing work sheets - copying entries between work books - moving sheets between work books - deleting sheets - creating graphs.

UNIT IV

Power Point Basics - editing text - adding subordinate points - deleting slides - working outline view - a design template merging presentation in slider sorter view applying templates - adding graphs - adding organisation charts - running an electronic slide - show adding special effects.

UNIT V

Access Basics - creating a table entering and adding records - changing a structure - working with records - creating forms - establishing relationships - using queries to extract information - using report to print information.

REFERENCE BOOKS

<table>
<thead>
<tr>
<th></th>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>2</td>
<td>Stephen.L</td>
<td>Office 2000 Complete reference by BPB</td>
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<tr>
<td>3</td>
<td>Joyce Cox, Polly Urban</td>
<td>Quick Course in Microsoft Office - Galgotial Publications.</td>
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<td>4</td>
<td>T. Karthikeyan&amp;Dr.C. Muthu</td>
<td>PC Software for Office Automation - Sultan Chand.</td>
</tr>
<tr>
<td>5</td>
<td>Sanjay Saxena</td>
<td>A first course in Computer</td>
</tr>
<tr>
<td>6</td>
<td>R. Krishnamoorthi</td>
<td>Computer programming and application</td>
</tr>
<tr>
<td>7</td>
<td>A.L. Stevens</td>
<td>Teach; your self windows.</td>
</tr>
</tbody>
</table>
SEMESTER-V ELECTIVE I-A
E-Commerce

Total Hours: 90

Preamble:
The objectives of the paper are:

➢ To provide basic knowledge about Electronic Commerce
➢ To impart knowledge about applications of e-commerce in business.

Unit I

(18 Hours)

Unit II

(17 Hours)

Unit III

(19 Hours)

Unit IV

(18 Hours)

Unit V

(18 Hours)
Books for Reference:

SEMESTE-V ELECTIVE I-B
INVESTMENT POLICIES AND PROGRAMMES - I

SUBJECT DESCRIPTION
The subject of the course deals with the importance of investment and the functions of stock exchange market.

OBJECTIVES
1. Enlighten the students about the investment policies
2. Understanding and analysing the various issues related to share market.

UNIT I
Investment - Financial and Economic - meaning of investment - importance of Investment - Features of an Investment programme.

UNIT II
Security valuation - Scope - elements of investment - Approaches to investment - Basic valuation models.

UNIT III
Bonds - Types - public Sector Bonds - Zero Bonds - shares - preference shares and Equity Shares - Bonus and Right Shares.

UNIT IV
Debentures - Non-convertible- partly convertible, Fully convertible debentures.

UNIT V
Share market - primary market, How to apply for new issues - Basics of allotment - Secondary market - Functions of Stock Exchange.

REFERENCE BOOKS
1. Ralph Eastman Badger and Harrg G. Guthamann - Investment principles and practice
2. Dougall Herbert - Investments
3. Preeti Singh - Investment Management
4. B.S. Grewal and Nahjot Grewal - Successful Stock market Investment
5. S.S. Grewal and Nahjot Grewal - Profitable Investment in shares
6. Preeti Singh - Investment Management Security Analysis and Portfolio Management,


SEMESTER-V ELECTIVE I-C
Auditing

Total Hours : 75

Preamble:
The objectives of this paper are:
• To impart knowledge about Principles and methods of auditing
• To familiarize the students with the techniques of auditing and its applications

Unit I

(12 hours)

Unit II
Audit procedure – Planning of audit – Audit programme – Audit note book – Audit working papers – Internal control and internal check – Internal check as regards cash, wages, sales, etc., Position of external Auditor as to Internal audit.

(15 hours)

Unit III

(16 hours)

Unit IV
Verification and valuation of assets and liabilities – Auditor’s position – Auditors duty regarding depreciation – Reserves and provisions.

(16 hours)

Unit V
Audit of Computerized Accounts – e-audit.

(14 hours)

Books for Reference:
B.N.Tandan : A Hand book of Practical Auditing
S.Sudharsanam : S.Chand & Co.Ltd., New Delhi, 2006
S.Sundharabahu
R.G. Saxena  :  Principles and Practice of Auditing  
Himalaya Publishing House, Mumbai, 2002  

R. Sharma  :  Auditing  
Lakshmi Narain Agarwal Educational Publishers, Agra, 2000
SEMESTER-VI ELECTIVE II-A  
Banking Practices  
Total Hours: 90

Preamble:
This paper aims
△ To provide basic knowledge about the importance and functions of commercial banks
△ To acquire practical knowledge and skills in banking transactions

Unit I
Definition of a banker and customer – Banking services – meaning and importance – Economic and Monetary implications of banking operations – Globalised challenges in banking services – New trends in banking services – Computerization in banks.
(20 Hours)

Unit II
(20 Hours)

Unit III
(20 Hours)

Unit IV
Principles of sound lending – loans and advances – Modes of creating charge – pledge – Hypothecation – Mortgages
(20 Hours)

Unit V
Banking Practicals
1. Pay-in-slip
2. Application for term deposits
3. Cheque
4. Withdrawal form
5. Post office saving Bank A/C Application
6. Locker opening
7. Jewel loan application
8. Personal loan application
9. ATM – functioning in four different banks
10. Application form for educational loan
11. Bills discounting
12. Getting DD
Books for Reference:


P.N.Varshney : Banking Law and Practice, Sultan Chand & Sons, Delhi, 2002

M.L.Tannan : Banking Law and Practice in India, India Law House, Delhi, 1997

S.S.Gulsan & K.Kapoor : Banking Law and Practice, Sultan Chand & Co Ltd., Delhi, 1999
SEMESTER-VI ELECTIVE II-B
INVESTMENT - POLICIES AND PROGRAMME - II

SUBJECT DESCRIPTION
The subject of the course deals with different investment opportunities available in the economy.

OBJECTIVES
1. To provide the knowledge of various issues related to portfolio selection.
2. To educate the students about Mutual funds in a modern economy.

UNIT I

UNIT II

UNIT III
Portfolio selection - Scope, type of investors - operation of investment in the stock market - Bulls and Bears - Role of Depositories.

UNIT IV
Mutual Funds - Types - Advantages and Disadvantages - Net Asset Value - UTI and other Mutual Funds.

UNIT V
Role of Stock Market in the India Economy - Important companies, FERA Companies - SEBI

REFERENCE BOOKS
1. Ralph Eastman Badger and Harrg G. Guthamann - Investment principles and practice
2. Dougall Herbert - Investments
3. Preeti Singh - Investment Management
4. B.S. Grewal and Nahjot Grewal - Successful Stock market Investment
5. S.S. Grewal and Nahjot Grewal - Profitable Investment in shares
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<tbody>
<tr>
<td>7.</td>
<td>A.N. Shanbhag</td>
<td>In the Wonderland of Investment</td>
<td>Focus Popular Prakasham, Mumbai</td>
<td>1999</td>
</tr>
</tbody>
</table>
Total Hours - 75

Preamble:
The paper aims to
  ▪ study the meaning of security analysis and the approaches to analyse it
  ▪ understand technical analysis as an approach in detail
  ▪ have clear idea about Capital Market efficiency

Unit I

(15 Hours)

Unit II

(15 Hours)

Unit III
Dow theory-Primary, Intermediate and Short term trends-Support and resistance level-Volume of trade-The trends of the Market-Short sales
Charts-Advantages-Point and Figure Charts-Bar charts-Chart Patterns-‘V’ formation-Tops and bottoms-Double Top and bottom-Head and Shoulders-Triangles-Flags-Panant

(15 Hours)

Unit IV
Moving Average-Index and Stock price Moving Average-Stock price and Stock Prices’ Moving average-Comparison of the two moving averages-Oscillators-Relative strengths Index-Rate of Change-Identification of over bought and over sold zones

(15 Hours)
Unit V

Efficient Capital Market-Definition-Why should capital market be efficient-
Alternative efficient market hypothesis- Weak firm efficient market-hypothesis-Test and result-
Semi strong firm efficient market hypothesis-Test and results-
Strong firm hypothesis-Test and Result- Efficient Market and Fundamental Analysis-
Efficient Market and Technical Analysis

(15 Hours)
SEMESTER-VI ELECTIVE III-A
Management Information System

Total Hours - 75

Preamble:

The paper is designed to.

• Enable the students to know the fundamental concepts of MIS
• Import basic knowledge of documentation and
• Provide knowledge on the realms of various information systems.

Unit I


(15 Hours)

Unit – II


(15 Hours)

Unit -III


(15 Hours)

Unit – IV


Unit – V

Developing and Implementing Application System – Quality Assurance and Evaluation of Information System.

(15 Hours)

Books for References:
Sadagopan - Management Information System
Prentice Hall of India (P) Ltd., 2004

A O’Brien Irwin - Management Information System

Dr. Mittal & Agarwal - Management Information System
Sanjeeva Prakashan, Meerut. 2004

W.S. Jawadekar - Management Information System

D.P. Goyal - Management Information System
Macmillan India Ltd., 2005

L.M. Prasad and Usha Prasad - Management Information System
Sultan Chand & Sons, 2004
SEMESTER-VI ELECTIVE III-B
TOURISM

SUBJECT DESCRIPTION

The course aims at equipping the students with the growth and development of tourism and effect on employment generation.

OBJECTIVES

1. Make the students aware of the nature and forms of tourism
2. Expose the students regarding the possibilities of employment potential and the importance of computer technology in tourism.

UNIT I
Tourism concepts - Motivation for Travel - Barriers to Travel - forms of tourism - Travel industry network - Tourism and Tourism product - Meaning & Type - Tourism Planning in India - Government role in planning Tourism - factors influencing tourism development - Pleasure & Religious Travel.

UNIT II
Mass Tourism, Individual Tourism & paid holidays - Growth of modern Tourism - The basic components of tourism - Elements of Tourism - Geographical resources for tourism - Domestic Tourism.

UNIT III

UNIT IV
Economic dimensions of Tourism - Economic significance - Tourism income multiplier - Development of infrastructural development - Employment generation - multiplier - Tourism retailer - Travel agency operation - scope of work of travel agency - the Tour operation - Handling a client.

UNIT V
Role of Communication in travel - modern mass techniques - Computer Technology in Tourism - Railways, Hotels, Reservation, Airlines, Videotext system. Tourism in India - India as a tourist paradise - Growth of tourism in India - Role of TTDC for the growth towards tourism industry.

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<td>Sterling Publications Pvt. Ltd.</td>
<td>New Delhi</td>
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<td>Jaipur</td>
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<td>Mukesh Ranga</td>
<td>Tourism Potential in India</td>
<td>Abhiheet Publications</td>
<td>New Delhi</td>
<td>2003</td>
</tr>
</tbody>
</table>
SEMESTER-VI ELECTIVE III-C
JOURNALISM

SUBJECT DESCRIPTION
The content of the course aims at making the students to understand the nature of mass communication and the responsibilities and functions of press.

OBJECTIVES
1. Understand the characteristics of communication
2. Imparting knowledge about the qualities of a reporter and newspaper management.

UNIT I
Nature Scope and process of mass communication - Theories of mass Communication - SMCR model of communication - Types of Communication - Characteristics of Communication - Barriers - Mass media of Communication - Merits and Demerits.

UNIT II

UNIT III
News - Definition of news - Sources of news - Reporting - Qualities of a reporter - Routine beats of a reporter - Inverted pyramid style of reporting - lead - Definition and types - Crime reporting, Correspondents - Special Correspondents - District correspondents - Investigative reporting - writing for Radio and TV - Free lance Journalism.

UNIT IV
Editing - Editorial writing - purpose of editionals - Headlines - definition - Functions and types - what is a copy - Sources of a copy - Sub-edition - Functions of Sub-editor - proof reader - Functions and symbols.

UNIT V
Newspaper Management - various departments of a newspaper and their functions - Advertisement - circulation and Administration.

REFERENCE BOOKS
3. News Reporting and Editing - K.M. Srivastava Sterling
6. Journalism in Modern India - Roland E. wolsley
7. The Indian Press - Dr. S.P. Sen
8. The Press - M. Chalapathi Rao
9. Truth about Indian Press - J.N. Sahni
10 Indian Press - Kadig Krishnamurthy
11. History of Indian Press - J. Natarajan
12. The Professional Journalism - John Honhenberg
13. Professional Journalism - Patanjali Sethi